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народного хозяйства и государственной службы
при Президенте Российской Федерации»**

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**СОВРЕМЕННЫЕ ТЕНДЕНЦИИ
МИРОВОГО СОТРУДНИЧЕСТВА**

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Сборник включает материалы V международной молодежной научно-практической конференции на иностранных языках “Современные тенденции мирового сотрудничества”, которая проходила в Сибирском институте управления — филиале Российской академии народного хозяйства и государственной службы при Президенте Российской Федерации 20 мая 2016 года.

Сборник может быть полезен студентам высших учебных заведений, аспирантам и преподавателям, использующим иностранный язык в профессиональной деятельности.

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ВВЕДЕНИЕ

В условиях социальных, политических и экономических преобразований нашей стране нужны специалисты с высоким уровнем квалификации, способные к самообразованию и повышению профессиональной компетенции. Тесная взаимосвязь стран в современном мире неуклонно повышает роль иностранного языка в профессиональной деятельности, т. к. сегодня специалист любой области со знанием иностранного языка должен быть конкурентоспособным, вести переговоры с зарубежными партнерами, стажироваться в иностранных компаниях, изучать информационные источники на иностранном языке, заниматься исследовательской работой в крупных научных центрах за рубежом и т. д. Внеаудиторные мероприятия на иностранных языках способствуют развитию иноязычной коммуникативной компетенции молодых людей.

19—20 мая 2016 года в Сибирском институте управления — филиале РАНХиГС прошёл III Международный научный студенческий Форум на иностранных языках: «Глобальные изменения: взгляд молодёжи» для старшеклассников средних школ, студентов 1-5 курсов всех направлений подготовки и специальностей высших учебных заведений и аспирантов.

Форум состоял из двух мероприятий:

— 19 мая 2016 г. — III Межвузовская олимпиада по иностранным языкам «Молодёжь — стратегический ресурс развития российского общества;

— 20 мая 2016 г. — V Международная студенческая научно-практическая конференция на иностранных языках «Современные тенденции мирового сотрудничества».

В работе Форума приняли участие более 200 участников из 18 городов России: Барнаул, Бийск, Горно-Алтайск, Екатеринбург, Иркутск, Йошкар-Ола, Казань, Кемерово, Красноярск, Москва, Новокузнецк, Новосибирск, Омск, Пермь, Самара, Томск, Тюмень, Челябинск. В состав жюри входили не только преподаватели кафедры иностранных языков Сибирский институт управления — филиал РАНХиГС, но и преподаватели из других вузов России во главе с заведующими кафедр иностранных языков, а также 12 зарубежных гостей из Великобритании, Германии, Италии, Китая, США и Франции.

Во второй день Форума (20 мая 2016 года) состоялась V Международная студенческая научно-практическая конференция «Современные тенденции мирового сотрудничества» на английском, немецком, французском и английском языках. На 8 секциях обсуждался широкий

круг вопросов, таких как международные отношения в эпоху глобализации; социальные трансформации в современном обществе: локальное, региональное и глобальное измерения; актуальные вопросы экономического развития в современном мире; публичное и корпоративное управление: современные тенденции и подходы; актуальные проблемы юридической науки: теория и практика; филология и лингвистика в современном обществе. В своих докладах студенты представили как оценку современной ситуации в нашей стране и на местном уровне, так и анализ зарубежного опыта. По результатам работы Конференции были выбраны победители и призеры.

В рамках конференции прошёл мастер-класс «Rhetoric and composition in action: How to keep the focus?», который провела Ирина Борисовна Короткина, заведующий межфакультетской кафедрой английского языка Московской высшей школы социальных и экономических наук, доцент кафедры политических и общественных коммуникаций Института общественных наук РАНХиГС, кандидат педагогических наук, доцент.

Благодарим представителей школы иностранных языков «Юнисити», региональный информационный центр Германской службы академических обменов DAAD в г. Новосибирске, культурно-информационный центр Альянс Франсез — Новосибирск, школе английского языка Big Apple School, школе иностранных языков Mastery+, центр китайской культуры и языка «Тайшань» за активное участие в III Международном научном студенческом Форуме на иностранных языках: «Глобальные изменения: взгляд молодёжи» и надемся на дальнейшее сотрудничество.

Особая благодарность администрации Сибирского института управления — филиала РАНХиГС в лице директора С. Р. Сверчкова, зам. директора по научной работе О. В. Симагиной, а также научно-организационному отделу за поддержку и помощь в организации и проведении Форума.

Оргкомитет

АНГЛИЙСКИЙ ЯЗЫК

SECTION 1. INTERNATIONAL RELATIONS IN THE ERA OF GLOBALISATION

Yaroslava Kischuk

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THE ROLE OF INTERNATIONAL NON-GOVERNMENTAL ORGANIZATIONS IN GLOBAL INTERNATIONAL RELATIONS

International non-governmental organizations (NGOs) play an important role in global international relations. Nearly forty thousand international NGOs are well known in the world today. They have different structures, functions, missions, resources, operations, achievements and perspectives.

The goal of the research is to analyze the impact of INGOs on global international relations.

To begin with, an international non-governmental organization is a kind of international organization with three criteria: international character of the composition and objectives; the private nature of the Foundation; and voluntary activities.¹ In fact, they constitute a sort of “global civil society” that advances democratization processes, protects human rights, and assists peacemaking efforts in regions of conflict. The biggest and the most popular INGO is the European Union (EU).

We conducted a survey of the pupils’ opinions on the discussed problem in my Biysk lyceum and compared them with the survey of 2009. In 2009, the impact of the UN in the international life was considered to be significant by one third of respondents (33%). At the same time 23% of pollees speak about strengthening of its influence and 32 % about its weakening². Our poll has revealed that 29% of respondents say that the UN plays a small role in the world and 71% think that the UN has a significant role, 36% of them are sure that it has negative influence and 67% — positive. All pupils point out weakening of its influence.

On the whole, UN doesn’t play a great role in international relations. INGOs can potentially facilitate international cooperation and the rule of law, but they can also obstruct them. In the future, the extensive involvement of INGOs in the local arena will be greatly influenced by the understandings and perceptions that will characterize the general debate on their status and cross-border activities.

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¹ *Tsygankov P. A.*, Theory of international relations. Moscow, 2003. P. 243

² www.fom.ru

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SOCIAL MEDIA AND ITS EFFECTS ON INTERNATIONAL RELATIONS

Before the massive growth in technology, written letters were always a simple yet time-consuming to deliver messages. Nowadays, the situation has completely changed. Today social media play a vital role in communicating between people, organizations and countries. They completely changed the way we communicate with each other, especially in international relations.

The rise of social media across the globe has increased the complexity of an already rapidly evolving communications landscape. This complexity presents both obstacles and opportunities for international relations. Currently, there are several ways how social media is transforming international relations. One of such ways is political mobilization on a global scale. A good example of it is the Arab Spring that is often considered as one of social media's breakout moments. Sometimes referenced as the "Twitter Revolution," participants from Egypt, Libya, Syria and other countries used social networks such as Facebook, Twitter and YouTube both to inform the world.¹ In other words, according to a survey, the amount of content produced online by opposition groups during the Arab Spring was more than 3 million tweets (for instance, only in Egypt there were about from 2,300 to 230,000 tweets a day), gigabytes of YouTube content and thousands of blog posts.²

Thus, in this day and age social media plays one of the most vital roles in international relations. Its impact is so tremendous and fast that it is too difficult not only to understand all the consequences of it but also to predict the influence on international relations in the nearest future.

Научные руководители — Е. А. Гордина, Л. С. Афанасьева

¹ *Fergus, H.* The Emerging Role of Social Media in Political and Regime Change. New York, 2013. P. 28—31.

² *O'Donnell, C.* New Study Quantifies Use of Social Media in Arab Spring. Seattle, 2011. P. 1—2.

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RUSSIA IN THE LIMELIGHT OF THE CHINESE MEDIA

Over the past years the impact of mass media on public's opinion has dramatically increased and as the result governments use these resources of influencing the opinions of people and forming ideas and attitudes at large. Moreover, news agencies significantly affect our perception of the political situation in the modern world.

Nowadays Sino-Russian relations are thought to be not very open and at the same time the most effective ones in the world. Thus, our project is aimed at analysing the way how Russia is presented in the three Chinese leading news portals: People's Daily, China Daily and Xinhua News Agency.

Having searched through various articles, we have inferred that:

✓ Before the implementation of sanctions, Russia was rarely mentioned in Chinese news, primarily due to the fact, that Chinese government's priorities were assigned to the Japan-China and US-China relations. However, in December 2015, when the Turkish problem appeared on the political arena, Russia became a top issue in Chinese media.

✓ Chinese mass media describe the President of Russia Vladimir Putin as an "iron man", which means that the Russian President has concentrated the whole power in his hands, what is more, Chinese political circles approve of Putin's politics, because during the whole course of Chinese history Chinese people have been always governed by a powerful leader.

✓ According to the articles about the world trade, Russia appears to be an uncompetitive partner on the world market for Chinese investors. Russian economy has been also repeatedly criticised in Chinese newspapers. Such critical articles are usually not shown to the Russian-speaking audience and more than that they are ignored by the Russians.

This study enables us to conclude that the image of Russia in Chinese mass media is not very positive. They claim that Russia nowadays is in deep economic crisis, and the only right solution to this problem is going along the road of the closer cooperation with China.

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INFLUENCE OF GLOBALIZATION ON ELECTORAL GEOGRAPHY IN LATIN AMERICA

Latin America has always been closely connected to North America and especially to the USA. As a result, taking into consideration the fact, that the USA is definitely more economically powerful, the shift towards disproportional influence appeared. It reveals itself in different forms, one of which is the impact on the political situation within Latin America.

After the analysis, it has become clear that the region is not politically homogenous due to different reasons. Sometimes the native population is involved in decision making concerning certain approaches in state policy and the political spectrum does not matter at all, as it is in Peru. The previous unsuccessful attempts to reform the existing system in the neoliberal way do not let the countries move forward, as it is in Chile and Mexico. In some cases, the gap between the rich and the poor has exacerbated because of globalization and become so tremendous that the majority of the population follow the left ideology as it is close to them and far from the USA rhetoric. Countries with significant economic inequality are presented in the region in a big amount — Bolivia, Ecuador, Guatemala, Honduras, Paraguay, Panama and Nicaragua.

The role of globalization in the process of political preference change in Latin America is obvious. The wealth gap, the pressure on the ethnical minorities, external debt, weak economy and opponent position of the left-wing and right-wing parties in the region contribute to those changes.

The research in the sphere of electoral geography can make it easier to comprehend the tendency of changing within the political situation in Latin America. Moreover, when we reveal the interdependence of globalization and electoral tendencies the research becomes more complicated due to the diverse effect of globalization and controversial attitude to it.

The presidential elections vividly demonstrate this interdependence. The research shows that the results of the elections are often predictable and can display both the negative and positive aspects of such dependence.

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THE REVEALING OF NATIONAL CHARACTER IN CROSS-CULTURAL COMMUNICATION

Today due to the process of globalization it is very important for the world community to have a global language; cross-cultural communication has gaining popularity. That is why today it is relevant to be acquainted with national forms of communication. The purpose of our research is to prove that it is important to study the global language taking into account value orientations, national character if we want to maintain cross-cultural communication. To achieve this purpose we should define the special terms, compare the characters of Russian and English speakers and carry out a survey.

In English-speaking countries people usually give their children first and middle names and nowadays derivative names in many English-speaking countries are appropriate to use even in formal situations. However this trend cannot be traced in Russia. Small talk in English-speaking culture is a special phenomenon. Interlocutor's political and religious views or state of health should not be discussed with unfamiliar people in English-speaking countries. As the survey shows, 75% of Russians cannot imagine why these topics are banned. The originality of communicative behavior of English speakers is reflected in the fact that they are extremely cautious in their words. They avoid categorical statements and negative constructions. The desire of foreigners to compromise can be assessed by Russians as an example of cowardice. As our survey shows, 64% of Russians are not afraid to express their points of view. Another vivid example of cultural differences is that 82% of the Russians speak extremely emotionally, while people in Western culture think that it is inappropriate to express emotions in society. The perception of the world in English-speaking countries is characterized by positive attitude to various life-situations, while by 76% of Russians some fails are considered as something extremely depressive.

In a word, we found out that the Russians are more emotional and straightforward than English speakers. However, sometimes we are not as optimistic and polite as our English speaking partners. It also became evident that we should pay attention to cultural stereotypes, socio-linguistic features and national character to maintain global partnership.

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INTERNATIONAL IMAGE OF NOVOSIBIRSK: ITS CHALLENGES AND OPPORTUNITIES

The attention to the image of modern countries has been increasing for the last decade. Nowadays a lot of books and articles have been written and the importance of the country's international image is very difficult to deny. The image of Russia is constantly falling under the intentional perversion by international information sources. Novosibirsk, as one of the biggest cities in Russia with the population more than 1,5 million people, could have a great impact on the image of Russia in general.

The paper aims to investigate one of the problems of creating an attractive and competitive international image for Novosibirsk and develop ideas for improving it.

Our analysis of the international mass media and websites has shown that Russia was and actually is still blamed for the lack of democracy, imperialistic ambitions, high index of corruption and violation of human rights. The presentation of the real image of the country is a topical objective of the government and the whole nation.

As for Novosibirsk, its media space in foreign sources hasn't been formed yet; there are no English sites about Novosibirsk that could give some information about the city.

We conducted a survey of the foreigners who had been to Novosibirsk to find out their opinions on the discussed problem. It revealed that the majority of them (90%) knew about the city due to their personal relationships such as friends or relatives who had visited the city, 49% used Wikipedia and 25 % read tourists booklets. Our research proved the fact that Novosibirsk official site is ineffective for foreigners, as they cannot read it in foreign languages. The lack of information about the city in foreign languages online is one of the major problems that prevents our city's image development.

In conclusion, the international image of our city is weakly developed and designed. Novosibirsk is not just a transit territory, but also has an industrial and a scientific potential. Because of the crises state of the Russian economy now, further development of that potential is questionable and its future seems uncertain. The solution to the problem is the formation of the strong positive image of Novosibirsk, which can help to attract not only tourists and labor resources but business partners and investors too.

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UNCERTAIN FUTURE OF TURKEY'S EU POLICY: CYPRUS ISSUE

Not long ago Turkey struggled to solve its own internal problems: economic instability, undermining of human values and cultural identity, as well as the uncertain situation in the field of minority's rights. With the support of the European Union and several documents that were adopted by the Turkish government, Turkey started its special way of modernization. Agreement establishing an Association between the European Economic Community and Turkey¹ brought one of the most significant changes for the Turkish society. EU took the responsibility for Turkey's development process and urged the government to create modern democratic country. Moreover, those changes became decisive for Ankara.

Having studied the statistics, we revealed that today Turkey's economy is one of the fastest growing economies in Europe. Even though, in less than 10 years, the GDP increased by three times, according to this indicator the country occupies the 16th place in the world.

We would like to highlight that the state was not ready to reach a compromise with Cyprus and Kurdish people. According to our investigation, these controversial topics have great impact on the region, they involve other countries and escalate the situation between historical opponents. That is why even members of the UN are deeply concerned about solving of these problems.

Our analysis of the documents and several meetings helped to reveal that nowadays EU needs Turkey as its member more than the last one needs that. Reforms have made the country much stronger now, it has almost the biggest army in Europe, stable economy and great indicators in the industrial sphere.

Our research of EU and Turkey interaction will help to distinguish that both of them should continue their close cooperation to promote peace and security in the region. In addition, while member-states have not been ready to accept new ally they are facing problems of their own policy.

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¹ *Agreement* establishing an Association between the European Economic Community and Turkey. [Электронный ресурс]. Режим доступа : http://ec.europa.eu/enlargement/pdf/turkey/association_agreement_1964_en.pdf

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TENSIONS IN THE SOUTH CHINA SEA

The South China Sea is a region of political, strategic, and geographic significance that is vital to Southeast Asian communities due to its rich fisheries and lucrative oil deposits. China, the Philippines, Vietnam and Taiwan have all laid claim to a number of islands in this resource-rich region. China used the resources of the sea as a convenient excuse for territorial expansion to enhance its political influence beyond its own borders and hunt for additional resources to feed growing populations. ¹The UNCLOS does not recognize China's territorial claims.

The growth of China has made many Southeast Asian nations wary. As these territorial claims threaten the stability of Southeast Asia, the USA has increased its presence in the region to contain a growing China² that builds militarized artificial islands to expand its territorial claims.

According to the UNCLOS China has violated the law, however, China denies this claiming their historical rights over the territories and stating that the International Tribunal for the Law of the Sea has no jurisdiction over the case. Despite the fact that the ITLOS cannot decide upon territorial disputes, it is to consider the cases on interpretation of the UNCLOS by request of any party of the dispute what the Philippines did. China remains bound to the dispute settlement mechanisms of UNCLOS in general and thus it remains a party to the case, what means that China is legally bound by the decision of the Tribunal. Non-appearance of China before the Tribunal does not deprive the Tribunal of decision.

Given the above, the situation in the South China Sea remains to be the most complicated one; it requires multilateral engagement of all the parties to the dispute. The conflict cannot be resolved by military forces as it would lead to the conflict's escalation. Considering that China may refuse to accept the Tribunal's award, another framework for negotiation is to be created.

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¹ *Kaplan, Robert.* 2012. China's Naval Rise. Stratfor Global Intelligence. Available at: <http://www.stratfor.com/analysis/chinas-naval-rise-robert-d-kaplan>.

² *Patrick, Stewart M.* 2012. (Almost) Everyone Agrees: The U.S. Should Ratify the Law of the Sea Treaty. The Atlantic.

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COLLABORATIVE STRATEGIES FOR MANAGING GLOBAL MIGRATION

In the contemporary world, migration flows have become a transnational and permanent issue, mostly they occur due to political and economic factors. Although migration is not a phenomenon anymore, because it is an ordinary activity which countries face daily, there are still challenges for countries in migration processes management.

European migrant crisis, which began in 2015, showed that there are mistakes and weaknesses in European migration policies. Eurozone was not prepared for sudden inflow of unprecedented numbers of political asylum-seekers from the Middle East. The problem lies in European legislation on migration and occurrence of contemporary challenges associated with the unstable political situation in Syria and other countries. Moreover, analytical short-sightedness of politics was one of the factors that led to the intensification of the migration inflows from the Middle East. As a result of uncontrolled flows of refugees and absence of regulatory tools to deal with them, the EU is still trying to confront all the consequences of its inadequate migration and political strategies. Many countries try to undertake a range of separate measures to improve the situation; however, without collaboratively designed strategy they may face new problems. Therefore, there is a need for the development of comprehensive, coherent and fundamental migration policy that would be relevant not only for the EU and its current crisis, but also for the world-wide and long-term perspective.

Governments must commit to collective legal actions to grant protection of both migrants and country population from social upheavals and to plan the stay of refugees in advance so such crises would not become a deadlock issue. Moreover, countries should carry out a policy that would resolve the political conflicts and that would stimulate the asylum-seekers to return home.

The key to developing successful migration policies lies in collaborative efforts and actions. Without prevention of underlying causes and coordination, migration policies of countries and their political institutions will fail to be effective as practice shows.

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THE PROBLEM OF RACISM IN THE FIGHT FOR AFRO-AMERICAN CIVIL RIGHTS

Nowadays, the American society is facing the problems of injustice, lack of equal rights and racism that are of great importance through the whole history of the USA. The topicality of our research is caused by current demonstration of racism towards African Americans in the USA. The purpose of the article is to study the process of establishing African American civil rights in order to find the reasons of today's racism.

In mass media we can read an opinion that African American rights are de jure embodied in laws, but they are de facto ignored in the society. Afro-Americans have few prospects of making a successful career: to enter the university and get a prestigious job.

The analysis of the original sources reveals two main reasons of today's racism. Firstly, most of African Americans are still living in severe conditions in ghettos famous for their high crime rate. According to official statistics¹, in 2005 a small city Compton near Los-Angeles showed the rise of crime: 75 murders, 40 rapes, 474 robberies, 1157 assaults, 638 burglaries, 971 thefts, 1006 auto thefts, and 91 arsons. Secondly, for the last few years the police have killed several Afro-Americans. The killings caused massive social unrests in 2014 in Ferguson and in 2015 in Baltimore.

Having analyzed the problem, we conclude that the USA government takes few attempts to improve the situation. The government should create a mechanism of protecting Afro-American civil rights, otherwise, racial prejudices will overcome people's minds.

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¹ *Crime rate in Compton* [Электронный ресурс]. — URL: <http://www.city-data.com/crime/crime-Compton-California.html> (дата обращения: 20.03.2016)

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THE PROSPECTS OF THE COMMONWEALTH OF INDEPENDENT STATES DEVELOPMENT

This article is devoted to the issues of further existence of the CIS as an international community. In recent years, the development of the CIS has confirmed the objective necessity of interaction in this format, which is based on the historical background, aspirations of the peoples of the States' Parties to cooperate. The question of the CIS's future today has finally moved from the theoretical to the practical level.

We analyzed the current state of legislation and economic and political spheres, including such problems as imperfection of the legal base, the lack of interest in economic cooperation and emphasis on their own political interests of member countries. We also considered several possible models of further existence of the CIS, for example, the options proposed by the Council on Foreign and Defense Policy, some other researchers and policy makers.

We came to the conclusion that the proposed reform models share a common goal of the development of the CIS as an international space but at the same time individual interests of the member states coming to the fore increasingly. In addition, no concrete actions have been taken so far.

The CIS's members today are objectively challenged with the choice of model changes, because it concerns their own development. The problem is that in practical implementation of this step political and social mechanisms of resistance appear. And if the changes are carried out, it is necessary to take into account that reformation of the CIS is a complex political process which requires considerable political, organizational and financial costs for at least a few more decades. But we believe that the CIS as a major interstate structure has fewer chances for the sustainable future without reformation.

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INFLUENCE OF MIGRATION PROCESSES ON POLITICAL AND ECONOMIC SITUATION IN THE EUROPEAN REGION (BASED ON THE EXAMPLE OF SPAIN)

The current migration problem is a burning issue all over the world. Immigration appeared with globalization, but it has become a part of the Spanish government's agenda since 1985. Presently, it is the second most important issue for Spaniards after “terrorism”.

Spain is known as a country of immigrants. Having studied the statistics, we revealed that the percentage of incomers is growing and it reaches 13% of all population, especially after the war in Syria. The reason why Syrian people go to Spain is that there is the Spanish enclave in Morocco — Melilla — one of the easiest ways to get to Europe.

According to our investigation, Spain has been trying to prevent a huge inrush of immigrants for many years. They created a “voluntary return plan” for immigrants, to pay them to go home. Moreover, the government built security barriers between the enclaves and neighboring Morocco. Furthermore, as far as we have discovered the political party Podemos tried to suggest 600€ per month for legal immigrants.

We have figured out that incomers are mainly from Romania, Morocco, United Kingdom, Italy, Ecuador, China, Germany, Russia, etc.¹ In addition, we conducted our own research among students of the University of Tyumen and found out that more than a half of them want to leave their homeland. Some of the students would even like to move to Spain, because of the appealing climate and lifestyle.

To sum up, we would like to highlight that migration processes undermine the economy of the country: unemployment and the economic crisis are some of the consequences of it in Spain. For this reason, this issue should be explored so we can use the experience of one country to prevent the same problem.

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¹ Instituto Nacional de Estadística. Population Figures at 1 January 2015 Migrations Statistics 2014 — Spain, 2015. URL: [http://www.ine.es/en/prensa/np917_en.pdf]

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RUSSIAN NATIONAL SECURITY: THREATS AND CHALLENGES

The Russian national security priority is to ensure safety of the individual, society and state against external and internal threats in any aspect of life and activity. As the situation in the world is characterized by a dynamic transformation of the system of international relations our country is faced with new challenges and threats.

The goal of the research is to dwell upon processes of militarization and arms build-ups unfolding in regions neighboring Russia, to identify the major external threats to the Russian national security and the ways of combating them.

Having analyzed experts' opinions we can conclude that international relations are becoming increasingly complex and unpredictable. Efforts to build up or modernize offensive potentials, to create and deploy new types of weapons erode the global security architecture.

The primary threats to the Russian national security first of all come from NATO countries today. To neutralize Russian deterrence potential the Alliance countries develop high-precision weapons, deploy military bases in Eastern Europe.

Moreover, ISIS threat is quite real. This terrorist organization builds an extensive terrorist network with new extremist groups in the areas of unstable Muslim countries including Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan.

In addition, military experts do not ignore the threat of the hotbeds of tension in the former Soviet Republics (Nagorno-Karabakh, Donetsk and Lugansk regions).

In order to avoid wars and conflicts in the above-mentioned regions the Russian Federation should build up its relations with NATO taking into account the degree of its readiness for equitable partnership, strict adherence to the norms and principles of international law; take steps individually and collectively to prevent and combat global terrorism; forge friendly relations with each of the CIS Member States on the basis of equality, mutual benefit, respect for and consideration of each other's interests; prevent destabilization of the situation in Central Asia and Transcaucasia.

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SECTION 2. SOCIAL TRANSFORMATIONS IN CONTEMPORARY SOCIETY: LOCAL, REGIONAL AND GLOBAL LEVELS

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PROFESSIONAL IDENTIFICATION OF THE STUDENTS OF THE PUBLIC ADMINISTRATION FACULTY

The article is devoted to the problem of the right choice of the profession among the students of the Public Administration Faculty. A lot of graduates face difficulty in self-realization and lose life orientation realizing that they don't want to work according to their specialty. Factors influencing students' profession identification are more likely irrational and stereotyped. There is an opinion that the choice of the profession is often made under the influence of parents and modern trends. On the one hand the students choose their profession unconsciously and on the other hand our society doesn't need such a big number of municipal officials. So the purpose of our study is to determine professional identification of the students of Public Administration and work out recommendations to improve the situation.

In order to find out how professional identification is nowadays, we conducted a survey among the students of all years studying Public Administration at the Siberian Institute of Management. The survey reveals that the majority of respondents (55%) choose this profession because they are interested in it but they don't realize what they will do in the future. About 32 % of the interviewed consider their choice unconscious, and only 13 % of the students plan to work according to the chosen profession. Thus, only a few students objectively choose the Public Administration Faculty and the vast majority of them did not associate their future activity with the chosen sphere.

To sum up, we came to the conclusion that professional identification for a lot of students remains irrational and unconscious. To solve the problem we suggest the creation of favorable conditions for an objective students' choice of the profession. We offer to develop a methodology to assess the abilities of the students to control their number and the quality of their study.

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GENDER IDENTIFICATION AS A COMPONENT OF SOCIALIZATION

Gender identification is an important aspect of socialization of an individual as he or she adopts the qualities peculiar to one or the other gender. The research is aimed to find out at what age children begin to identify themselves with a particular gender.

Gender identification is a process in which an individual forms a conception of his belonging to a gender by assigning masculine or feminine qualities translated by society, while forming gender identity. Gender is a measure of human socialization in society in accordance with his or her sex. In turn, gender socialization is part of socialization and implies a process by which gender identity as well as sexual identity is formed.¹

The relevance of this topic is determined by the fact that gender distinctions are often blurred in modern society. Once formed in early childhood, gender identification is influenced throughout life. So, it is important to find a balance between the way to raise a child, and the concept of feminine and masculine values prevailing in society at a certain period of time. To prove this idea we conducted a survey among preschoolers (6-7 years). We found out that at this age children already identify themselves with a certain gender, which may indicate that the process of the formation of gender begins in early childhood and depends, for the most part on the parents or significant others.

Later gender can be configured and modified under the influence of society, for example, through mass media, social institutions, reference groups, etc.

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¹ *Градусова, Л. В. Вопросы гендерной педагогики / Л. В. Градусова. М.: Флинта, 2011. 87 с.*

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SOCIAL NETWORKS AS A NEW COMMUNICATION REALITY

One of the main social problems in our modern life is the problem of the influence of communicative means on culture. This new type of communication can be described as electronic communication. A new type of culture, respectively, can be described as electronic culture.

The aim of this research is to analyze the role of modern social networks in students' lives and choose the most popular one.

To begin with, the most important component of social interaction is social communication. Nowadays, social networks have penetrated into our lives very deeply. Many people are registered, at least, in one of the social networks and we can't live without them.

Social networking sites are modern interactive communication channels. The feature of social networks, as a channel of communication, is that it is direct and interactive providing the presence like "here and now". It is also erase the boundaries between different audiences and people. ¹

We conducted a survey of the students of our Institute to find out their opinions on the discussed problem. It revealed that the most popular social networks are "VKontakte" (67%) and "Instagram" (30%). In fact, 7% of respondents use social networks more than 5 times a day. "Periscope" and "Snapchat" were noted as *new* social networks.

In conclusion, we can say that, despite some disadvantages, social networks play a very important role in our lives. It's undeniable that social media is an integral part of most students' lives. They often use social sites for assessing, analyzing, retaining and sharing information views, opinions, helpful information and new ideas. Social networks are developing rapidly and we'll see its evolution in the future.

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¹ *The rules of safe behavior in social networks.* [Electronic resource] // <http://www.frc-pr.com/ru/articles/tvit-ne-vorobej-vyletit-zaskrinshotyat-ili-pravila-bezopasnogo-povedeniya-v-socialnyh-setyah/>

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ANALYSIS OF SOCIAL OCCURRENCES IN A STUDENT GROUP

Sociological surveys help us to achieve accuracy of a scientific investigation.

The goal of our research is observation of students' social attitudes applying content analysis and expert inquiry. To achieve the goal the following tasks must be tackled:

1) apply sociological methods on students and professors to observe students' attitudes;

2) make conclusions and recommendations based on research.

Content analysis among publics of 4 universities showed that different social attitudes depend not only on students but also on universities. According to the opinions of 4 deans of faculties students have the following social attitude:

1) Cheating is very typical of students:

2) Appearance of students influences on a professor's attitude to them.

Having completed research in the sphere of education the following recommendations can be given. Firstly, professors should pay attention to social attitude of students during their free-time activities as well. Secondly, professors should clearly explain how to take exams in their discipline.

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MODERN PROCESS OF EUROPEAN ARABIZATION

Primarily, the term Arabization was related to Islamization of the Middle East, Central Asia and Spain. Our research is topical, because of new processes of Arabization in Europe. Certainly, it is different from medieval Arabization but we have figured out common features of these processes.

The purpose of our research was to answer the following questions. Do these processes of Arabization really threaten European values, peace and identity? Is it possible for Europe to become a Muslim region in future? Indeed, many citizens are worrying about Islamization of their countries. Authorities are afraid of being blamed for intolerance, xenophobia, and prefer to stay silent about Islamization of Europe. The growth of Arabic population in Europe empowers the role of Islam. For the moment, Islam is the fastest-growing religion in Europe. This situation does not suit a large part of European population.

Having studied European mass media, we can state that the process of Islamization has spread Islamophobia among Europeans. Many Europeans place Islam on the same shelf with Terrorism. Mass Media is aggravating the situation. The European Monitoring Centre on Racism and Xenophobia reports that the Muslim population tends to suffer Islamophobia all over Europe. The surveys of Centre for Public Opinion Research showed that Muslims are not welcomed in Europe. Vast majority agreed with the statement: "Islam encourages violence more than other religions".

Our research shows that modern European society is divided into two parts: indigenous European citizens and immigrated population. Xenophobia, failure of integration and cultural assimilation cause much graver problem as radicalism among Muslim people. Europeans claim that the roots of these problems are in the unwillingness of immigrants to accept European cultural values.

In conclusion, we can state that the only way to solve today's and future problems of European Arabization is to unite society using fundamental European values: commitment to human rights, democracy, freedom of speech and religion, the right to asylum. It is necessary to apply these values without dividing into indigenous and immigrant population.

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CREATIVE CLASS AS AN ACTOR OF GLOBALIZATION

The process of modern world globalization is closely connected with the phenomenon of migration, which has become more widespread during the last decades. Migration has its economic roots and aspects¹ as, for example, changes in land prices, development of new forms of interactions between companies and employees and strengthening of distant banking.

Statistical research conducted during the preparation of this material shows that one of the most economically healthy group of «modern» migrants includes members of the so-called creative class. They objectively demonstrate high rates of economical consciousness, level of education and comparatively stable and high income. The main reasons why members of the creative class start migrating usually differ, according to the analysis, and vary for some personal reasons to the level of political dissatisfaction. However, the connecting feature of most creative migrants in previous years usually is the same and takes roots in the new form of work communication called freelance². The development of technologies makes it easier to change one's location without losing a job and economical and social values, connected with it. The first ones to adopt such form of interaction were workers of creative professions, mostly because this community shows high interest in technology, does not produce any material economic values and, according to some psychological studies³, shows higher level of adaptation to everything uncommon.

Understanding of the described processes can help experts in many spheres to understand perspectives of communication with the creative class in the way that is more productive than nowadays. Proper interaction in this case can increase economic state of all actors, decrease social and political tension and solve a wide variety of other problems in just a couple of years.

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¹ *Sari Pekkala Kerr, William R. Kerr. Economic Impacts of Immigration: A Survey. Harvard Business School, 2008, 6—8, 19—20.*

² *Jim Russell, The Great Creative Class Migration, 2013.*

³ *Mihaly Csikszentmihalyi, The Creative Personality, Psychology Today, 1996.*

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THE ROLE OF HIGHER EDUCATION IN THE SOCIALIZATION OF PERSONALITY

Socialization is a complex process, which includes a lot of institutions within which the formation of personality takes place. Today, ceasing to be a unitary, the Russian educational system offers a considerable variety of types of educational institutions, a wide range of multilevel educational programs.

The sociological study "Socialization and education of students of high schools of the Rostov region"¹ is considered. The study was conducted in 2011 and included 16 high schools, 4013 students were interviewed. The respondents were asked to identify the functions of the university: the main purpose of admission to the higher education — training, getting skills or not just the acquisition of knowledge, but also receiving orienting points in the situations of lifestyle choices.

According to the survey 70% of respondents came to the university to get a sturdy knowledge, not more than 30% study with dedication; less than 60% are satisfied with various aspects of the educational process; 58% see the connection between the efforts in learning and success in the profession; 44% assess the diploma as a positive condition for getting a good job. Next, a conditional division of students as “mono-oriented” and “multi-oriented” is offered. The "multi-centric" students consider the process of socialization as a wide set of opportunities and they are more satisfied with the process of university socialization. For the "mono-oriented" students the most problematic directions of university socialization are the quality of teaching and the relationship with the teachers.

Due to the survey, “multi-oriented” students are more successful than others. We are going to identify the “mono-oriented” students and conduct a more detailed investigation of them for the solution of problems of socialization.

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¹ *Mozgovaya, A. V., Yaishnikov, A. Y. Institutional and personal factors and risks of higher school socialization // Society: sociology, psychology, pedagogy. 2016. № 1.*

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INSTITUTIONALIZATION OF INTERNATIONAL ACADEMIC MOBILITY ON THE EXAMPLE OF NOVOSIBIRSK UNIVERSITIES

The process of institutionalization of international academic mobility can be considered as successful, if it fulfills the following criteria: the presence of written agreements and rules that control certain types of attitudes and behaviors; the existence of a specific legal framework that regulates international activities; the presence of a permanent source of funding and financial base; the presence of conditions that will ensure the implementation of assigned norms and social control; the presence of a system in which each administrative element carries out a specific function. Objective of this paper is to assess the achievements in institutionalization of international academic mobility at universities in Novosibirsk. The chosen method of investigation is a documents analysis. The information sources were the official sites of universities in Novosibirsk.

Documents and news reports on international activities on the websites of eight universities in Novosibirsk were analyzed. The NSU and the NSTU represented the information and documents on international activities to the most extent. To judge about the state of institutionalization of international academic mobility is difficult in the case of the sites of SibSUTIS, NSAWT and SSTU. The website of SibSUTIS doesn't provide data on the international activities of the university. The official website of NSAWT contains the information only on foreign organizations involved in international exchanges. The Department of International Relations at the university is not represented on the site. The NSTU provides a list of universities with which they have international relations, but there is no information on the department involved in the international academic mobility of students.

Conclusions. 1- The process of institutionalization of the international academic mobility at universities in Novosibirsk is just at the beginning. 2. Most of the programs of international academic mobility have a focus on the Asia region. 3. The International Academic Mobility at universities in Novosibirsk is not an obligatory part of the educational process, which is different at European universities.

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GAMIFICATION IN THE SPHERE OF MOTIVATION

The phenomenon of gamification is always mentioned in the modern system of motivation. Gamification is widely implemented in major international and Russian companies, which makes the process more effective in the sphere of motivation with the help of the high degree of involvement of the participants.

Gamification is the use of game elements in non-gaming processes in order to increase the involvement of the participants.¹ The history of gamification begins in 1910, when the American company «Kellogg Company», a manufacturer of food products, offered its first "prize" — a book "Country of the jungle."²

New approaches of rewarding and encouraging are used in modern gaming, as well as mobile technologies to make the stable and visible promotion of the entire company. For example, one of the largest credit unions in Canada have implemented social management platform recognition and as the result, the promotion of the company instantly drew 98% of employees in the program and this level has been maintained for more than three years.

According to the results of the survey, which included respondents from 18 to 23 years old, it was found that the phenomenon of gamification is familiar to 20% of respondents; 35% of them were not interested in it. The remaining 45% did not know about this phenomenon.

The results showed that young people today are not familiar with the phenomenon of gamification, so you should practice this idea in the educational process, to make competent professionals in the sphere of motivation.

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¹ *Zikermann, G. J.* Linder gamification in business.: Transl. from Eng I. Ay-yazatulova. Moscow: Mann, Ivanov and Ferber, 2014. P.33.

² *The news web site «The-village.ru».* [electronic resource]. 2016.

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WILL PRINTED MAGAZINES AND NEWSPAPERS DRY UP?

Print journalism has been the place for current events, information, and political news for centuries. In the last 20 years, though, this field has experienced remarkable changes in content and format with the advent of the Internet and digital technology, causing uncertainty about the role of traditional journalism in the modern world.

This paper aims to show the investigation into students' opinion on the matter.

A survey of 120 students of the Siberian Institute of Management revealed that 68% of the respondents prefer to read articles on the Internet, while 17% like to read newspapers. Moreover, 30% of the students use online-magazines and newspapers every day to find out information, 26% — several times a week, 6% — a few times a month, 6% use the Internet several times a year and 17% don't use it at all.

As you can see, our research shows that newspapers are not that popular among students.

Using the Internet is one of the ways of saving the environment, and after all getting news on it is mostly free. The fact is — you can have an almost unlimited amount of magazines on your tablet or smartphone, and there are so many benefits to this. Firstly, it saves an awful lot of paper and ink, and secondly, it's so much easier when you can carry hundreds of magazines and newspapers around on one electronic device.

In conclusion, technology has changed the world and because of it nowadays printed newspapers are losing their popularity. On the whole, the Internet is time saving (as you get any information on the spot), energy saving (there is no need for hard work, as it is fed by people and less energy is needed), and it is environmentally friendly. It is so easy to get information on the Internet and more and more people prefer to do that. We think that in the future there will be a gradual death of printed newspapers and magazines and it will be replaced by the Internet.

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INNOVATIVE INTERNET TECHNOLOGIES OF STABILIZING ENDANGERED LANGUAGES AND ETHNIC GROUPS (TUBALAR AS AN EXAMPLE)

Today the problem of the rapid decline in the languages of indigenous peoples in this age of globalisation is urgent, because so many of these indigenous languages are disappearing. Language extinction entails the extinction of culture, history and the spiritual values of ethnic groups. Saving all, even the less common languages, is very important both in terms of preserving the cultural diversity of humanity, and also from a scientific point of view. The purpose of the research is to consider innovative ways of fixation and stabilisation of endangered languages and ethnic groups (Tubalar for example) by using the Internet resources. The object of the study is the disappearance of languages and ethnic groups. The subject of research is finding innovative ways of stabilising endangered languages and ethnic groups (Tubalar for example) by using Internet resources.

To begin with, Tubalar is a minority ethnic group in Russia's Altai Mountain area who still honor their ancestors' customs. After analysing the problem of saving the Tubalar language and ethnic identity, we put forward a hypothesis that social networks could help save and stabilise endangered languages and ethnicities. Today many linguists and volunteers use the Internet to help save endangered languages. We have created a thematic group "Tubalars" to intensify representation of ethnos, language promotion and maintain national identity in the social network "Vkontakte". A survey of the people who know Tubalar language revealed that 49% of them know it. 100% of the respondents emphasise that it is important to have an independent national status, 100% of group members have a desire to have their children speak the language and know the culture of their ethnicity.

In conclusion, this research proved the original hypothesis about the effectiveness of innovative ways to fix and stabilise endangered languages and ethnicities. We can say that such activities can contribute to the salvation and accumulation of the invaluable national experience with the help of innovative technologies and mass media.

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HIGH SALARY AS THE MAIN MOTIVE FOR THE YOUTH'S EMPLOYMENT IN RUSSIA

In any civilized society the youth is a powerful potential for the development of the state in future. After graduating young people face a lot of problems: inadequate social and living conditions, the lack of work experience, low salary. The problem is young people in Russia prefer a well-paid job to an interesting job in their specialty. Nowadays it is an urgent issue to be discussed. This problem couldn't be solved without understanding the main employment motives of the young people. So, the aim of our article is to prove that high salary plays the key role for the youth's employment in Russia.

According to E.S. Murzaeva¹ the main factors of motivation of young people are prospects of growth, work-hours, salary, stability of a company, work interest, work experience, working-environment, and responsibility. Salary turned out to be the leading factor.

To study the young people's motives of the profession choice we conducted a survey among the students of the Siberian Institute of Management. The survey revealed that the overwhelming majority of students (50%) chose salary, 29 % preferred job satisfaction, friendly atmosphere is important for only 7% of the students, 5% of the students paid attention to good conditions, 3% found training important for them and travelling was chosen by the minority of the students (1%). Thus, for the young people the main motivating factor to find a job is their desire to get higher salary.

To sum up, we came to the conclusion that state and public organizations should make great efforts to create different programmes, which will help to defend the rights of the young specialists, because today's youth presents high potential for the development of the state in future. The most important factor in a successful life of the young people is a good job with good salary.

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¹ *Мурзаева Е. С. Основные мотивы трудоустройства молодежи. Теория и практика общественного развития. М, 2015. № 10 С. 311—312.*

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EUTHANASIA: THE CRIME OR CHARITY

Euthanasia, also known as physician assisted suicide, is an extremely controversial subject, not only because there are many differential moral dilemmas associated with it, but also in what constitutes its definition. At one end of the disagreement, proponents say euthanasia is a merciful method of death. At the other end, the opponents of euthanasia consider this method as a form of murder or at least likely to result in unacceptable harm to individuals. Murder is not humane. It is always murder.

If we translate the word "euthanasia" from the Greek, it turns out the "merciful death". The term was introduced in the sixteenth century by Francis Bacon. Then this term implied also endogenic death without pain and suffering. After three centuries the word was given the modern meaning. In the thirties in Germany, the Nazis killed hundreds of thousands of people on treatment in homes for the mentally ill, calling it "euthanasia". If we consider the attitude of the world community to the problem today, it is rather negative.¹

I made a social survey to understand how much the students know about such an actual problem. The aim I followed wasn't complicate: to find out knowledge and relation to euthanasia. Thereby, 60% of all interviewed students know about this merciful method of death, but only 40% were against. Moreover, respondents were asked to suggest some ways how to resist the illegal euthanasia. I have to say, only 25% coped with that task.

If the society takes at least one of the forms of deliberate termination of human life, it is quite logical that this may entail a series of unprovable crimes. Therefore, in this situation, this issue should be considered not only from the point of view of morality and medical ethics, as well as from the point of view of jurisprudence. After all, in this regard come together the most important human values: life, mutual aid, compassion and faith.

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¹ *Bykova S., Yudin B., Yasnaya L. Evtanaziya: mnenie vrachey. Moscow, 1998. P. 366—371.*

SECTION 3. TOPICAL ISSUES OF ECONOMICS AND MANAGEMENT IN THE WORLD TODAY

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THE GOVERNMENT DEBT OF THE NOVOSIBIRSK REGION

The urgency of this research is determined by the intense accumulation of government internal debt in the Novosibirsk region. This topic has been the subject of wide speculation in mass media since the debt reached its historical maximum in February, 2016. In March, 2016 the debt figure level rose even higher to 49,413 million rubles.

The aim of this research is to retrace the evolutionary dynamics of the Novosibirsk region government's debt and to determine if this problem is more problematical in comparison with the debt in other regions.

In the Budget Code of the Russian Federation, a government debt is defined as an obligation caused by central or regional government adopting third parties' guarantees.

The regional government debt is composed of the following issues:

- 1) borrowings from the state budget or lending agencies on a contract basis;
- 2) third parties' guarantees of debt.

To compare the dynamics of the internal debt accumulation fifteen regions of the Russian Federation were selected. The capital cities were to have a comparable average population to the city of Novosibirsk. The databases used for the research were provided by the Russian Ministry of Finance's official web-site.

The study showed that the rapidity of growth of the government debt accumulation is more serious than in most regions of the Russian Federation. It was found that the general amount of borrowed money still remains at medium level. However, the debt figure has risen significantly since 2011 and has increased tenfold for the last five years. This dynamic can have a dangerous effect on the region if the current borrowing rate remains at the same level.

Thus, this problem has to be solved and the dynamics of the government debt accumulation in the Novosibirsk region has to be brought under control for several years to come to stabilize the situation and reduce the fiscal deficit.

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COBB-DOUGLAS TWO-FACTOR PRODUCTION FUNCTION

In modern conditions the development of methods of qualitative research and quantitative forecast requires a comprehensive study of the parameters of the economy of a particular region or state. The problem of studying the optimum ratio of basic production resources (labor and capital) is one of the key issues in today's global economy. The economic downturn has affected the labor market and capital very seriously. Therefore, the analysis of the optimal values of these resources is a major issue of many economies.

Many people ask what this topic is relevant for. The concept of the production function in macroeconomics is fundamental. Production function is a dependence of the amount of goods produced on the relevant factors of production which it is made with, expressed with the help of economic and mathematical model. There are many types of such dependences but the most popular one is the Cobb-Douglas function.

There are several laws which reveal the Cobb-Douglas production function. Among them are such laws as: the law of diminishing resources, the dynamics of the marginal product and the economies of scale. Particular attention should be paid to studying these phenomena.

Moreover, it would be important to research the features of the Cobb-Douglas production function. Among its applications it is possible to highlight such metrics as the average capital productivity, the capital-labor ratio, the marginal productivity of labor, the flexibility of production according to labor resources. Along with the latter such indicator as the elasticity of production by the affected funds will be demanded.

After careful studying of these aspects, it is possible to conclude that this economic-mathematical tool is the best way to predict the state of the economic system and it has proven its versatility once again.

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THE MECHANISM OF RUSSIAN-CHINESE TRADE AND ECONOMIC TIES FORMATION

The People's Republic of China and the Russian Federation entered into the twenty-first century as two strategic partners facing similar problems and challenges in the context of globalization. A large-scale growth of China's geopolitical influence makes China's factor one of the most important key components of a new system of international relations.

The aim of the research is to analyze the historical evolution of economic and trade relations between Russia and China, identify priority areas of their cooperation, investigate long-term vectors of economic cooperation between the two powers.

The roots of the diplomatic relations between Russia and China go back to the 17th century. Since then Russian-Chinese relations underwent many changes from periods of outright friendship to mutual suspicion and distance.

The latest period in the history of relations between the two countries begins with the collapse of the Soviet Union. A new stage of Sino-Russian relations is characterized by the renewal of scientific and technical, trade and economic ties, as well as bilateral cooperation in the military, energy, transportation and other areas.

Assessing the experience of the past 25 years, we can assume that our strategic partnership with China has become the foundation of bilateral relations based on good-neighborliness, friendship and cooperation.

The strategic goal for Russia and China is a conversion of the achieved level of political relations in the practical results of cooperation: diversifying the trade structure, improving the efficiency of Russian-Chinese investment forums, expanding the use of national currencies in mutual trade, strengthening energy cooperation, deepening cooperation in high-tech industries, promoting bilateral scientific and technological cooperation.

To sum up, the relations between the two countries are based on the stability of common interests. The international situation influenced by the Ukrainian crisis has objectively contributed to the Russian "turn to the East". China as the major Russian trade partner and a reliable market of energy resources consumption plays a significant role for Russia.

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**SPECIAL FEATURES OF FINANCIAL RESOURCES
ATTRACTION AT DIFFERENT STAGES
OF THE BUSINESS LIFE CYCLE**

The formation of financing sources in the organization is a complex process. The organization's need for financial resources varies greatly at different stages of its life cycle.

This research applies the theory of Life Cycle Stages by Itskhak Adizes. The theory is based upon the fundamental law that all organizations, like living organisms, have the life cycle with different stages (Courtship, Infancy, Go-Go, Adolescence, Prime, the Fall, Aristocracy, Recrimination, Bureaucracy and Death) and undergo very predictable and repetitive patterns of behavior as they grow and develop. At each stage the organization faces a unique set of challenges associated with the use and attraction of financial resources.

In the process of business development it is possible to apply several methods to form the financial resources: self-financing, bank-financing, government funding, attracting funds in the financial markets, mutual financing of economic agents etc.

The ways to form financial resources vary at different stages of the business life cycle.

Thus, at its growth stage the company traditionally uses the following ways to attract additional financing — bank lending, factoring, budget financing or venture capital. At the flourishing stage the most effective methods are attracting funds in the financial market and financial leasing with practically no limits in loans. At the recession stage there may be problems with financing by profit, so it is necessary to analyze the possibility to attract other sources, such as preferential loans.

Thus, the proposed methods based upon the life cycle stages of the organization will help to determine the most effective ways to attract financial resources.

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SOME ASPECTS OF THE TAX BURDEN LEVEL CHANGES IN RUSSIA

In the Russian Federation the developed tax system has been formed. The federal structure of the state has caused the application of federal, state and local taxes and fees, as well as the taxes levied under the special tax regimes.

The level of tax load in Russia as compared with other countries can be described as the world average. In 2014 the share of taxes in the GDP of Russia was 33.9%. In general, in 2015 the ease of doing business in the Russian Federation according to the World Bank ‘Doing business’ ranking in the area of taxation took the 47th place out of 189¹. At the same time, in recent years the position of the country in this area has significantly improved. This is mainly due to the decrease of tax burden on small business as well as to certain simplification of administrative procedures by means of development of electronic facilities supported by the Federal Tax Service of Russia. However, this rating is based on the calculation for an average company and does not reflect the real situation in the economy. One of the problems in the modern tax system of the Russian Federation is the existence of great differences in the level of tax load on individuals who are engaged in different activities and apply different tax regimes. This results in deliberate creation of schemes for tax evasion not always detected by the tax authorities.

To eliminate economic prerequisites for creation and implementation of tax evasion schemes based on ‘the division of business’ and taxpayers applying preferential tax regimes, it is necessary to increase functionality of special tax regimes, to develop tax control over the use of tax schemes and to introduce methods of combining different tax regimes. Such methods may include introduction of differential scales of rates under simplified taxation system and unified agricultural tax together with the possibility to refuse VAT non-payment by applying these regimes and reducing rates on them.

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¹ *Ranking of countries* // <http://russian.doingbusiness.org/rankings> [free access mode, treatment date 10/04/2016]

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COMPARATIVE ANALYSIS OF CIVIL SERVICE STANDARDS IN RUSSIA, THE UK AND THE USA

One of the most crucial factors in the development of the state is the quality of its governance, as the country's future depends on the qualifications, skills and personal traits of people who carry out the management. So far, no state is perfect regarding its civil service standards, although all states have their strongest and weakest points. Thus, the aim of our research is to carry out the comparison of the civil service standards in the United States, the United Kingdom and Russia in order to work out the robust strategy for their improvement via modeling unique civil service standards, applicable to any state.

Our comparative analysis focuses on the following categories: the recent reforms, the legal framework, the entry requirements for the civil service offices, and the transparency of the state service.

The results of the research revealed some areas for Russian civil service improvement in all of the above mentioned spheres. We admit that the Russian Federation needs to develop a brand-new selection system of the governmental staff, because the current one is rather formal and doesn't even suppose to choose the best of the best. The USA civil service also needs some civil service reform; as the reform of 1978 is antiquated and it sometimes limits the rights of the civil servants. The UK government understands the urgency of a completely new legislation on civil service standards, which will include the rights and the duties of state officials.¹

Summing it all up, the author identifies the "ideal" civil service features: a complete legislation on the civil service standards, including ethical standards; certain requirements for civil service applicants; a central civil service Commission, which develops new effective methods of selection, etc.; the system should be as open and transparent as possible in order to attract new members. Only in this case it is possible to achieve effective, well-coordinated, result-oriented work of the public service and the government in general.

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¹ *Оболонский А. В.* Государственная служба (комплексный подход). М.: «Дело» АНХ. 2009. 512 с.

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**CORPORATE SOCIAL RESPONSIBILITY
IN PERSONNEL MANAGEMENT:
THE RUSSIAN PRACTICE**

Corporate social responsibility is the responsibility of business to the community in which it resides. One of the main tasks of modern organizations is the formation of an effective human resource management system.

The purpose of the research is to examine how corporate social responsibility is implemented in the framework of a company's human resource management. The object of the research is the PJSC "Gazprom Neft" which has branches throughout Russia. The required data for the research was obtained during the author's internship in "Gazprom Neft" branch located in the city of Tyumen. The major empirical level methods used in the research are as follows: observation, interviews, and surveys. Information processing methods include synthesis, analysis and scientific interpretation of the data.

The study was carried out for the purpose of participation in the 'Academic mobility' international education grant by Mikhail Prokhorov.

Employees survey results showed that 68% of employees are satisfied with their social benefits, but would like to change them for the better, 32% are not satisfied with the company's social benefits. The summary of the survey results allowed to identify the following problem areas in the implementation of corporate social responsibility in the management staff of the organization: the unwillingness to bear greater responsibility for the work, shifting this responsibility to other employees, the lack of motivation of the personnel.

The results of the study suggest that in the organization in question human resource management is carried out with a high degree of corporate social responsibility. However, to be more productive in the area of internal corporate social responsibility (without taking into account the existing social benefits, insurance, etc.) it is recommended to increase motivation and performance of the staff, i.e. of the employees who do not occupy top managerial positions.

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TAX CONTROL OF TRANSFER PRICING IN THE RUSSIAN FEDERATION

Currently, in many foreign countries, including Russia, the practice of tax minimization by organizations through transfer pricing is widespread. In the scientific literature, transfer pricing refers to the sale of goods and services between related parties at the prices different from market ones¹.

The procedure of tax control in the field of transfer pricing in Russia has undergone significant changes. The reason for it was the implementation of a new Section V.1 of the Tax Code from 1 January 2012, based on the Guidelines "On Transfer Pricing for Multinational corporations and the tax authorities" by the Organization for Economic Cooperation and Development in 1995. According to this, the transfer pricing adjustment will take place according to the international practice of the "arm's length" principle². The essence of this principle is the amount charged by one related party to another one for a given product for tax purposes must be the same as if the parties were not related. In this case, the Tax Code establishes the right of tax authorities to verify compliance with these prices on the closed list of controlled transactions. One of the main problems for tax authorities is the right choice of the method for determining the market price due to several problems with their applicability.

The new item within the framework of the tax legislation is the functioning of the system of price prior approval of the transactions. This institute can be used by the largest taxpayers and the Tax Service through the conclusion of pricing agreements. Thus, tax innovations can increase the efficiency of tax control over the accuracy of calculation, completeness and timeliness of payment of taxes in the application of transfer pricing. Nevertheless, at the same time, the practice of the new rules still needs some improvements and should be accurately revised.

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¹ *The explanatory note to the draft of the federal law "On Amendments to Part 1 and Part 2 of the Tax Code*

² *Federal Law of July 18, 2011 № 227-FL "On Amendments to Certain Legislative Acts of the Russian Federation in connection with the improvement of the principles for determining prices for tax purposes*

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WOMENOMICS: "JAPAN SHOULD BE A COUNTRY WHERE WOMEN SHINE"

Japan's economy is one of the best in the world, but now it's facing difficulties. In 2012 Prime Minister proclaimed a restart of Japanese economy. One of planned reforms is "womenomics" — the use of women as an economically active population, the elimination of the gender gap.

The gender gap in Japan is really large. We got convinced in it by studying two reports: the one by the World Economic Forum's Global Gender Gap 2013, in which Japan's placed 101st out of 145; the other by the OECD — 79th place in the world.

We've identified the main reasons for this gap: 1) a family mode: "job for men, home for women"; 2) the system of full man's employment; 3) the "men's wage system"; 4) the discrimination of women in the workplace.

Moreover, we've studied the plan of "womenomics" and found its 7 main items: 1) increasing the number of working women aged between 25 to 44 to 73% by 2020, increasing the share of women in managerial positions from 10% to 30%¹; 2) a solution for the kindergarten problem; 3) increasing the duration of parental leave and the payments to parents during the first 6 months; 4) the formula: "At least one woman as a manager in every company"; 5) promotion of women in government; 6) revision of the tax and social security system; 7) permission to hire foreign housemaids.

In addition, we've analyzed the actions of the government, appreciated their positive and negative sides and studied two points of view on the possibility to implement this plan and its prospects.

Finally, we've come to the conclusion that by increasing the role of women, Japan wants to achieve stability in the economy and the social sphere. However, a lot of problems should be solved to reach such a result.

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¹ *Emma Chanlett-Avert, Rebecca M. Nelson "Womenomics" in Japan: In Brief. 2014 [Электронный ресурс] // Congressional Research Service. — 1914 — 2016. URL: <http://fpc.state.gov/documents/organization/230749.pdf>*

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PARTICIPATION OF RUSSIA IN INTERNATIONAL MIGRATION PROCESSES

Labor migration represents a complex of population shifts in order to find more profitable employment conditions. However, there are positive and negative effects on the economy of the receiving country.

The main flow of the workforce comes to Russia from the countries of the CIS, including Ukraine, Kazakhstan, Uzbekistan and Tadzhikistan. In 2015 the quota for the attraction of foreign workforce was cut threefold comparing with the previous year. It is connected with the general economic situation, job cuts and the data analysis on the use of quotas for the previous year.

A research was conducted which showed that at the end of August 2015 there were 4.302.098 citizens from Central Asia on the territory of Russia and at the beginning of October there were 4,224,229.¹ The general number of people coming to the Russian Federation is gradually decreasing.

The number of illegal migrants in Russia ranges from 1.5 to 15 million people, that is twice or even three times more than the official statistics show.²

The work on the creation of a civilized market of foreign workforce is in progress.

It is necessary to create conditions for the development of healthy competition on the Russian labor market and to provide control for the international migrants and their employers in order to eliminate employers' trespasses towards workforce and to give the latter an official work permit.

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¹ *Статистика* миграционных процессов на 4 октября 2015 г. [Электронный ресурс] / Федеральная Миграционная Служба России [Официальный сайт]. Электрон. дан. 2015. URL: <https://pda.fms.gov.ru/about/statistics/da-ta/details/54891> (дата обращения: 10.04.2016).

² *Мукомель, В.* Экономика нелегальной миграции в России / В. Мукомель // *Население и общество.* — 2005. — № 92.

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**THE INFLUENCE OF A REPRESENTATIVE SYSTEM
ON THE STAFF'S PERCEPTION
OF THE INFORMATION**

Nowadays, the managers of any successful company should master the techniques that influence the staff perception of the information. It's obvious that professional activity of the staff is associated with an accurate perception of the information. The use of the representative system can help the managers to effectively deal with colleagues and partners, resolve disputes and make promising contracts. There is the problem of incorrect and inaccurate understanding of the information among the employees. The aim of the article is to determine the leading type of the perception among future managers and give them recommendations on the use of the representative system.

There are different ways in perception of the information: visual, auditory, and kinesthetic. Any person usually uses several channels of perception where one of them is leading. Thus, every manager must be aware of the leading type of their subordinates which can contribute to the interaction between the managers and their staff.

We conducted a survey that confirmed the aforesaid. Using the methodology of the information perception developed by S. Efremtsev we interviewed 76 students of the second year of the Public Administration Faculty of the Siberian Institute of Management. According to the research, 46% of respondents are dominated by the visual type of perception, 29% — by the auditory type, and 5% — by the kinesthetic type of perception. It is important to notice that visual and auditory types of perception prevail in 15% of respondents, 4% are of visual and kinesthetic types, and 1% belong to auditory and kinesthetic types. Thus, the survey shows that the visual and auditory systems prevail in the majority of the managers-to-be.

In conclusion, we want to stress the importance of the problem of inaccurate understanding of the information because of the differences in its perception. Providing information we should take into account the peculiarities of the information perception by an individual or a group. The representative system is an integral part of each person, and is a powerful and effective tool to improve communication at work.

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THE INFLUENCE OF TOYOTA'S CORPORATE CULTURE ON THE STAFF MOTIVATION OF THE RUSSIAN SUBSIDIARY

Nowadays, Russia takes over management experience from different foreign countries, including Japan, and faces a lot of misunderstandings. The purpose of the article is to evaluate the effectiveness of Japanese corporate culture and its influence on the Russian staff motivation.

In our research, we analysed the influence of the corporate culture of the Japanese automobile company Toyota on the Russian staff of the Russian subsidiary in St. Petersburg. Russian corporate culture is famous for its collective thinking and the use of administrative methods of personnel management. Concerning Toyota's corporate culture people are the heart and soul of the company. For Toyota it's important to have common fundamental values and beliefs shared by all employees and related to the work of the whole company.

Thus, in Russia as well as in Japan, it is important to organize teamwork where the workers are united with common interests and values for the successful development of the company. For the period from 2005 to 2016 the automobile production in St. Petersburg has doubly increased.¹ The strong market position of the Toyota's subsidiary in Russia is the result of the human resource management and close interaction of these corporate cultures.

To sum up, the Russian car market has become unique with the arrival of Japanese corporate culture. For Russian subsidiary Toyota Motor Company has developed its own marketing strategy, based on a thorough examination of all the characteristics of the Russian market and workforce. This Japanese human resource management system has a direct impact on the work of the staff in the Russian subsidiary and allows the plant to quickly and timely produce quality vehicles that fully meet customer requirements.

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¹ Завод Тойота в России [Электронный ресурс]. URL: <https://www.toyota.ru/world-of-toyota/factory/index.json> (дата обращения: 10.03.2016)

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LABOR MARKET: WORLD DEMAND AND RUSSIA'S SUPPLY

The Russian Federation is an important member of the international labor market. That is why Russian system of education should meet the criteria of world labour demand. But our system of education and Western one are not similar, which leads to the difference in students' knowledge and skills acquired. The question is if our students can be competitive on the global labor market.

Students from 6 countries (including Russia, on the example of Tyumen State University) were surveyed about the expected skills to be acquired and the ones they developed during the process of studying. The findings were compared to the National Association of Colleges and Employers ranking of the most wanted skills in graduates, which was made to measure a level of graduates' competitiveness.

The results of the survey show that western students could be more demanded because the skills they developed mostly meet employers' requirements. As for Russian students, they are highly informed about what they need to know and what they should be able to do by the end of their studies. In fact, Russian universities' curriculum is aimed at students' acquiring technical knowledge rather than developing an ability to make decisions and solve problems, which is mostly required in graduates.

The problem of discrepancy may be overcome by integrating new educational methods into the existing system. Organizing special courses for developing professional competences, using different kinds of knowledge testing, applying case-study method in educational process can result in developing problem solving skills in current graduates of Russia's universities, thus increasing their competitiveness on the international labour market.

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DISTANCE LEARNING AS AN ESSENTIAL PART OF GLOBAL ECONOMIC DEVELOPMENT

Distance learning is gaining popularity among people who are eager to have better career prospects. Distance courses serve as an alternative for people looking for further education without undergoing any form of classroom learning. As competitiveness is rising in the market, more and more adults are becoming interested in receiving higher education. In order to meet the demand education institutions are looking forward to offering new technologies.

The program of distance learning Moodle allows a teacher to organize a course on the common online platform. Moodle enables to create its own courses for every discipline in the form of texts, tests, additional material, presentations, questionnaires.

Moodle important feature involves creating and storing students' portfolio where one can find tasks, grades and teacher's comments online.

To prove the efficiency of Moodle mathematics course was created and then tested in Samara gymnasium "Perspektiva". The content of the course included theoretical material consisting of 8 parts, video material with practical solution of equations, 5 variants of tests with 10 questions in each of them. Pupils did their tests at home and the teacher checked their work distantly. After the tests had been done, Moodle formed the results in Excel tables.

Online courses offer great freedom and flexibility. Most people enrolling for distance education courses work full-time and are not able to miss their working place. They need a source of income to run their family's expenses otherwise it means having financial problems. Thus in order to upgrade their educational qualifications along with their job, they prefer to study via distance learning.

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THE REASONS OF THE FORMATION OF UNFAVORABLE SOCIO-PSYCHOLOGICAL CLIMATE IN THE ORGANIZATION

This article reflects the problem of the negative impact of some reasons on the formation of unfavorable socio-psychological climate of the company. The aim of the work is to identify the reasons that prevent the development of favorable working atmosphere, and give recommendations on improving the microclimate inside the organization.

According to V. M. Shepel the climate of relations between people consists of three climatic zones: workers' awareness of common goals and objectives in the organization; moral climate determined by moral values in the team; psychological climate among employees.

We conducted a survey of sixty four students belonged to the age group of 18 to 22 years. They all were from different institutions of Novosibirsk. Having analyzed the reasons negatively influencing the working atmosphere we offered the respondents to choose the most important reason from the given: 1) conflicts; 2) negative personnel qualities (laziness, rudeness, reluctance to learn and work); 3) the divergence of objectives and interests between the organization and employees.

The study revealed that the overwhelming majority of students (52.3%) chose conflicts. The other respondents chose negative personnel qualities (29.4 %) and only 18.3% of students chose the divergence of objectives and interests between the organization and employees. Choosing the best way to improve the working atmosphere the respondents showed the following results: 50.34% of the interviewed chose public recognition with a reward for the contribution to the work; 29.3% of the students recommended a bonus system for employees, and the rest (20.36%) suggested organizing seminars and competitions for the staff.

In conclusion, the survey showed that the respondents understand that unfavorable socio-psychological climate is mostly caused by conflicts among the employees and the best way to improve the working atmosphere is to praise and reward the best personnel. Only effective joint activity of the managers and their subordinates can improve the socio-psychological climate and largely influence the productivity of the organization.

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SECTION 4. TOPICAL PROBLEMS OF LEGAL SCIENCE: THEORY AND PRACTICE

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ILLEGALLY PARKED CARS AS AN OBSTACLE TO EMERGENCY SERVICES VEHICLES

The present article seeks to analyze and find a solution to the problem of illegally parked cars in Russia which often obstruct emergency services activity.

The current Russian legislation was examined and compared with legislation of other countries, various statistical data was studied and the survey was conducted in order to achieve this goal. The stated issue doesn't get due regard, but it is serious because it takes place throughout the Russian Federation and concerns human lives. Even though the responsibility for illegal parking is provided for by law, a great number of car owners keep on breaking it mainly because they are forced to do it.

There are many reasons why it happens and most of them require enormously long time and it costs a lot to be resolved. But since the issue exists now and the number of victims remains high, there is a need for a prompt action. Several approaches can be used to solve the problem, but the most optimal one is to give emergency services employees the right to get any obstructive car out of the way by any means. The suggested method will show a positive change in emergency services activity very quickly after its implementation. Moreover, it can be easily regulated by law and win public approval.

Nevertheless, in spite of its effectiveness, the above-mentioned solution will only mitigate the problem but not eliminate it. Subsequently the procedure of resolving deep-rooted causes of widespread illegal parking should be thought-out and realized.

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TRADEMARK FAIR USE

What is a trademark and its genuine «mission»? The trademark is a tool for individualization of goods and services. It ensures the recognizability and identity of products while avoiding the likelihood of confusion.¹

However, in the Russian Federation right holders use a trademark as a major instrument for establishing its monopoly in the market. Subsequently, such usage leads to unfair competition and gaining unreasonable profit. Due to right holders' misunderstanding of the trademark's nature, in practice they run to extremes in usage of the third-party trademarks.

The first aim of our research is to prove the existence and legality of the trademark fair use and to establish limits of such usage. The objective is to disclose the meaning of the term "fair use" through the prism of Russian approach and, opposed to it, foreign approach, which, in turn, supports healthy competition. In accordance with the last approach, not all cases of the third-party trademark usage is considered to be unfair.

The second aim of our research is to demonstrate the abuse of other trademark reputation by relevant practice and debar it, because it might lead to destructive circumstances for turnover and consumers as well.

Finally, the bottom line is that a "fair use" doctrine can be and should be applied within the frameworks of Russian legislation.

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¹ *Gordon, W. J. Intellectual property. Oxford University Press, 2003. P. 617—646, at 634.*

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THE PROBLEM OF CORRELATION OF COMPANY'S NAME AND COMMERCIAL NAME AS PROTECTED MEANS OF INDIVIDUALIZATION

Company names and commercial designations as the objects of intellectual property have always had a special position both in civil law and in the legal literature¹. The definitions of these means of individualization can be deduced by interpretation of certain statutory provisions of the Civil Code of the Russian Federation (hereinafter referred to as the Civil Code). There are several significant differences in the legal status of company names and commercial names:

A company name or specific elements may be used by the right holder as a part of a commercial name owned by the right holder. The disposal of an exclusive right to a company's name is prohibited. However, an exclusive right to a commercial may pass to another person only within the enterprise for whose individualization is being used. These current statutory provisions could lead to conflict.

In foreign countries the legal protection as a means of identification is given either to commercial names or company names. But the content of these concepts is identical, i.e. it is aimed, in contrast to the Russian law, not to personalize the subject of law or the company (as a property complex), but the business itself (methods of activity, particular style, technique used, etc.).

Having regard to the above, we believe that in the Russian Federation, company names and commercial names should be replaced with more universally applicable means of individualization, which would identify legal entity's entrepreneurial activity (process, methods and techniques of its conduction by a specific person).

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¹ *Yeremenko V. I.* The problems of the relation of company names and commercial names in the fourth part of the Civil Code / Law and Economics, 2008, №4[Electronic resource]// <http://www.center-bereg.ru/o4269.html> accessed date February 29, 2016.

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NORMATIVITY AND SIGNIFICANCE OF CUSTOMARY LAW IN SOUTH AFRICA

South African Republic is a state with sophisticated legal system which includes elements of common law and traditional Dutch law of tort. This condition has been followed by the country's complicated history. South Africa had been Dutch and English colony, then it came through the era of apartheid and entered the modern democratic period.

Customs are a significant source of law which regulate such vital spheres as marriage and tribes' internal governing. According to the South African Constitution, customary law must be applied by the courts when it is applicable¹. At the same time, the custom is usually patriarchal, that is why the Constitution has a mechanism of not applying the customary law if it violates the Constitution's provisions on human rights. Article 39.2 of the South African constitution maintains the principle of customary law development in accordance with the Bill of Rights². In other words, the state has an authority to use case and statutory law to determine if a custom has lost its normativity due to natural development of customary law and society.

A bright example of this practice has been given by the Bhe decision. Mr Bhe's estate was inherited by his father according to the custom so Mr Bhe's widow and her daughters were in a difficult situation. The Constitutional Court found the customary law of succession not satisfying the current constitution as well as new family relationships³.

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¹ *Constitution* of the Republic of South Africa — article 211.3 // URL: <http://www.gov.za/documents/constitution-republic-south-africa-1996-chapter-12-traditional-leaders>

² *Constitution* of the Republic of South Africa — article 211.3 // URL: <http://www.gov.za/documents/constitution/chapter-2-bill-rights#39>

³ *CUSTOMARY LAW: THE WAY FORWARD (Bhe and Others v the Magistrate Khayelitsha and Another)* // URL: http://www.justice.gov.za/master/m_pamphlets/2011moh_succession.pdf

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JUDICIAL PRECEDENT AND LEGAL CUSTOM IN RUSSIAN FEDERATION

In this report we examine whether “judicial precedent” and “legal custom” exist in the Russian legislation. This theme is really relevant, because there is a controversial situation in our legal system, when judicial precedent is officially absent, but at the same time no lawyer denies its importance in juridical practice.

During the study we analyzed the history of the development of the concept of “judicial precedent” and “legal custom”, the judicial practice and the regulatory legal acts of the Russian legislation, and explored the positive and negative aspects of customary law.

On the basis of the research we came to the following conclusion: in the Russian theory of law continues to dominate the doctrine of not recognizing as a source of law neither judicial precedent, nor legal custom.

Adjudication is determined by the use of normative legal acts and judges’ sense of justice. When a judge makes a decision on a case, he or she chooses himself or herself, if it is possible to refer to a precedent or not. The Russian legal system recognizes only one source of law — legislation in force, which means a judge can’t refer to another source of law. To introduce a new source of law means to reform all legal system in Russia.

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THE HUMAN RIGHT TO A NAME: INTERNATIONAL EXPERIENCE AND RUSSIAN REALITY

The right to a name is one of the most fundamental, inalienable human rights; however, the norms of the Constitution of the Russian Federation ignore its regulation.

The right to a name since birth confirms the opportunity, giving by the state, to get a person's own name by birth. Some national legislative systems are clear to regulate this issue. For example, the Constitution of South Africa's¹ regulatory clearance of this right allows parents to choose only traditional names for their children. But as for the Constitution of the Russian Federation², it makes no mention of the human right to a name. Failure to state the legal regulation on the choice of a name is not a significant expansion of human rights and freedoms. The analysis of documentary sources shows that in Russia some loving parents do not spare their own children, giving them ridiculous names that, figuratively speaking, can be regarded as a factual basis for filing a claim about protection of honor and dignity.

Currently, the imagination of parents in regard to the names is limited to only three requirements: names must not contain numbers, foreign letters, and swearwords. A name freely selected by parents for their child can inhibit the development of the child as a personality. Such people can develop an inferiority complex, which hinders their adaptation in the society.

This issue is not settled as a constitutional matter in Russia. This right should be enshrined in the Constitution of the Russian Federation to protect the child from the consequences of a "wired" name in the future, it is also necessary to work out a clear mechanism to protect children's right to a name, defining the constitutional dimensions of parental naming rights.

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¹ *The Constitution* of South Africa (adopted on 8 May 1996, as amended by the Constitutional Assembly October 11, 1996) // [Electronic resource]. URL: http://legalportal.am/download/constitutions/206_ru.pdf.

² *The Constitution* of the Russian Federation (adopted by popular vote 12/12/1993) // Meeting of the legislation of the Russian Federation. 08/04/2014. № 31. Art. 4398.

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OBJECTIFICATION OF MENS REA IN ANGLO-AMERICAN CRIMINAL LAW AND ITS LINGUOCULTURAL ROOTS

The current report is devoted to the modern problem of interconnection between language, culture and law. In particular, this report analyzes such a specific feature of Anglo-American law as objectification of mens rea in the context of its linguacultural determination.

What does objectification of mens rea mean? It means that mens rea, which is meant to be a purely subjective requirement, practically is being replaced with some kind of objective standard. And one of the most common standards is the so-called reasonable person standard. It is an undeniable position that the standard in question is a specific feature not only for England and USA, but for the whole English speaking legal world¹. The core meaning of the reasonable person standard is an assumption that as any sane defendant is a reasonable person, he or she is able to understand the socially dangerous character of his or her actions and to foresee the consequences of these actions. In other words, an absolutely innocent person might be sentenced to the real term just because he is objectively presumed to be aware of the criminal consequences of his actions.

What is more interesting, in accordance with the “key words” method of understanding cultures, developed by A. Wierzbicka, a concept of *mind* is one of the most important key words for understanding the way the English speakers think on a person's mental life. The scientist underlines, that this untranslatable word, in comparison with the same concepts in other languages, “focuses on thinking and knowing, which are outside the scope of the feelings, spirit or unconsciousness”². Thus, we can conclude that the concept of mind focuses more on the person's reasonableness (the scope of rationality) than any other scope of its mental life.

Summing up, we can say that objectification of mens rea in the form of the excessive usage of the reasonable person standard corresponds to the special way of thinking about person's mental life which is reflected in the English language and culture.

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¹ Markus D. Dubber&Tatjana Hörnle, Criminal Law: A Comparative Approach. Oxford University Press, 2014. P. 245

² Вежбицка А. Язык. Культура. Познание. М, 1996. С. 384

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SPACE TOURISM LEGAL REGULATIONS

International space legislation is developing intensively. Space legal regulations are being changed dramatically due to the fact that business of providing space tourism services is spreading all around the world.

At the moment international legal relations in the field of using and studying cosmic space are regulated by international space law (ISL), its paragraphs being stated in a number of UN General Assembly resolutions (1963, 1996)¹, international agreements and some other documents. In 1990 scientists dealing with law from the USSR, the USA and FRG prepared a draft of the Convention where they formulated meanings of the following notions: “manned space object”, “manned space flight”, “space flight stages”, intellectual property”, etc. It’s worth mentioning this Convention article VI (item 6) which considers any person in space as a member of spacecraft personnel. Unfortunately this Convention draft was not approved and the problem of determining space tourist status was not solved. It resulted in complication of using astronaut legal status for formulating space tourist legal status which, in its turn, makes it impossible to define those space tourists rights and duties.

Nowadays astronaut legal status is formulated in Space Agreement, Astronauts Rescue Agreement and National Space Law². Unfortunately, they neither formulate space tourist legal status, nor his rights and duties. More than that, it’s necessary to find out if space tourist is responsible for all activities on board of spacecraft during space flight and who is responsible to, if at all.

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¹ *General Assembly Resolutions.* URL:<http://www.un.org/en/sections/documents/general-assembly-resolutions/index.html>

² *General Assembly Resolutions.* URL:http://www.un.org/ru/documents/decl_conv/conv2010.shtml

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PROSPECTS FOR THE DEVELOPMENT OF JUVENILE JUSTICE IN RUSSIA

Our work is devoted to juvenile law and juvenile justice, and the possibilities of its application in Russia. The aim of the study is to investigate prospects of the development of juvenile law as a separate branch of law and the juvenile justice system in Russia.

In this work we examined the nature of juvenile law and juvenile justice, the history of its development internationally and in Russia. We considered both aspects of the juvenile justice system; as a system of punishment of juvenile offenders and the protection of the rights of minors in general.

As an example we examined the structure of the juvenile justice system in France. Thus, it was found that there were several institutions that could form part of juvenile justice system in Russia, such as the existence of special institutions for juvenile offenders, etc.

To study the aspect of the protection of minors' rights we considered international experience. It showed that in this respect there are still a lot of flaws in this legislation. Suffice it to recall an incident that occurred with Natalia Zakharova, when after her divorce her daughter was initially placed in an orphanage, and then transferred to a foster family.¹

The study showed that the development of juvenile justice in Russia is a serious step, so a careful study of international practices is necessary to develop child and family-friendly legal regulations.

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¹ Прилепина О. Любовь матери URL: <http://www.ruskiymir.ru/media/magazines/article/99303/> (дата обращения — 15.04.2016)

SECTION 5. PHILOLOGY AND LINGUISTICS IN MODERN SOCIETY

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THE PECULIAR PROPERTIES OF STYLISTIC DEVICES AND EXPRESSIVE LANGUAGE MEANS IN THE NOVEL OF NEIL GAIMAN “NEVERWHERE”

Our language is evolving every day. The problems of preservation and development of the language are repeatedly touched on and this topic is relevant to the present day, because the language indicates a state of the contemporary society.

This work is devoted to the study of expressive and language means in Neil Gaiman's novel "Neverwhere".

The artistic word is a unit of language, through which the author describes his world outlook. Means of artistic expression are a way of combining these words to create a special image and to express the unique author's intention. The new approach to creating a unique image is found in Neil Gaiman's novel. The writer, thanks to using the means of artistic expression in his work, affects the reader by changing his ideas about familiar and usual things. In addition, to disclose the underlying meanings of his writings the reason for using one or another artistic device must be cleared.

Neil Gaiman uses unusual linguistic means such as occasionalisms, place names, wordplays, metaphors and others to attract the reader's attention and to direct his attention to the problems raised in the novel. The author introduces his own ideas and notions ("Neverwhere", "the Upworlder", etc.) and gives a new life to old words ("Ravenscourt", "Temple and Arch", "Oxford-circus" etc.) to emphasize the richness of the English language; to show a wide range of meanings of one and the same word; to arouse the interest of the reader to the origins and history of occurrence of words and phrases; to enhance personal vocabulary of the reader; to motivate for the preservation and enrichment of the native language¹.

The language is a dignity of every person. The language is the thing that makes a person intelligent. It is necessary to take care of the mother tongue in order to prevent its degradation and disappearance.

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¹ Gaiman, N. Neverwhere. London, 2014. 388 p.

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LANGUAGE MEANS AND STYLISTIC DEVICES OF CREATING THE IMAGE OF RUSSIA (BASED ON THE ANALYSIS OF “NEWSWEEK” ARTICLES)

The word has always possessed a great power of influence and in the era of information technologies the power of the word has acquired special significance. Modern society is doomed to become a hostage of the media and stereotypes which are offered through the press or television.¹

The aim of our work is to analyze the image of modern Russia created in the articles published by the American magazine “Newsweek” in 2014 — 2016. To achieve this goal we studied the language means and stylistic devices which contribute to the formation of Russia’s image in the American press.

The most frequently used stylistic devices which are employed to create the image of Russia in the “Newsweek” magazine are metaphors, allusions and epithets. Tropes (metaphors and metaphorical epithets) are considered to be the best way of manipulation as they provide a ready-made image, a kind of stamp. The choice of words employed to describe the conflict between Russia and Ukraine and Russian hi-tech industry is also suggestive of the fact that Americans try to create the image of Russia basing it on expressive and negative evaluative connotations. The most popular lexemes are “annexation”, “threat”, “aggression”, “grab”, “bubble”, “bleak”, which make readers see Russia as an aggressive and unpredictable state.

Thus, we can conclude that the relations between America and Russia are complicated and difficult. Americans want to demonstrate that Russia is a menace to the whole world. The image of Russia provided on the pages in the magazine “Newsweek” is America’s way of forming a certain opinion and making readers believe that this opinion is the only valid one.

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¹ Shestopal, E. B. *Politicheskaja psihologija: uchebnik*. Moscow, 2010. P. 383.

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ETHNICAL HETEROSTEREOTYPES: INTERCULTURAL ASPECT

The representatives of different cultures are known to take each other with a “look back” at their own culture. As a result, one builds impressions about another nation — stereotypes. Stereotype is a fixed idea or image that many people have of a particular type of person or thing, but which is often not true in reality.¹We have conducted a survey of heterostereotypes (on the example of Russia, Germany and the USA).

The Russians are generally positive to German culture: personality traits — “order”, “education”, “friendliness”, “pedantry”; culture-specific concepts — “beer”, “sausages”, “architecture”, “Merkel”, “Oktoberfest”, the world situation — “refugees”, “no sovereignty”. About America the Russian have contradictory views: “a hater of Russia”, “global disorder”, “lazy people” and “top country”, “big patriotism”, “melting pot”; “Hollywood”.

The American have shown the good knowledge of Russian history, art: “Tchaikovsky”, “Pushkin”, “folk dances”, “nesting dolls”, “St. Basil’s Cathedral”; and traditions: “never shake hands over a threshold”, “Banya”. The other answers: “forests”, “snow”, “vodka”, “smart” and “hospitable”, but there have also been negative: “closed”, “damn lazy”, “don’t like to follow the rules”. About Germany the USA know little: “the Berlin Wall”, “Hitler”, “on time”, “open-minded”, “rude and greedy”.

Germany has associated Russia mostly with history: “World War II”, “the V-Day”, “Red Army”, and “Stalin”. The German know the Russian culture well: “Borsch”, “the Queen Ekaterina”, “rich in minerals”, “much vodka”. Germany is negative to the actions of Russia on the world scene: “much harm in politics”. Speaking about the USA, Germans have said: “a country of opportunities”, “greedy, stubborn people”, “world police”.

In conclusion, we have found out that stereotypes about the reviewed countries are based on history, culture, personal experience of respondents. Mass media is very important in formation of stereotypes.

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¹ *Hornby, A. S. Oxford Advanced Learner’s Dictionary. Oxford, 2000. P. 1272.*

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FEMINITIVES — GENDER EQUALITY IN LINGUISTICS

The language environment affects our lives, but it happened that in the Russian language this environment is more masculine, while there is not enough space for the female nominations in the language. Every language is always changing, as soon as it stops changing, it dies. A "pure" language which we so often hear about has never existed. Language is changed by the will of lawmakers, or in agreement with speech preferences of native speakers.

There are three genders in Russian language — masculine, female and neuter. The official and most frequently used gender is masculine. It is the masculine form that identifies professions and people having them, the masculine form is used to name mixed groups, even if there is a majority of women. A feminitive is a feminine word with alternative or similar concepts paired to masculine.

Various names of professions came to us from the English language in which they are gender-neutral: a doctor, a designer, a speaker, etc. They are formed by the suffix -er (-or) which means a person who performs a certain action or profession. But getting into the Russian language, they are attached to gender, and 99% of such items are masculine.

Borrowing the names of professions is a usual process of replenishing the dictionary, but it should not be forgotten that these words in the donor language are gender-neutral because of the lack of the category of lexicogrammatical gender in English. A loanword is a word adopted from another language and incorporated into a recipient language without translation, so in Russian, the borrowed names of professions obtain Cyrillic writing and get masculine forms. But it is important to take into account that the language which has got category of gender must have feminine equivalents paired to masculine.

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MODERN FOREIGN LANGUAGE LEARNING AIDS

The development of international relations and globalization contributed to the Russian integration into the world community. The English language has become a «Lingua Franca» (or modern Esperanto) for communication in a multicultural world.

Today when our society sets a new task before a man — to be able to improve his / her knowledge throughout their lives the role of a learner autonomy is becoming more and more important.¹ The question of independence in the process of learning foreign language is particularly essential: it is impossible to master it «once and for all» due to the some specific features of the discipline².

The modern development of education contributed to the emergence of special language learning aids, which can help a person to carry out the process of learning and improve foreign language skills independently, without a teacher. The analysis of the literature on teaching methods has shown, that although the modern time and special programs, enable learners to carry out the process of language learning without anyone's help, there is still no term «foreign language learning aids» in the categorical apparatus of Russian Teaching Methodology. Leading Russian scholars do not focus on the learning autonomy and use the term «foreign language teaching aids».

Based on the literature on methodology and practice of language acquisition, we have suggested using our own term «modern foreign language learning aids», its classifications / types and functions.

It is necessary to know and use modern foreign language learning aids to master Lingua Franca (English), which is an essential means of communication in the global multicultural world.

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¹ *Holec H.* Autonomy and Foreign Language Learning. Oxford: Pergamon, 1981. P. 186—190.

² *Зимняя И. А.* Педагогическая психология : Учебник для вузов. Изд. второе, доп., испр. и перераб. М. : Издательская корпорация «Логос», 2000. 384 с.

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INTERTEXTUALITY AS A PROBLEM OF TRANSLATION

This research deals with translation of intertextual elements in the novels by Stephen Fry (“The Liar”, “Making History”, translated into Russian by Sergey Ilyin) in terms of their pragmatic value. The main difficulty concerning translation of intertextual inclusions consists in conveying their implicit meaning. The major point to consider is preserving the main communicative function of the text.

The following example demonstrates the case of a complete loss of pragmatic potential of the original: “*It’s just that I’m not used to the American countryside. I had a vision of **Rebecca of Sunnybrook Farm**. I had no idea it would be more like the dark heart of the Amazonian rainforest.*” The intertextual inclusion performs an expressive function. It is realized through the juxtaposition of two images: peaceful American countryside from the children’s book and dangerous Amazonian forests, which is not preserved in Russian: “*Я ее больше по кино знаю. Вот уж не думал, что она настолько похожа на темное сердце амазонских джунглей*”. Thus, the pragmatic potential of the original is violated.

The next example shows the ways of saving the pragmatic potential of the fictional text, though intertextual elements are partially lost: “*Trotter’s (love) wasn’t the **Real Thing**, it was just **Pepsi***”. To compare the feelings of the characters, the author uses a reference to famous brands and a slogan: “*It’s a real thing. Coke.*” As there is no recognizable version of this slogan in Russian, the translator appeals to the love theme, which is developed in the episode: “*Это не **Любовный Напиток**, а так — «пенсу»*”.

Thus, the analysis carried out in the paper emphasizes the importance of conveying the communicative effect of the original, which can be achieved both through omission of intertextual elements and using the full potential of a native language to render their depth and ambiguity.

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COMPARATIVE ANALYSIS OF LITERARY TERMS IN THE ENGLISH AND RUSSIAN LANGUAGES

Translating poetry from one language to another is considered to be one of the most challenging tasks for any translator. A number of additional factors such as rhythm, rhyme, meter, form, flow and some other must be taken into account. In order to preserve all those factors in the same way that they appeared in the original poems translators have to interpret some phrases imperfectly, including some literary terms.

This article deals with different works of poetry in English literature and their translations in the Russian language. Examples of literary terms in original and in translated versions are compared. “The Raven” by Allan Edgar Poe with its translation by Konstantin Balmont reveals the peculiarities of the given phenomena.

Having analyzed samples of literary terms in the original poem, we noticed that some of the phrases that Poe uses are difficult to bring into the Russian language not losing original meaning and keeping the flow at the same time. For example, the metaphor “And each separate dying ember wrought its ghost upon the floor...” Belmont translates as “And in the fireplace there were outlines of dimly smoldering ashes”. Even though the translation of this phrase keeps composition of the original work intact, the metaphor that was in the original poem is lost. Another example of a translated literary term that lost its original meaning is alliteration “While I pondered, weak and weary...” that is translated by Balmont as “...full of heavy thought...”

In conclusion, it can be said that translation of literary terms word for word is mostly impossible due to the fact of losing some literary elements like rhyme or rhythm. In order to express original meaning of a metaphor translator has to be creative. Thus, translating poetry from one language to the other is complicated and it involves particular skills and the knowledge of the language peculiarities that are required in the translation process.

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THE SUBJECT CRITERIA OF DYSTOPIAN LITERATURE

The article focuses on the investigation of the subject criteria of dystopian works. Dystopian literature almost always tells us about a world whose inhabitants are happy and interpret their existence as utopian. Their attitude towards the time modes is different from traditional one: modeling undesirable scenarios, dystopia describes the events that have certain characteristics of objective reality.

Translating the absurdity of the behavior and the rhetoric of the «anti-hero» to the reader, the authors allow the reader to get over negative experience in the world of art and prevent its embodiment in reader's reality. The above said allows us to establish the following narrative criteria of dystopia: the bipolarity of the world; anthropocentricity; technocracy; the limitations of humanities using them as a tool of propaganda; strictly obligatory presence of castes with different standards of living and with or without the access to the «true knowledge»; the emergence of the dissidence through the sensual side of humans; total control and the availability of ready-made answers on every question. The final of dystopias is unequivocal — the death of the body or the death of the soul (in the context of novels it can be the same).

Over time dystopia has changed, becoming a meta-genresuperstructure. Pelevin's story "S. N. U. F. F." is an example: fantastic and dramatic elements prevail over anti-utopian discourse. We can see the divergence from the original rules of dystopia from the very beginning of the story: there is no demonstration of «ideal model of the world order»; there are no strong types of characters according to the scheme «good or bad»; the dystopian model of narrative is mirrored.

Despite this, the story retains the typical traits of dystopian novels of the twentieth century: playing with images, storylines, motifs (ancient house, the sacred manuscript, the confrontation of individual and collective, spatial isolation). There for we can testify the establishment and viability of dystopian tradition in contemporary literature.

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THE NATIVE ENGLISH VOCABULARY

The present state of the English vocabulary is linked with its historical development. Without analyzing the etymology of English words it is impossible to get a complete picture of the English vocabulary as a system¹. Studying the origin of native English words is especially significant. In the lexical system of the English language native elements amount to 30% only², however, a close analysis of their linguistic characteristics can reveal their true importance.

The most ancient layer of the native English lexis includes words of the Indo-European stock, which are subdivided into definite thematic groups: terms of kinship (mother, brother), names of objects and phenomena of nature (fire, water), names of animals and birds (bull, wolf), parts of the human body (arm, eye). Among common Indo-European words there are some frequent verbs (come, know, work) and adjectives (hard, right).

The next stratum of the native English vocabulary is comprised of words of Common Germanic origin. Such lexemes are found among nouns (breast, horse, sea), adjectives (broad, deep, soft), verbs (burn, forgive, sigh), pronouns (all, each) and adverbs (forth, near).

A number of native English lexemes, e.g. above, always, nothing, have complex morphological structure. The combinations of morphemes they contain cannot be noticed in any language but for English. Such words form the third layer of the native English vocabulary.

Native elements tend to be the most stable in the system of the English word-stock. They have a wide range of lexical valency, are frequently involved in the process of word formation and are used in numerous set expressions. The conclusion is that the words of native origin occupy a unique place in the lexical structure of the English language.

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² I. V. Arnold. The English word. М.: «Высшая школа», 1986. Р. 253.

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WAYS AND MEANS OF CREATING A CHARACTER IN FILM DISCOURSE

This research deals with analysis of linguistic elements which contribute to creating an image of a character in film script. The tele script of the American TV series *Hannibal* (based upon the novels by Thomas Harris and adapted to the screen by Bryan Fuller in 2013) is under investigation. The character under analysis is the FBI profiler Will Graham who solves crimes using his ability to empathize with killers. His mental state is threatened when he meets the experienced psychiatrist Hannibal Lecter.

The empathy of a character and his inability to differentiate himself from a criminal is demonstrated in the text by the use of personal pronouns (I shoot Mr. Marlow twice...) Short utterances and anaphoric repetition indicate his reserved demeanor (Thought better of it. Wasn't thinking clearly. I was upset when I bought it. Maybe still am.) and emotional tension (I'm angry about these boys. I'm angry cause I know when I find them, I can't help them. I can't give them back what they gave away.) Graham's speech abounds in metaphors and similes which illustrate his fertile imagination (All I heard was my heart dim but fast, like footsteps fleeing into silence). The metaphor My thoughts are often not tasty demonstrates that he tends to connect abstract ideas with the physical world and ascribe them the qualities of physical objects. It can be also seen in the frequent use of lexical units related to sense perception, such as feel, see, hear. Moreover, lexical and syntactical means illustrate the parallel between Graham and Hannibal Lecter. The connection is exhibited through the use of pronouns *we/are/ours* and lexical units with the meaning "likeness", such as *like, alike, blur, conjoined*. Graham's similarity to Lecter is shown with the help of key phrase repetition. The phrase "I was curious what would happen" initially was used to describe Hannibal; then it was repeated by other characters in connection to Graham and, finally, it was used by Graham, establishing the link between the two characters.

Thus, linguistic means of lexical and syntactic levels of the text help to give a profound characterization and add to the visual and audio aspects of the film in order to provide a better understanding of its artistic message.

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THE INNOVATIVE DEVELOPMENT OF RUSSIA IN TERMS OF ECONOMIC AND TECHNOLOGICAL SANCTIONS

An innovative model of economic development assumes high concentration of production, scientific and technological knowledge. World experience of countries which economies have been effectively modernized reflects that one of the key terms for modernization is foreign investments.

Due to the imposition of economic sanctions and the decline in Russian energy market, investment cooperation between Russia and the EU and the USA in 2014—2015 was significantly affected. Thus, the total direct investment in the Russian Federation in the first three quarters of 2015 amounted to only 1,344 million dollars, what is only 5.6% of the same period of 2014 (23,949 million dollars)¹.

The EU was the main investor in the Russian economy in I-III quarters of 2014. It invested 17,273 million dollars, but in the I-III quarters of 2015 as a result of the investments outflow they amounted to 6,657 million dollars. The US investments into the Russian economy also decreased. In the first three quarters of 2014 the inflow was 516 million dollars, while at the same period of 2015 it decreased to 213 million dollars¹.

According to the Federal service of state statistics, there was a decrease in the growth rate of volume of production of innovative goods and services that was caused by a natural rate of decline in investments from 2010 to 2013 and quite a remarkable reduction of investments production in 2014 was noted as a result of sanctions².

In conclusion it is worth to infer that the sanctions imposed by the USA and the EU together with the subsequent fall in energy prices has led to negative consequences in the innovation sector of the economy.

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¹ Central bank of the Russian Federation. The FDI. Mode of access: http://www.cbr.ru/statistics/?Prtid=svs&ch=PAR_30241#CheckedItem.

² Science and innovations. Federal service of state statistics. Mode of access: http://www.gks.ru/wps/wcm/connect/rosstat_main/rosstat/ru/statistics/enterprise/#

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EDUCATIONAL FACTOR IN JAPANESE-RUSSIAN YOUTH EXCHANGES

Youth exchanges are essential for the Japanese-Russian relations due to great attention paid to the youth policy by the two countries. Studying the directions of this sphere of cooperation allows us to designate from the objectives declared and reveal the pragmatic goals of Japan. The role of the educational factor in this case is especially significant.

The Japanese-Russian youth exchanges history dates back to 1965, when the Society of the Japanese-Soviet friendship was created. In 1991 it was reformed into the Society of the Japanese-Russian friendship. Its aim included the establishment of friendly international contacts. As Russia and Japan were no longer adherents of the two antagonistic blocs, this contributed to the process of the cooperation development and in 1999 the Japanese-Russian Youth Exchange Center was established. Its activities are as follows: short-term invitations and traineeship; official journeys of teachers of the Japanese language; assistance to young researchers. By 2008 2,053 people had taken part in the exchange programs of the Center. Since 2008 to 2014 there were more than 2,000 participants¹.

The Japanese-Russian academic mobility is also actively supported by the Ministry of Education, Culture, Sports, Science and Technology of Japan, which annually finances a number of programs including training in Japan as a pupil, teacher, coordinator for international relations or researcher. This evidences that in the framework of the youth exchanges cooperation Japan shifts the emphasis toward educational sphere.

The cultural exchanges do take place, but their number mostly depends on personal initiative and possibilities of the youth, because it will be much harder to get financial or other support from the Japanese official bodies. Thus, the educational sphere is considered to be foreground in the Japanese-Russian youth exchanges development.

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DIALOGUE OF CULTURES IN «THREE MEN ON THE METRO»

Nowadays it becomes evident that cultural understanding and successful intercultural communication go hand in hand with foreign language proficiency. The works of fiction devoted to another culture present a special interest, because they make an enormous contribution to the development of intercultural understanding by exposing the distinctive features of two cultures — the culture described and the culture of the author.

Our research is based on the book of poems by the English writers: A. Croft, P. Summers, W. N. Herbert “Three men on the Metro” devoted to **Russia**. The collection of poems, containing the authors’ impressions about Russia, the Russians, Moscow and Moscow underground system (Metro), is the result of the interaction of two different cultures — English and Russian.

Being an essential attribute of the English culture, irony is a characteristic feature of the above mentioned authors’ writing style.

The following excerpt is taken from the poem «Metronomic» by E. Croft, dedicated to the Russian subway. «*The male voice on the tannoy means we’re ticking clockwise round the **stain of Stalin’s coffee cup again**; An urgent metre, keeping time, to which we nod our heads in rhyme*»¹.

Ironical effect in this poem is achieved by the successful use of the reference to the legend about the Moscow underground. After the World War II, according to the legend, there was a necessity to construct one more subway line. The underground circuit project was to be approved and signed by Joseph Stalin. He put a coffee cup on the map that left a mark in the form of a circle on it. That is how the circle line appeared on the map of the Moscow Metro.

In conclusion, it is worth noting that the cultural understanding is based on the intercultural competence. The analysis of the poems reveals the writing style of the modern English writers, as well as their attitude to the Russian culture.

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CULTURE SPECIFIC FEATURES OF METAPHOR IN ADVERTISING TEXT

A metaphor is an image means of advertising. Nowadays, when the expansion of metaphor and its incorporation into almost all language spheres and styles has become evident, linguistics specialists are mostly concerned with studying metaphorical category in different types of terminological research. This interest is probably enhanced by the new vision of metaphor as something greater than a mere figure of speech; metaphors are considered to exist in the human concept system, determining our mode of thought and consciousness.

Metaphorical studies not only continue the tradition, they pay tribute to metaphor witnessing the intensity with which it establishes itself in different realms of knowledge, from hermeneutics to advertising language. "The metaphor not only shapes a notion about the object but also predetermines the way and the style of thinking."¹ Precisely this property of metaphor plays the key role in creation of advertising image.

Advertising metaphor «gives the possibility of interpreting some objects through the properties or qualities of the others»² and is aimed at creation of an original advertising icon and/or bringing some estimation effect into an advertising text. Advertising metaphor is described by model-type character, i.e. it is built according to already existing models habitual for poetic metaphor. The role of journalism and advertising in the process of metaphor conventionalization could not be overestimated. Being active providers of metaphors, mass media and advertising contribute to wider use and modification of metaphors. This paper is concerned with the analysis of culture specific features of metaphor functioning in Russian and German advertising texts.

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² *Baranov, A. N.* An argument of metaphors: a language metaphor as a means of persuasive influence. Moscow, 2000. P. 270.

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THE ROLE OF NUCLEAR WEAPONS IN CHINESE DEFENSE POSTURE

China has long maintained that its nuclear weapons development is largely driven by the need to respond to nuclear coercion and blackmail. In the early years, China even rejected the concept of deterrence, regarding it as an attempt by the superpowers to compel others with the threat of nuclear weapons. This probably explains the glacial pace with which China has introduced, modified, and modernized its small-size nuclear arsenals over the past four decades. Mainly guided by the principle that nuclear weapons will only be used if China is attacked with nuclear weapons by others, nuclear weapons in China's defense strategy serve political rather than military purposes¹.

The present work aims to explore the role of nuclear weapons in Chinese defense posture. The research is focused mainly on examining China's policy in non-proliferation and nuclear disarmament.

China's 2006 Defense White Paper for the first time describes at length the country's nuclear doctrine. The paper lays out the circumstances in which Beijing may contemplate the use of nuclear weapons in retaliation against nuclear attacks against it².

It is clear that Beijing emphasizes the importance of maintaining an effective and reliable strategic force composed of both nuclear and conventional weapons capabilities. Nuclear weapons would be used for strategic retaliation and counterstrikes, while conventional weapons would be used for precision attacks, presumably in an offensive posture. In essence, China's nuclear doctrine, the size of its nuclear arsenal, scope and speed of its modernization will depend on a host of politico-strategic considerations and developments in the revolution in military affairs.

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¹ *Cunningham, F. S.*, Taylor, F. M. China's nuclear posture and U.S.-China strategic stability. URL: http://www.mitpressjournals.org/doi/pdf/10.1162/ISEC_a_00215

² *China's National Defense* in 2006. URL: english.people.com.cn/white-paper/defense2006/defense2006.html

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**INFLUENCE OF THE MASS MEDIA
ON THE FORMATION OF THE COMMON PEOPLE'S
WAY OF THINKING**

The research is devoted to the illumination of ways in which the dominant forces in a society construct their own version of reality that favor their interests and there through influence formation of the system of the linguistic and cultural concepts. To achieve this purpose we focus our attention on the linguistic and discursive strategies employed in the texts of foreign and Russian (online) newspapers by applying CDA, semantic and content analyses.

Conducting the survey of the Guardian website and comments of some ordinary people posted there, we can draw such a conclusion that some of the mass media resources honestly create positive linguistic picture of the migrants calling everyone to provide some help and especially blaming the governments of the European countries for doing nothing serious except for fighting with the refugees and shifting the responsibility to other shoulders¹. Moreover, the researches of the European scholars show that imaging migrants as desperate people considered by the authorities as a burden can sometimes influence the decisions on deporting illegal refugees or letting them stay as it happened to several Norwegian refugees in 2015².

To conclude, we can say that the most efficient way to form good attitude to the migrants is to frame the article in the way to represent them as being poor, exhausted victims of the modern political and social problems. But on the other hand, there is an opinion that some of the newspapers are influenced by the authorities of the countries and that is why they are to represent migrants as illegals, threat or victims³.

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¹ *The Guardian* view on the refugee crisis: little time left to find a solution-
TheGuardian, 2016

² *Ihlen Øyvind*, Thorbjørnsrød Kjersti Making news and influencing decisions: Three threshold cases concerning forced return of immigrants *European Journal of Communication* 2014, 29(2), 139—152. doi:10.1177/0267323114523149

³ *Don Z. M.*, Lee C. Representing immigrants as illegals, threats and victims in Malaysia: Elite voices in the media *Discourse & Society* 2014, 25(6), 687—705. doi:10.1177/0957926514536837

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FEATURES OF LARGE CITY CITIZENS' EMOTIONAL SPHERE DEPENDING ON VARYING DEGREES OF SOCIAL INFRASTRUCTURE SATURATION

The study's relevance is specified by need to ensure large cities population comfort, improve psychological atmosphere in the city in global urbanization context, and also by rapid increase of cities population in Russia.

The issue is dictated by lack of comprehensive understanding in modern research paradigm of causes of high level depression, anxiety, dissatisfaction with life, etc. among large cities citizens. Along with socio-economic, environmental and biological factors negatively affecting life quality of large cities population, there are local infrastructure factors that have significant impact on mental health of population, which in general induces the focus on how the built environment connects to people's quality of life.

The study's purpose is to reveal features of emotional sphere of large city citizens in their dependence on varying degrees of local infrastructure saturation.

Study's aim is to assess level of situational and personal satisfaction among residents of several metropolitan areas with different infrastructure and to conclude about relationship between intensity of anxiety and depression and local infrastructure saturation.

During the research the following results were obtained:

1. Personal satisfaction of residents of microdistrict with high level of social and domestic infrastructure is much higher than that of residents of neighborhood with low saturation.

2. The highest correlation is between satisfaction level and level of availability of such objects of social infrastructure, as children playgrounds and sports places.

Thus, we have proved the relation between emotional shape of Barnaul residents and local infrastructure saturation of their living area, that can be used in developing of so-called "cities for people" urban concept and in researching quality of life in living urban spaces.

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RUSSIAN DIASPORA IN SWEDEN AS AN INSTRUMENT OF RUSSIAN PUBLIC DIPLOMACY

The amount of Russian diaspora and the modern realities of world politics give us the chance to consider the phenomenon of the Russian diaspora as an instrument of Russian public diplomacy to lobby for Russia's interests in the world arena.

The relationship between Russia and Sweden could have been characterized as «peaceful neighbours», but the situation in Ukraine changed the whole situation in the world arena. Now, we can see more often in the mass media, characteristics of the Russian-Swedish relationship as a «freezing relationship» and the «Russian-Swedish glaciation»¹. In this climate of «cooling relations», Russian diaspora can be considered one of the few links in the process of re-establishing bilateral dialogue.

According to information provided by the Russian Embassy in Sweden, over 20 thousand Russian citizens currently live in Sweden². Russian diaspora in Sweden reflects a lot of Russian culture, science and education. In fact, the formation of the association «Union of Russian Societies in Sweden» represents the Russian diaspora in Sweden. Its main aims are the promotion of the Russian language and culture and the development of Russian-Swedish relations. «The Union of Russian Societies in Sweden» acts by means of various forums and conferences, the creation of information portals and printed media publications.

Russian diaspora in Sweden can be considered as an important method of promoting the image of Russia in Sweden. The results of the Russian Diasporas activities can help create a positive perception of Russia abroad.

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² *Russian-Swedish relations* [electronic resource] // The Russian Embassy in the Kingdom of Sweden [official. site]. URL: <http://www.ryssland.se/index.php/ru/otnocheniya> (12/04/2016)

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ASEAN AND INTERNATIONAL SECURITY IN THE PACIFIC RIM

The Pacific Rim includes states that have access to the Pacific Ocean, such as the US, Japan, Russia, states of the Southeast Asia, etc. This region includes states with different level of development, cultures and political systems which cause certain problems and threats to international security in the Pacific Rim. For example, international terrorism, separatism, extremism, proliferation of nuclear weapon and internal armed conflicts.

Being a part of the Pacific Rim, states of the Southeast Asia face these threats that influence their internal systems and development. For this reason in 1967 Indonesia, Malaysia, Singapore, Thailand and the Philippines formed the Association of Southeast Asian Nations¹. The Association was formed for cooperation in political, economic and cultural spheres, although the great attention by states was paid to cooperation in the field of security. To ensure peace and stability in Southeast Asia was declared as one of the main purposes in the ASEAN Declaration.

The ASEAN Regional Forum (the ARF) is the important part of contribution to the international security in Asia Pacific region by ASEAN. It was created in 1994 in the form of dialogue and consultation between not only ASEAN members but also other states of the Pacific Rim to promote confidence-building and preventive diplomacy in the region. At the ARF states discuss the most urgent problems, such as Iran's nuclear program, the situation in Iraq and Afghanistan, the nuclear problem on the Korean Peninsula, human right violation, and work out measures for dealing with these problems. As for the practical actions, in order to solve the problem of human rights violation in the region, Commission on Human Rights was formed in 2009, and operates effectively nowadays.

The main principle of ASEAN's activity is non-interference and consensus principle as well as the principle of common commitment and collective responsibility in promoting peace. Strict adherence to these principles makes ASEAN's activity effective in maintaining peace and security.

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¹ *History*. The founding of ASEAN [Электронный ресурс — официальный сайт АСЕАН. Режим доступа: <http://www.asean.org/asean/about-asean/history/>]

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LEGAL FRAMEWORK FOR CREATION AND USE OF UNIVERSITY'S IP

Now Russian universities focus on innovative development, namely on commercialization of Intellectual Property rights. Achieving this goal becomes more complicated because universities' acts rarely regulate the process of creation of Intellectual Property and its commercialization. As a result, there is no clear scheme of actions from detecting IP to its commercialization¹ — involving it in business practice.

Legal regulation of these questions takes place through adoption by universities of statements of policy in regard to IP. By now such statements are adopted by Russian universities such as the National Research University the Higher School of Economics, the National Research Tomsk State University. This practice is widely used by foreign universities and shows that it is essential legal regulation for effective enforcement of universities' IP rights.

The author of the paper proposes to adopt the statement in regard to the University's IP. Significant issues such as — participants of relations in regard to IP created at the University, rights and duties of these participants, order and conditions for disposition of the University's exclusive rights on IP, order and forms of protection for IP created at the University — should be regulated in this statement. The proposals are based on the Guidelines on Developing Intellectual Property Policy for Universities and R&D Organizations prepared by the World Intellectual Property Organization², policy statements of Russian and foreign universities. The author also takes into account peculiarities of research universities and the existing practices in IP area.

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¹ *Федеральный закон от 23 августа 1996 г. № 127-ФЗ «О науке и государственной научно-технической политике» (ред. от 13.07.2015) // «Российская газета», № 167, 03.09.1996.*

² *Guidelines on Developing Intellectual Property Policy for Universities and R&D Organizations. WIPO [Digital resource]. URL: http://www.wipo.int/export/sites/www/uipc/en/guidelines/pdf/ip_policy.pdf (accessed date: 13.04.2016).*

НЕМЕЦКИЙ ЯЗЫК

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DIE BEDEUTUNG DES NÜRNBERGERER PROZESSES FÜR DAS MODERNE INTERNATIONALE RECHT

Das neue, globale Übel brach über die Welt herein — der Terrorismus, der sich schnell zu einer selbstständigen globalen Kraft ausbreitete, was ihn dem Nationalsozialismus ähnlich macht. In diesem Zusammenhang scheint es von aktuellem Interesse zu sein, einige Ergebnisse des Nürnberger Prozesses (1946) zu analysieren, der den entscheidenden Einfluss auf das Entstehen des modernen internationalen Rechtssystems leistete und die Welt vor globalen Militärkatastrophen der letzten 70 Jahre bewahrte. Die im Verlauf des Nürnberger Prozesses entstandenen und weiterentwickelten Rechtsgrundlagen und Kriterien der rechtlichen Verantwortung für die Völkerrechtsverbrechen gaben starken Impuls für die Entwicklung des modernen internationalen Rechts und übten einen großen Einfluss auf den Inhalt der Allgemeinen Erklärung der Menschenrechte 1948 aus. Sie bestimmten den Inhalt und die wichtigste Grundlage des Übereinkommens von 1948 über die Verhütung und Bestrafung des Völkermordes. Das gerade von diesem Gerichtshof aufgedeckte katastrophale Zerstörungsausmass des Weltkulturerbes wurde später als Basis in die 1954 angenommene UNESCO-Konvention über den Schutz der Kulturschätze im Falle des bewaffneten Konfliktes übernommen. Zusammenfassend ist festzustellen: Für die moderne Welt ist der Nürnberger Prozess ein Beispiel der Möglichkeit und der Wirksamkeit gemeinsamer Anstrengungen weltführender Länder angesichts allgemeiner Bedrohung und gleichzeitig eine Warnung vor der Nachahmung bestimmter Formen von Gerichtsverfahren, die in Wirklichkeit vom Gesichtspunkt der allgemeingültigen und allgemein anerkannten Rechtsnormen kontrovers sind. Ohne das gelingt es nicht, ein wirksames System des internationalen Rechtes aufzubauen.

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MITTEL DER SPRACHLICHEN MANIPULATION IN DEN DEUTSCHEN MEDIEN

Der vorliegende Aufsatz beruht auf der Untersuchung der dominierenden sprachlichen Mittel der Manipulation in den modernen deutschen Medien, welche besonders oft und resultativ von den Journalisten gebraucht werden.

Die Ergebnisse der Untersuchung (am Beispiel von „*Spiegel*“/BRD) zeugen davon, dass eines der effektivsten Mittel der Milderung von negativer Auswirkung bei der Beschreibung gewisser Ereignisse und Ausformung der bestimmten Beziehung zum repräsentierten Material bei den Rezipienten/Lesern die Verwendung der Euphemismen ist. Es wird in retrospektiver Analyse der Begriff „der Euphemismus“, sowie das manipulative Potenzial und euphemistische Ausdrucksformen in den deutschen Medien dargestellt. Euphemismen in den Texten der modernen deutschen Print-Medien werden hauptsächlich mit lexikalischen Mitteln (Lehnwörter, mehrdeutige Wörter und Metaphern) ausgedrückt.

Pragmatische Besonderheiten der Verwendung von Euphemismen bestehen in der Formierung der bestimmten, beim Adressaten im Voraus aufgegebenen emotional-bewertenden Ansichtspunkte zur bestimmten Frage. In den Textsorten der modernen Medien wird die euphemistische Umbenennung als ein Resultat der Konzession zwischen Semantik des Denotats und Pragmatik seiner Verbalisierung verstanden. Der Euphemismus dient auch als sprachlicher Inbegriff des Tabus — es lässt die direkte, „unerlaubte“ Denomination vermeiden, aber es zeigt zugleich das Wesentliche der beschriebenen und interpretierten Erscheinung. Die Benutzung von Euphemismen verursacht auch die Notwendigkeit der Verbalisierung einiger in der modernen Kultur ad hoc tabuierten Themen wie „Tod“, „Gewalt“ oder „Krankheit“.

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BUNDESKANZLER DER BRD: HERKUNFT UND GENESIS

Zur Zeit ist es von großem Interesse, den Status des Leiters der deutschen Regierung — und zwar des Bundeskanzlers — unter die Lupe zu nehmen. In keinem Land der Welt gibt es so ein Machtorgan, und einige Forscher nennen Deutschland eine „kanzlerische“ Republik. Warum bestimmt heute nicht der Präsident, das nominale Staatsoberhaupt, und nicht das Parlament, das höchste gesetzgebende Organ, die Zukunft des Landes?

Zum ersten Mal wurde das Amt des Bundeskanzlers 1866 bestätigt. Zur Zeit des Norddeutschen Bundes wurde dieses Amt weitgehend von der Person Otto von Bismarcks und seiner Rolle in der Politik geprägt. In der Periode der Bildung des deutschen Einheitsstaates war der Kanzler tatsächlich die zweitwichtigste Person im Reich, der fast alle öffentlichen Behörden untergeordnet waren, der Kanzler war aber nur dem Kaiser unterstellt. Die Unabhängigkeit des Kanzlers vom Parlament, die Verwirklichung des Grundsatzes der Gegenzeichnung (Gegenunterschrift) trugen dazu bei, dass Bismarck in seinen Händen fast alle Macht konzentrierte. In der Nachkriegszeit versuchten die Alliierten, das System der Kontrollen und Gegengewichte wiederherzustellen, das in den Vereinigten Staaten so gut entwickelt war, aber der Kanzler blieb immer noch die Schlüsselfigur (der Entscheidungsträger). Vorwiegende Gründe dafür waren die neue Verfassung der BRD und die Persönlichkeit des neuen Kanzlers Konrad Adenauer. Der Wiederaufbau des zerstörten Landes forderte oft harte Entscheidungen, deshalb war der Führungsstil des ersten Kanzlers der BRD ziemlich autoritär.

Die neue Verfassung legte die Rolle des Kanzlers als "Lokomotive" fest. Als Chef der Exekutive bildet er die Bundesregierung und hat laut Art. 65-66 GG der BRD das Recht, die Minister zu entlassen. Später wurden die Befugnisse des Kanzlers dank der untergeordneten Gesetzgebungstätigkeit erweitert. Alles oben genannte erlaubte dem Kanzler, eine besondere Stellung in der Regierung einzunehmen.

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PRAGMATISCHE FUNKTIONEN VON WERTUNGEN IN DEN RUSSISCH- UND DEUTSCHSPRACHIGEN REPORTAGEN

Die Medien sind heutzutage nicht nur eine Informationsquelle, sondern auch ein Einwirkungsfaktor auf die Öffentlichkeit. Dennoch sind die Mechanismen der Einwirkung nicht genug erforscht. Daher ist eine ausführliche Beschreibung der pragmatischen Seiten der Spracheinheiten das Ziel unserer Untersuchung. Da Wertungen ein Einwirkungsfaktor auf die Öffentlichkeit sind, kann man sagen, dass wir an der kommunikativ-funktionalen Seite der Wertungen arbeiten.

Unter Wertung verstehen wir die Gesamtheit der verschiedenartigen Spracheinheiten, die das positive oder negative Verhältnis des Autors zu einem Objekt einnimmt. Es sei erwähnt, dass wir uns in unserer Forschung auf die pragmatische Theorie von Ivan Pavlovitsch Sussov stützen. Die Reportagen über die Flüchtlingskrise in Deutschland haben wir als aktuelle Beispiele ausgewählt.

Bei der Untersuchung wurden weitere Funktionen der Wertungen festgestellt. Die vorherrschende Funktion der Wertung in den russischsprachigen Texten ist die informative Funktion. Die Informationen über den Tatbestand werden je nach dem Adressaten geändert und ihm angepasst. Das Grundziel der russischen Reportage über die Flüchtlingskrise ist es, die reale Situation für russische Leute bekannt zu machen. Das Beispiel: *«битком набитые поезда», «полное столпотворение»*.

Die vorherrschende Funktion der Wertungen in den deutschsprachigen Reportagen ist die direktive Funktion, also die Anregung zur Handlung. Zum Beispiel: *«Angela Merkel hat einen wichtigen Termin. In China. Merkel auf Staatsbesuch im Land der großen Mauer. Gebaut von zweieinhalbtausend Jahren zum Schutz vor Eindringlingen»*. Die Wertung ist hier implizit ausgedrückt, sie ist auf einer syntaktischen Konstruktion aufgebaut — die Parzellation. Hier sehen wir eine verborgene Bitte an Angela Merkel: das Land vor den Flüchtlinge zu schützen.

Die pragmatischen Funktionen der Wertungskonstruktionen sind in den Reportagen verschiedenartig. Es ist wichtig, dieses Problem weiter zu untersuchen, um alle Funktionen von Wertungen beschreiben zu können.

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SYNTAX-BESONDERHEITEN UNTER DER LUPE DER FACHKOMMUNIKATION

Die Fachkommunikation spielt eine besondere Rolle in der Entwicklung der multinationalen und internationalen Beziehungen. Der deutsche Sprachraum erweitert sich auf Kosten der sogenannten Hochtechnologien in verschiedenen Fachbereichen, unter anderen sind die Eisenbahntechnologien.

Das Ziel der vorliegenden Untersuchung hat eine ungewöhnliche Sichtweise, die nicht so sehr die Fachwörter, sondern die Syntax eines Fachtextes in Betracht zieht.

Die meisten Grammatiken behaupten, dass „für die Syntax der Begriff der Struktur zentral ist“¹. Davon ausgehend haben wir die Syntax-Besonderheiten eines Fachtextes als Stützpunkte der schriftlichen Fachkommunikation betrachtet. Die Syntax eines Fachtextes unterscheidet sich von der Syntax der anderen Textarten.

Die Besonderheiten der Syntax eines Fachtextes wurden von uns in 3 große Gruppen unterteilt. Die erste Gruppe bilden die Schwierigkeiten bei der Erkennung von zwei Arten der Nebensätze: Attributsätze und konjunktionlose Konditionalsätze. Diese Arten der Nebensätze erfüllen die konkretisierende Funktion. Zur zweiten Gruppe gehört das Vorhandensein der erweiterten Attribute, die mehr als sechs Komponenten haben. Durch die quantitative Analyse wurde festgestellt, dass die durchschnittliche Anzahl der Komponenten eines erweiterten Attributs gleich fünf ist. Und die Fachtexte zeichnen sich durch mehrere Komponenten aus. Das bringt besondere Genauigkeit bei der Beschreibung irgendwelches Prozesses mit. Zur dritten Gruppe gehören die Erscheinungen der Inversionen der Wortfolge. Dazu wurden die Verschiebung der Prädikate, verschiedene Einleitungskonstruktionen und Sätze betrachtet.

Aus der durchgeführten Untersuchung lässt sich die Schlussfolgerung ziehen, dass die Syntax der deutschsprachigen schriftlichen Fachkommunikation bestimmte Tendenz zur Liberalisierung verfolgt.

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¹ Karin Pittner, Judith Berman Deutsche Syntax. Ein Arbeitsbuch, Verlag: Narr Dr. Günter 2014. S. 6.

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DIE ABGRENZUNG DER BEGRIFFE IM BEREICH DER ZUWANDERUNG IN DEUTSCHLAND

Von den Gründen der Zuwanderung abhängig erhalten Ausländer in Deutschland einen bestimmten Rechtsstatus (Flüchtling, Migrant, Asylbewerber oder subsidiärer Schutzberechtigter), der den Umfang der Rechte und Pflichten bestimmt. Zum Beispiel bekommen die Flüchtlinge und die Asylberechtigten eine Aufenthaltserlaubnis für drei Jahre, während ein subsidiärer Schutzberechtigter eine Aufenthaltserlaubnis nur für ein Jahr erhält.

Man unterscheidet zwischen der freiwilligen und unfreiwilligen Zuwanderung. Während die Migranten nach Deutschland aus Gründen des Familiennachzugs, der Arbeit oder der Ausbildung kommen, suchen Flüchtlinge Schutz aus Furcht vor Verfolgung oder weil sie verfolgt werden. Die Ursachen solcher Verfolgungen ergeben sich aus Art. 1 der Genfer Flüchtlingskonvention. Wenn alle gesetzlichen Voraussetzungen aus diesem Artikel bejaht werden, erhält ein Ausländer Flüchtlingsschutz gemäß § 3 IV Asylgesetz. Hier ist ein durch Art. 33 der Genfer Flüchtlingskonvention gewährleistet Grundsatz der Nichtzurückweisung anwendbar.

Außerdem gibt es eine spezielle Kategorie von Flüchtlingen, die besonders wegen des Bürgerkriegs in ihrem Heimatland schutzbedürftig sind. Man nennt sie die „Kontingentflüchtlinge“, weil sie im Rahmen einer humanitären Hilfsaktion in einer festgelegten Anzahl (Kontingent) nach Deutschland gelassen werden. Als Beispiel kann man die Flüchtlinge aus Syrien anführen.

Im Unterschied zur Flucht ist als Grund des Asyls nur die politische Verfolgung, die vom Staat ausgeht, gesetzlich anerkannt. „Asylbewerber“ ist ein prozessualer Begriff, mit dem man eine Person bezeichnet, die einen Asylantrag gestellt hat.

Wer kein Asyl erhält, darf noch in Deutschland als **subsidiärer Schutzberechtigter** bleiben, wenn „ihm in seinem Herkunftsland ein ernsthafter Schaden droht“, was im § 4 des Asylgesetzes steht.

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DER NEUE RECHTSPOPULISMUS IN DEUTSCHLAND

Unter dem Rechtspopulismus versteht man einen politischen und propagandistischen Stil, der sich unter den rechten Rand des politischen Spektrums subsumieren lässt.¹

Der Populismus gedeiht dort, wo die Gesellschaft in einer tiefen sozialen, politischen oder wirtschaftlichen Krise steckt. Er profitiert von zahlreichen Problemen, die etablierte Parteien nicht lösen können.

Die populistische Ideologie basiert auf der vertikalen Dichotomie Volk — Elite und auf der horizontalen ethno-kulturellen Dichotomie „Wir“ — „die Anderen“². Diese Dichotomien dienen dem Aufbau von Selbst- und Feindbildern. Die „Feinde“ werden für alle Probleme verantwortlich gemacht.

Der Rechtspopulismus ist in Deutschland wie auch in ganz Europa seit 2010 im Aufstieg begriffen, als zu den negativen Folgen der globalen Finanz- und Wirtschaftskrise noch die Euro-Krise hinzugekommen ist. Auch die aktuelle Migrationskrise hat rechtspopulistische Strömungen gestärkt.

Folgende Merkmale kennzeichnen den neuen deutschen Rechtspopulismus: Globalisierungskritik, Euroskepsis, Wohlfahrtschauvinismus, selektives Demokratieverständnis und Spiel mit den Ängsten, die mit der schleichenden „Islamisierung Europas“ verbunden sind.

Obwohl in Deutschland mehrere rechtspopulistische Parteien existieren, spielt nur die gemäßigte und jüngste dieser Parteien — AfD — eine Rolle in der heutigen politischen Landschaft Deutschlands.

Die Tatsache, dass rechtsextreme Parteien heute trotz der Flüchtlingskrise nicht viele Angehörige unter den Deutschen haben, zeigt ein hohes Niveau von Toleranz und Offenheit in der deutschen Gesellschaft.

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¹ Böttcher A. Extremismus: Theorien, Konzepte, Formen. Berlin, 2012. S. 313.

² Werner T. Bauer Rechtsextreme und rechtspopulistische Parteien in Europa. Wien, 2015. S. 7.

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HANDELSBEZIEHUNGEN ZWISCHEN RUSSLAND UND CHINA

Die Beziehungen zwischen Russland und China überspannen mehrere hundert Jahre und verschiedene Regierungssysteme in beiden Ländern.

Die Zusammenarbeit zwischen Russland und China nimmt seit Beginn der 2000-er Jahre stetig zu. 2015 wurden zwei Memoranden veröffentlicht. Das eine widmet sich konkreten Projekten der Zusammenarbeit, das zweite — allgemeinen Angelegenheiten.

Russland und China haben in den vergangenen zwei Jahren 107 gemeinsame strategische Vereinbarungen getroffen, von denen 55 bereits realisiert sind.

Die Volksrepublik China ist Russlands führender Handelspartner, der Umsatz beider Länder betrug 2014 rund 90 Milliarden US-Dollar. Einen besonderen Anteil hatte daran der Energieexport nach China. Es wurde ein Abkommen über den Verkauf von 100 russischen Flugzeugen vom Typ Suchoi Superjet-100 an ein Joint-Venture unterzeichnet. Ab 2018 soll China Gas aus Russland erhalten¹.

In den kommenden drei Jahren sollen russische Unternehmen Kredite von zu 25 Milliarden Dollar von China erhalten. Die chinesische Regierung versprach, rund 5 Milliarden Euro in den Bau der ersten russischen Hochgeschwindigkeitseisenbahnstrecke von Moskau nach Kasan zu investieren. Russland und China haben eine Vereinbarung über die Gründung eines 200 Millionen Dollar schweren Joint-Venture-Fonds unterzeichnet².

Im Hintergrund aller positiven Momente existieren auch drei wesentliche Probleme: ökonomische Schwäche führt zum Verlust an politischem Gewicht; asiatisches Zweckbündnis versus europäisches Projekt; kulturelle Distanz und geopolitische Interessenkonflikte.

China wird als Markt, Geldquelle und Investor immer wichtiger. Mit Russland, das von China immer mehr abhängt, wird auch dessen Einfluss weltweit wachsen.

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¹ *China* und Russland bauen Wirtschaftskooperation aus. [Электронный ресурс]. URL: <https://deutsch.rt.com> (дата обращения 10.02.2016)

² *Beziehungen* zwischen Russland und China. [Электронный ресурс]. URL: <http://de.sputniknews.com>(дата обращения 10.02.2016)

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„DAS PARFUM“ VON P.SÜSKIND: ZUM PROBLEM DER ETHISCHEN GRENZEN

Die Frage nach den ethischen Grenzen ist eine grundsätzliche Frage, die die Literatur schon seit langem beschäftigt. Das alte Thema — was ist Gut und was ist Böse (von Nietzsche *Jenseits von Gut und Böse*) und wo liegt die moralische Grenze in der Wissenschaft und in der Kunst — wird in der postmodernen Literatur anders thematisiert.

Zu betrachten ist der Roman von Patrick Süskind *Das Parfum* (1985). Das „perspektivische Zentrum“ des Romans bildet die Figur eines Sammlers/Künstlers. Interessant ist es, welche Absichten Süskind mit der Konstruktion dieser Figur verfolgt haben mag, wie der Moralsatz in diesem Roman formuliert wird und auf welche Weise die ethischen Grenzen zu überschreiten sind.

Der Autor weist auf einen besonderen Topos im Roman hin. Sein Hauptprotagonist Grenouille wurde in der gottlosen Zeit geboren. Als Grenzgänger wandert er vom allerstinkendsten Ort des Landes (Paris) zu dem feinduftenden (Grasse).

Grenouille sammelt verschiedenartige Gerüche zuerst ganz chaotisch, dann aber in einer bestimmten Ordnung. Mit seinem phantastischen Geruchssinn erstellt er einen olfaktorischen Katalog, deren Elemente er archivierte und hierarchisiert nach dem schöpferischen Prinzip, das er zufällig nach dem Mord eines rothaarigen Mädchens entdeckt hat.

Mit besonderem Nachdruck betont Süskind die zynische Natur seines Protagonisten. Der leidenschaftliche Forscher und der distanzierte und kalte Beobachter, hat Grenouille mit abstrakten Begriffen (Gewissen, Gott, Freude, Verantwortung, Dankbarkeit usw.) die größten Schwierigkeiten. Auf lexikalischer Ebene dominieren im Text konkrete Substantive und deren Aufzählungen.

Am Ende des Romans wird der Moralsatz „Liebe regiert die Welt“ formuliert. Also kann man *Das Parfum* als eine Parabel über die zynische Vernunft und als eine bittere Parodie auf den Künstlerroman bezeichnen. Süskind betont die künstlerische Begabung seines Helden, die ihn und die ganze Menschheit in den gottlosen Zeiten zu einer ethischen Katastrophe führt.

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ROLLE DER MORPHOLOGISCHEN MODELLE DER VERBEN IN DER FACHKOMMUNIKATION

Die vorliegende Untersuchung befasst sich mit dem grammatischen Aspekt der schriftlichen Fachkommunikation. Wir beschränken uns auf die Betrachtung der morphologischen Fragen eines Fachtextes. Diese Hinsicht lässt uns auf die Anwendungsaspekte dieses Themas in der konkreten Fachkommunikation näher eingehen.

Zum Ziel der Untersuchung gehört die Beschreibung der strukturellen Modelle der Bildung der deutschen Verben in den Fachtexten. Wir haben durch quantitative Analyse festgestellt, dass die Anzahl der komplizierten Formen der Verben in den Fachtexten dreifach so groß wie im Text mit allgemeinem Inhalt ist.

Als Nächstes haben wir die qualitative Analyse eines Fachtextes durchgeführt und es stellte sich heraus, dass die Verben in drei Modelle zu gliedern sind. Zu Grunde wurde das morphologische Prinzip gelegt.

Zum ersten Modell gehören die Verben mit mehreren Vorsilben¹. Dieses Modell ist besonders aktuell, weil es in den Fachtexten deutlich ausgeprägt und in den Grammatiken nicht so oft dargestellt ist.

Das zweite Modell umfasst die Verben, die als Komposita gebildet werden. Dieses Wortbildungsmodell hat in der deutschen Sprache einen besonderen Wert. Die konkreten Beispiele aus dem Fachtext zeigen, wie die Bedeutung der gewöhnlichen Verben anhand der Zusammenwirkung in den Komposita verändert wird.

Das dritte Modell kann man als „Bildung der Zeit- und Genusformen von Verben“ bezeichnen. Im Vergleich zu den Texten mit dem allgemeinen Inhalt wurde gezeigt, dass die Passivformen und die Formen der Vergangenheit besonders breit dargestellt sind.

Daraus kann man folgern, dass die Verwendung der morphologischen Modelle der Verben die Fachkommunikation in der deutschen Sprache einfacher und zugänglicher macht.

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¹ Hall, K. / Scheiner, B. Übungsgrammatik für fortgeschrittene. Deutsch als Fremdsprache. Ismaning:Hueber. 2009. S. 42.

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DER DISKURS DER MODERNEN DEUTSCHEN HARDCORE-MUSIK

Der vorliegende Aufsatz widmet sich den zentralen Werten des Weltbildes der deutschen Jugendlichen, die auf der Hardcore-Musikszene Ende des 20. — Anfang des 21. Jahrhunderts auftauchen.

Die Ergebnisse der Untersuchung zeugen von der binären Struktur der Konzeptosphäre des Liederdiskurses der Jugendlichen in Deutschland. Die Reflexion über die eigene Innerwelt und die Gedanken über die Zweckbestimmung der Gesellschaft sind die populärsten Themen. Die in den lexikalischen und phraseologischen Einheiten repräsentierten Konzepte wurden von uns in Form von zwei oben genannten hierarchisch gebauten Frames dargestellt. Die vergleichende Analyse der Liedertexte von 5 populären Bands lässt die integrativen Merkmale des modernen Liederdiskurses der deutschen Jugendlichen und die differenzierenden Merkmale der gruppen-spezifischen Lebensphilosophie feststellen.

Die Liedermacher ziehen vor, das eigene Leben mit der Freiheitsbeschränkung (*Gefängnis, Mauer, Wände*) zu assoziieren. Das Hassgefühl nicht nur der ganzen Welt gegenüber (*Deutschland, ich hasse dich*), sondern auch gegen sich selbst (*Selbsthass*) wird, laut den Liedertexten, von dem provozierten Konflikt (*Ich-Verlust, Selbsterstörung*) oder von der allgemeinen Feindseligkeit (*die andere Welt*) verursacht und oft wie das mechanisierte und automatisierte öffentliche Leben (*Werkzeug, das funktioniert*) thematisiert.

Außerdem sind die Liedermacher überzeugt, dass die modernen gesellschaftlichen Beziehungen gefälscht und schon tot sind (*nach verlogener Katharsis*) und dass der Staat zu den Menschen feindlich ist (*nicht durch eure Leitkultur manifestiert sich mein Leben*). Die Reflexion wird oft mit den negativen Emotionen begleitet, die als Stürzen (Abgrund, Fall), Zerstörung und Enttäuschung (Verzweiflung) beschrieben werden. Die Sinnlosigkeit des Lebens in solchen Bedingungen (*es gibt kein Gefühl und Befehl mehr*) tritt deutlich in den Vordergrund.

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ZOLLREGELN BEI DER EINFUHR IN DIE EU VON REISEMITBRINGSELN AUS RUSSLAND

Die Frage nach der Einfuhr in die Europäische Union von Reise mitbring s eln aus Russland ist von großem Interesse, weil dieses Thema heute nicht nur für den Zollbereich, Zollvertreter und Außenwirtschaftsbeteiligte sehr aktuell ist, sondern auch für das breite Publikum, das beruflich oder privat im ständigen Kontakt zwischen der Russischen Föderation und der EU bleibt.

Jeder, der aus Russland reist, sollte die Zollbestimmungen über Einschränkungen bei der Ein- und Ausfuhr von Bargeld und bestimmten Waren kennen. Dazu gehören vor allem Wodka, Süßigkeiten, Matroschkas, bemalte Holzartikel, Lebensmittel wie Tee, Honig, Kaviar, Medikamente oder Kunstobjekte wie Bernsteinschmuck oder Gemälde.

Seit 2009 gelten reduzierte Freibeträge und höhere Abgaben. Wer mit dem Flugzeug einreist, darf Waren im Wert bis zu 430 Euro pro Person zollfrei einführen. Dieser Freibetrag schrumpft auf 300 Euro, wenn man über den Land- oder Seeweg einreist.¹

Einerseits sind die Freibeträge verringert, andererseits sind die zu zahlenden Abgaben erhöht worden, wenn diese Freibeträge überschritten werden. 17,5 Prozent beträgt die pauschale Steuer für einen Warenwert bis zu 700 Euro. Ab 700 Euro wird es teurer, denn hinzu kommt die Einfuhrumsatzsteuer in Höhe von 19 %. Maßgebend für die Feststellung der Wertgrenze ist der Warenwert einschließlich der ausländischen Umsatzsteuer. Beispielsweise haben die Steuereinnahmen in Höhe von 600,0 Milliarden Euro ein Viertel der Einnahmen der öffentlichen Haushalte in der EU im Jahr 2012 erreicht.

Daraus ergibt sich die Notwendigkeit einen der wichtigsten Gründe für die Senkung von Freimengen anzugeben. Aufgrund der Berichte der Europäischen Kommission wurde festgestellt, dass sich die Einnahmen des EU-Haushaltes durch die Senkung von Freimengen bei der Einfuhr von Reise mitbring s eln um ca. 13 % jährlich vergrößerten.

Sprachliche Betreuerin — Olga W. Semenzjuk

¹ *Verordnung* über die Einfuhrabgabefreiheit von Waren im persönlichen Gepäck von Reisenden“ vom 24. November 2008

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AUSGEBRANNT STUDIERENDE: DAS BURNOUT-SYNDROM

Sowohl in der medialen Öffentlichkeit als auch in fachlichen Diskussionen hat das Phänomen „Burn-out“ seinen festen Platz. Burnout, so lautet die „Diagnose“ des Ausgebrannt-Seins, wenn man den hohen Anforderungen nicht mehr gerecht werden kann. Burn-out ist zu einer Volkskrankheit geworden, die schon Studenten trifft. Ziel der Studie ist es zu prüfen, ob heutige Studierende burnoutgefährdet sind und welche Bedingungen hierfür ausgemacht werden können.

Bei einer Befragung unter psychologischen Beratern von Studentenwerken aus 14 Bundesländern gaben 83 Prozent der Befragten an, eine Tendenz zu einer allgemeinen Überlastung und psychischen Erschöpfung bei Studenten festzustellen.¹

Zu den Ursachen des Burnout-Syndroms zählt man sowohl studienbedingte Faktoren, als auch persönliche Faktoren des Individuums. Aber auch körperliche oder psychische Faktoren können relevant sein ebenso wie Faktoren aus dem Privatleben. Die Studierenden geraten nach der Bologna-Reform vermehrt in den Blick der Stressforschung.²

Daher ist es von enormer Bedeutung, Lösungen zu finden, mit denen Studierende besser geschützt und unterstützt werden können. Es muss bestätigt werden, dass ein frühes Erkennen von chronischem Stress bei Studenten sehr wichtig ist. Zwei grundlegende Dimensionen der Stressbewältigung lassen sich unterscheiden: das problemorientierte und das emotionsorientierte Coping. Generell wäre auch darüber aufzuklären, dass Stress und die damit verbundenen Begleiterscheinungen keine persönliche Schwäche, sondern eine verbreitete und ernst zu nehmende Belastung sind, die eine gründliche Prävention benötigen.³

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¹ Deutsche Presse-Agentur "Leistungsdruck. Mehr Burn-out-Symptome bei Studenten." Zeit-Online, Nr. 02.2012. S. 2—5.

² Kuttner, Inge "Burn-out in Studium. Ich kann nicht mehr." — UniSpiegel, Nr. 02.2012. — S. 9 — 10.

³ Pflöging, S., Gerhardt, C. "Ausgebrannte Studierende: Burnout-Gefährdung nach dem Bologna-Prozess." Zeit Campus, Nr. 03.2014. S. 10—15.

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DAS PROBLEM DER SOZIALEN ANPASSUNG DER FLÜCHTLINGE IN DEUTSCHLAND

Heutzutage stoßen viele Flüchtlinge in der Bundesrepublik Deutschland auf Schwierigkeiten im Alltags- und Berufsleben. Sie können weder studieren noch eine Arbeitsstelle finden. Nach der Forschung des Bundesamtes für Migration und Flüchtlinge hat nur ein Drittel der Flüchtlinge einen Job bekommen.¹ Nur wenige Flüchtlinge sprechen Deutsch, circa 16% sind Analphabeten. Warum kommt es in Deutschland zu diesem Problem?

Der Hauptgrund der Integrationsprobleme sind zwei ganz verschiedene Zivilisationen. Ost- und West-Mentalitäten unterscheiden sich voneinander drastisch. Unsere Forschung zeigt, dass die Deutschkenntnisse für die Flüchtlinge eine wichtige Komponente der Integration sind. Die meisten Flüchtlinge haben aber kein Recht einen Sprachkurs zu besuchen, solange sie als Asylbewerber gelten. Das Fehlen der Deutschkenntnisse zieht nach sich das nächste Problem, nämlich dass es kaum möglich ist, sich einen Arbeitsplatz zu verschaffen. Mehr als 50 Prozent der Asylbewerber, die weder Job noch Geld haben, leben in Heimen und Wohncontainern am Stadtrand. Es ist keine Seltenheit, dass die Konflikte unter verschiedenen Ethnien und mit den Einheimischen vorkommen.

Was die deutschen Bürger angeht, wollen sie die Flüchtlinge nicht akzeptieren. Die Mehrheit der Deutschen (56%) ist gegen die heutige Flüchtlingspolitik.² Die meisten Bürger Deutschlands sind der Meinung, die Asylbewerber seien der Hauptgrund des Terrors und der Gewalt.

Im Moment bleibt die Situation instabil. Wir sind zum Ergebnis gekommen, dass die Behörden Deutschlands die gleichen Rechte für die Flüchtlinge und die deutschen Bürger sichern müssen. Andernfalls ist der Konflikt unvermeidlich.

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¹ *Migrationsbericht* des Bundesamtes für Migration und Flüchtlinge im Auftrag der Bundesregierung (Migrationsbericht 2014).

² *Quelle: ZDF-"Politbarometer"* vom 15.1.2016.

ФРАНЦУЗСКИЙ ЯЗЫК

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**LE PROBLÈME DE L'UNIFICATION
DES RÈGLES SUCCESSORALES DANS
LE DROIT INTERNATIONAL PRIVÉ**

Actuellement, le nombre de mariages mixtes ainsi que le nombre d'acquisitions de biens à l'étranger augmentent, ce qui entraîne l'apparition de différends dans le domaine du droit successoral. D'un côté, les problèmes s'imposent à cause des collisions entre les ordres juridiques différents, de l'autre, à cause de la tentative d'harmonisation de la législation sur le territoire de l'Union européenne.

Dans tous les Etats, il existe des règles sur la forme testamentaire, sur la masse de la succession et autres. Par exemple, en France il existe le concept de "quotité disponible", qui signifie le droit du testateur à réaliser les dispositions testamentaires dans le cadre d'une fraction du patrimoine, le reste est une réserve héréditaire, la part obligatoire d'héritage à laquelle ont droit les héritiers dits « réservataires ». Les règles de droit en Estonie, au contraire, ne contiennent pas de telles dispositions. Dans le cas où le testateur est de nationalité française, son enfant mineur de nationalité estonienne et la propriété est située en Allemagne, on se pose la question — la loi de quel Etat sera applicable ?

L'adoption du Règlement (UE) n°650/2012 du Parlement européen et du Conseil du 4 juillet 2012 (dénommé ci-après le Règlement) qui règle les questions en matière de successions aurait dû résoudre ce cas, mais la pratique notariale témoigne que la situation est devenue plus complexe parce que l'application de la législation nationale est désormais associée à l'application du Règlement.

Il est évident que l'unification du droit successoral facilitera la réglementation juridique de ces relations. La pratique de l'application du Règlement ne s'est pas encore formée, c'est un processus compliqué qui prend du temps parce que le droit successoral dépend des traditions ethniques et culturelles de chaque Etat.

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LES DÉFIS DU PARTENARIAT TRANSATLANTIQUE DE COMMERCE ET D'INVESTISSEMENT (PTCI) POUR L'UE

L'accord d'établissement du Partenariat transatlantique de commerce et d'investissement entre les États-Unis et l'UE, signé en 2015, est l'accord de libre-échange le plus ambitieux. Les négociations sont en cours depuis 2013, et elles sont maintenant dans leur dernière phase.

On peut noter les avantages et les désavantages de cet accord. Selon les prévisions du Centre de recherche de politique économique (CEPR), depuis l'entrée en vigueur de l'accord, l'UE prévoyait une augmentation du PIB réel de près de 0,5% en 2027, alors que pour les États-Unis, il serait d'environ de 0,4%¹. Mais ces chiffres sont trop faibles pour cette prévision à long terme et dépendent de nombreux facteurs économiques et géopolitiques. On peut noter un autre fait : le caractère confidentiel de cet accord. Il fait sérieusement réfléchir sur les intérêts pour lesquels le texte est caché au grand public et si le contrat ne porte pas atteinte aux intérêts des citoyens de l'UE ? Parmi les autres défis, l'UE peut perdre beaucoup d'exportation de ses produits, ce qui pourrait provoquer la suppression de nombreux emplois. En outre, la standardisation des produits agricoles peut être un prétexte pour inonder l'Europe d'un grand nombre de produits alimentaires génétiquement modifiées. Pour de nombreux consommateurs européens l'accès à une large gamme de produits américains pourrait sembler plus avantageux, mais pour les producteurs qui ne seront plus capables d'être compétitifs, cela pourrait être une cause de faillite².

En conclusion, cet accord pourrait se transformer en « OTAN économique », ce qui montre clairement la supériorité des États-Unis par rapport à l'Europe. Et les Européens, à cause des conflits politiques, ne peuvent pas parler « d'une seule voix » sur la question.

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¹ *Partenariat transatlantique de commerce et d'investissement // Coup de projecteur sur l'analyse économique [Электронный ресурс] Режим доступа: http://trade.ec.europa.eu/doclib/docs/2013/november/tradoc_1519_03.pdf, свободный.*

² *А. Солопенко Что даст Евросоюзу Трансатлантическая зона свободной торговли? [Электронный ресурс — Аналитический портал RuBaltic.Ru] Режим доступа: <http://www.rubaltic.ru/article/ekonomikaibiznes/31032015transatlanticheskaya/#t20c>, свободный*

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L'IMAGE DE LA RUSSIE DANS LES ŒUVRES DE FICTION LITTÉRAIRE (XX^E -XIX^E SIÈCLES)

Le problème principal posé dans cet exposé est de présenter l'image d'un pays comme l'ensemble de stéréotypes sur ce pays, connus parmi les étrangers. Dans ce travail on a observé l'image de la Russie dans la fiction française dans l'aspect diachronique d'après des œuvres des XIX^e, XX^e et XXI^e siècles. L'actualité de ce thème est déterminée par l'intérêt accru pour la réalité russe parmi les francophones. On a déterminé l'image de la Russie que les Français avaient aux XIX^e et XX^e siècles et celle qu'ils ont aujourd'hui.

Au cours de notre recherche nous avons analysé des extraits d'ouvrages français où des *realia* russes ont été mentionnées. On a créé un système de classification de ces exemples selon des thèmes différents tels que : « Climat », « Espace », « Image du caractère russe », « Religion », « Mode de vie » et autres.

On a trouvé des similitudes et des différences dans l'image de la Russie présentée par les écrivains français à différentes époques. Parmi les similitudes on trouve :

1) L'attitude spécifique des Russes envers leur religion, la place spécifique de l'Église.

2) L'idée de « l'espace » en Russie. Tous les auteurs mettent l'accent sur les longues distances entre des villes russes, ils sont étonnés par l'immensité de la Russie.

3) L'image des femmes russes qui séduisent les hommes étrangers à toutes les époques.

Parmi les différences on peut noter les suivantes :

1) La vie en Russie provoque des impressions diamétralement opposées chez différents écrivains.

2) La prise en compte des événements historiques et politiques russes, également évaluée différemment.

Dans cette recherche on a identifié des stéréotypes et on a classé les mythes spécifiques à la Russie.

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LES IDÉES DE BECCARIA ET L'AMNISTIE RUSSE MODERNE

L'une des formes de la coopération internationale est l'utilisation des ouvrages étrangers. Un ouvrage étranger, dont l'influence sur la jurisprudence russe est considérable, est « Des délits et des peines » de Beccaria¹. Mais est-il possible de l'utiliser en parlant de l'amnistie russe moderne ? Beccaria parle de la grâce, de la clémence, du pardon² mais pas de l'amnistie. Pourtant le sens du mot « amnistie » est pardon³. Il faut comparer les choses, mais pas les mots. La grâce de Beccaria et l'amnistie russe moderne sont une dispense exceptionnelle de la peine, de la responsabilité par des actes spéciaux⁴. Cependant, il y a quelques différences. La grâce de Beccaria est réalisée par le souverain, alors que c'est la Douma d'État qui réalise l'amnistie. Selon Lublinsky, Beccaria veut défendre le législateur du souverain et ses idées ne touche pas à l'amnistie⁵. Mais pour Beccaria la loi est supérieure à chaque pouvoir⁶. Il la défend, y compris contre le législateur. Les autres différences ne sont pas essentielles et ne peuvent pas être un obstacle à l'utilisation des idées de Beccaria pour l'amnistie russe moderne.

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¹ Берков П. Н. Книга Ч. Беккариа «О преступлениях и наказаниях» в России // Россия и Италия: из истории русско-итальянских культурных и общественных отношений. М., 1968. С. 73—74.

² *Beccaria*. Des délits et des peines. Par. Nouvelle édition. Précédée d'une introduction et accompagnée d'un commentaire par F. Hélie. P., 1856. P. 122—124.

³ *Le petit Larousse illustré* 2012. P., 2012.

⁴ *Беккариа Ч.* О преступлениях и наказаниях. М., 2009. С. 155 ; *ст. 84* Уголовного кодекса Российской Федерации от 13.06.1996 № 63-ФЗ (в ред. 30.03.2016 г.) // Российская газета. 1996. 18 июня, 1996. 19 июня, 1996. 20 июня, 1996. 25 июня ; *Официальный интернет-портал правовой информации* (www.pravo.gov.ru) от 30.03.2016 г. (№ 0001201603300009).

⁵ *Люблинский П. И.* Амнистия и ее правовые основания // «Вестник права». Журнал юридического общества при С.-Петербургском Императорском Университете. 1906. Книга третья. С. 204, 206.

⁶ *Беккариа Ч.* Указ. соч. С. 151.

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LE PROBLÈME DE L'INTÉGRATION DE LA RUSSIE DANS L'ÉCONOMIE MONDIALE

Ce travail de recherche concerne principalement les aspects économiques des relations extérieures de la Russie, ainsi que les fondements politiques de sa coopération avec la communauté internationale.

L'expansion et le renforcement des relations économiques extérieures de la Russie avec d'autres pays prennent une importance croissante, étant donné que ces dernières années, les recettes du budget de la Fédération de Russie sont assurées, en grande partie, par la perception des droits de douane.

Le début du XXI^e siècle a été marqué par des changements globaux et la réorganisation politique et économique du monde. La Russie vit ainsi dans une économie nouvelle et, ces derniers temps, connaît des contraintes extérieures suite à des sanctions économiques qui influencent directement le développement de la coopération économique extérieure de la Russie.

Le présent travail est basé sur une étude approfondie de l'activité économique extérieure de la Russie dans le contexte de l'intégration économique et de la mondialisation. Il aborde les questions suivantes : l'établissement de relations économiques étroites entre la Russie et la communauté internationale, les particularités des stratégies de la coopération économique internationale, les domaines prioritaires de cette coopération.

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LE RÔLE CLÉ DE LA TURQUIE DANS LA CRISE MIGRATOIRE EN EUROPE

L'incapacité chronique de l'Europe à relever les défis historiques par elle-même l'amène généralement à laisser à d'autres le soin de le faire. Face à la crise migratoire, telle est aujourd'hui la solution européenne : se mettre sous la coupe du régime islamo-conservateur de l'autoritaire Recep Erdogan. C'est une aubaine pour la Turquie qui, à force de jouer avec le feu dans le conflit syrien, finissait par s'isoler diplomatiquement sur la scène internationale.

Cette politique inconsciente a eu pour conséquence de laisser l'Europe à la merci des foudres de Recep Erdogan, qui a compris que les migrants pouvaient servir d'arme géopolitique pour faire plier l'échine des pays européens. Le sommet UE/Turquie du lundi 7 mars est l'aboutissement de cette politique allemande qui a consisté à transformer la Turquie en maître du jeu de la crise migratoire.

Cinq points majeurs sont à retenir : la libéralisation des visas pour les ressortissants turcs ; une aide financière de trois milliards d'euros ; la reconnaissance de la Turquie comme un pays sûr pour les réfugiés ; l'ouverture de trois chapitres dans les négociations d'adhésion de la Turquie à l'UE ; l'invitation de la Turquie aux futurs sommets européens. La facture est lourde pour que l'Europe paie à Ankara son impuissance à régler par elle-même la crise migratoire.

Le pari de la chancelière Angela Merkel de transformer le président Recep Erdogan en premier partenaire de l'Europe pour régler la crise migratoire risque de voir se répéter les erreurs stratégiques commises en Syrie. La question demeure ouverte si un accord est passé entre Bruxelles et Ankara : la Turquie a-t-elle vraiment intérêt à ce que la crise migratoire en Europe soit résolue ? Recep Erdogan semble en effet apprécier cette nouvelle arme géopolitique que la politique migratoire européenne et particulièrement allemande a contribué à forger.

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**PARTICULARITÉS DE LA TRADUCTION
DES JOURNAUX DE O. I. ORLOVA-DAVYDOVA
DU FRANÇAIS VERS LE RUSSE**

Le thème du présent travail de recherche est conditionné par le fait que les journaux intimes d'O. I. Orlova-Davydova, écrits en français, n'ont jamais été traduits vers le russe. Ainsi le but de notre recherche est d'analyser les journaux de cet auteur pour trouver leurs particularités et découvrir les difficultés que peut présenter leur traduction.

En principe, on peut identifier six types principaux de journaux chez O. I. Orlova-Davydova selon leur contenu : journaux de voyage, qui concernent tous les déplacements de leur auteur ; journaux relationnels, dont le thème est les émotions de l'auteur ; journaux-chroniques de la vie mondaine qui donnent des informations sur les personnages célèbres de l'époque ; journaux-méditation qui ont pour sujet les pensées de l'auteur sur la vie, sur le bonheur etc. ; journaux spirituels qui jouent le rôle de la confession ; et enfin les journaux concernant les enfants.

Selon les particularités du contenu et de la présentation, ces journaux peuvent causer les difficultés suivantes lors de leur traduction :

1. La forme grammaticale du mot ou de la construction. Il s'agit des cas où sans contexte on ne peut pas déterminer le genre et le nombre du sujet de l'action.

2. Le temps du récit, qui change plusieurs fois au cours de la narration et pose la question, doit-on changer le temps dans la traduction ou non.

3. La traduction des toponymes et antroponymes. Parfois on doit deviner comment écrire le nom d'un endroit ou personnage dans la traduction, car les règles de l'orthographe n'étaient pas encore fixés à l'époque.

4. Les citations des Livres sacrés, que l'on doit distinguer du texte de l'auteur car il en existe déjà des traductions.

5. La traduction de ces journaux fait partie d'un projet de traduction réalisé par une équipe de traducteurs qui ont chacun leur propre style, mais une traduction doit avoir un style unifié, qu'on devra inventer.

L'importance de cette recherche consiste dans le fait que les difficultés mises en évidence pourraient aider les traducteurs qui travailleront avec ce type de texte à éviter les erreurs possibles.

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LA TRADUCTION DES ANTHROPONYMES DANS LES JOURNAUX D'OLGA DAVIDOFF DU FRANÇAIS VERS LE RUSSE

Ce travail de recherche est effectué dans le cadre d'un projet en cours de traduction des journaux de la comtesse Olga Ivanovna Orlova-Davidoff (née Bariatinsky, 1814—1876). Fréquentant les milieux intellectuels, Olga Ivanovna était en relation avec des hommes politiques et des militaires, entretenait des rapports avec ses paysans, faisait de nouvelles connaissances au cours de ses voyages en Russie et en Europe, etc. 544 noms propres relevés dans le premier cahier intime (1834—1844) vont faire l'objet de notre étude.

L'objectif du travail est de rédiger un ouvrage de référence complet sur les anthroponymes évoqués dans ses journaux. Pour ce faire, premièrement, nous examinons les méthodes appliquées pour traduire le « titre-prénom-nom » du français vers le russe. Ce sont : la transcription pratique (par ex., Kitty — Китти) ; la modification morphologique et grammaticale (Théophile — Теофилия) ; la correspondance traditionnelle (Charles X — Карл X) ; la transposition (St. Jean — святой Иоанн). Ensuite, nous établissons les relations entre les personnes mentionnées dans les journaux et la comtesse. Ainsi, sont présentés dans les textes ses parents, ses connaissances, les hommes de culture du passé, son entourage, les personnages connus vivants, les personnages fictifs, des connaissances accidentelles. Puis, nous déterminons le statut social de chacun : l'aristocratie, les roturiers, la domesticité et ceux dont le statut ne peut pas être déterminé. Enfin, l'information sur les personnalités est obtenue par une recherche sur Internet. Nous nous appuyons sur les sites généalogiques et les mémoires.

En guise de conclusion, nous souhaiterions mentionner qu'un certain nombre de personnages (204 personnes) n'a pas été identifié pour des causes diverses : fautes d'orthographe possibles de la comtesse, manque de contexte, nom répandu (il est impossible alors de choisir la personne correspondante). Les résultats obtenus seront appliqués à la traduction définitive des journaux d'Olga Davidoff, de plus, ils seront publiés sous format papier et numérique en tant qu'annexes de la traduction.

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L'ÉTAT DE DROIT EN TANT QUE FONDEMENT DE L'ORDRE JURIDIQUE INTERNATIONAL

La science juridique tend à la connaissance juridique de l'État, à la possibilité de le rendre juridiquement concevable.

La notion d'État en tant que sujet de droit est purement juridique et correspond à la théorie du droit international.¹

L'État est une personne morale publique. Sa particularité découle du fait suivant : les autres personnes morales réalisent leur volonté privée, mais l'État doit organiser l'interaction des sujets de droit, former une volonté commune et créer le fondement juridique de cette interaction. C'est pourquoi l'État est une organisation de coopération juridique.

Kant, dont la vision reste actuelle, lie l'existence de l'État de droit à l'établissement de l'ordre juridique international et soulignent son importance en tant que moyen de confrontation aux conflits interétatiques.

L'idée de communauté juridique internationale est développée par S. Alekseev qui souligne que le droit « doit avoir un point d'appui dans la communauté internationale ».² Il y a des raisons suffisantes pour parler de la nécessité de l'existence de la situation juridique commune et des fondements de l'ordre juridique international. L'État de droit ne peut être limité par des frontières territoriales. L'idée d'État de droit doit trouver sa place dans le domaine des relations juridiques internationales.

L'État dans le plan d'organisation n'est rien qu'une corporation de droit, à savoir, l'ensemble des sujets de droit principaux, qui, au cours de l'interaction, forment une volonté commune. Ainsi, l'existence de l'Etat en tant que sujet de droit est conditionnée par la pluralité des rapports juridiques entre les sujets de droit, les relations juridiques entre les citoyens, fondées sur les principes de la compatibilité des droits et intérêts légitimes de chacun.

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¹ *Кант И.* Идея всеобщей истории во всемирно-гражданском плане // Кант И. Сочинения на немецком и русском языках: в 4 т. М., 1994. Т. 1. С. 103.

² *Алексеев С. С.* Право: азбука — теория — философия: Опыт комплексного исследования. М., 1999. С. 660.

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LE RÔLE DES MÉDIAS DANS LA POLITIQUE MONDIALE

Les médias sont souvent vus comme une arme diplomatique et stratégique incontournable, bien que les façons de les utiliser diffèrent selon les pays et les époques. Les médias sont indispensables pour comprendre la géopolitique du monde contemporain. Ce sont des instruments d'influence et de rivalités de pouvoir dans les relations internationales.

Il arrive que les médias influencent directement la politique extérieure et intérieure et forment l'opinion publique. Ainsi la presse écrite a catalysé les aspirations du peuple espagnol pendant la période de transition vers la démocratie. Les médias constituent souvent une source d'inspiration pour les questions parlementaires et révèlent parfois des scandales politiques¹.

Quant à la politique globale, c'est le « quatrième pouvoir » qui attire l'attention de l'opinion publique et des leaders politiques vers les problèmes les plus graves. En interprétant les faits lors des conflits internationaux (ce que l'on appelle les « guerres de l'information ») ou en évoquant les problèmes écologiques ou les crises économiques, les médias représentent un pouvoir démocratique et libre.

Il est à noter aussi que l'effet des médias dépend de la façon dont sont traités les événements. Ceux-ci peuvent même être falsifiés pour influencer sur les comportements électoraux. La personne qui sait analyser un article, comparer diverses sources, sera plus exigeante. Savoir maîtriser les moyens d'information, avoir une attitude critique sont les qualités qui permettent d'être plus informé et de mieux comprendre l'actualité.

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¹ *Swaelen F.* Les médias comme facteur de pouvoir dans la politique. La Haye, 1994. P. 3.

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LE LIVRE NUMÉRIQUE EN FRANCE ET EN RUSSIE

Aujourd'hui, à l'époque des hautes technologies, la lecture des livres numériques se répand de plus en plus. Cette tendance explique l'actualité de ce travail de recherche. Son objectif général est de comparer la lecture des livres numériques en France et en Russie.

Les livres numériques, appelés également électroniques, sont des livres qui peuvent être publiés et distribués en version numérique et téléchargés sur des appareils électroniques¹. Le portail Fnac a vendu 40000 livres numériques en 2009 en France. Vers 2010, les livres numériques sont arrivés sur le marché russe.

La disponibilité des livres numériques est le facteur le plus important. Le prix moyen du livre numérique en France s'élève à 7,7 euros, en Russie à 1,5 euro, tandis que 92% des utilisateurs russes téléchargent des livres gratuitement. Les préférences dans le choix et l'achat des livres électroniques parmi les lecteurs français et russes sont similaires : les deux nations téléchargent souvent des romans. Selon le cinquième « Baromètre sur les usages du livre numérique » on évalue la part des lecteurs numériques en France à 18 % de la population française², tandis qu'en Russie c'est 20%.

Selon notre sondage, les livres numériques sont utilisés dans la majorité des familles (70%). La moitié des interrogés a une attitude positive envers l'usage des manuels électroniques dans le domaine de l'éducation, mais les livres imprimés restent pourtant la source principale d'information (70%).

Cette analyse prouve que les livres numériques ont une forte position en tant que source d'information. En Russie, les livres numériques sont plus demandés qu'en France. La popularité des livres électroniques parmi les jeunes et les générations plus âgées augmente régulièrement.

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¹ *A et b Vocabulaire de l'édition et du livre* (Liste de Termes, expressions ET définitions Adoptés) — JORF n ° 0081, 04.04.2012. — p. 6130

² <http://www.sne.fr/communiqués/un-marche-en-legere-progression-plus-de-lecteurs-et-plus-dacquisitions-de-livres-numeriques/>

КИТАЙСКИЙ ЯЗЫК

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跨文化交际能力的定义

第二次世界大战后，由于美国政治、经济、文化的发展对世界产生了深刻的影响，以及欧洲联盟的建立，在跨文化交际过程中出现了许多问题。在当今世界，语言与文化有着不可分割的密切联系。文化在语言中体现，语言是文化的载体。

所谓跨文化交际，即理解不同人有不同的思想观念，以及每个人从他的国家的语言和文化角度看世界。所以我们应该在跨文化交际的基础上建立国家之间的关系。跨文化交际能力的定义是个人在理解不同文化背景的人有不同的行为、服饰、生活、传统、习俗礼仪的基础上，与他们建立关系。

不同文化之间的沟通与交流如何加强？

第一， 要做一个乐观开朗的人。

第二， 要成为一个满怀好奇心和探究欲的人。

第三， 要研究历史、文化、文学和语言。旅游开阔思路。

现在对国际关系方面的专家的需求不断增加，培养既有专业知识又有跨文化交际能力的人才显得尤为重要。国际关系方面的专家应该具备的素质：尊重他人，维护自尊；行为的适当性；跨文化交流中尊重每个民族文化的传统和个性。

综上所述，跨文化交际能力是当代社会必须具备的一项能力。随着世界经济的快速发展，来自不同国家的人与人之间的交流达到了前所未有的水平。因为文化背景不同，交际中出现很多冲突。如果我们想要在交际中减少不必要的文化冲突需努力提高自身的跨文化交际能力

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俄罗斯违宪审查制度对中国启示

宪法是一个国家的根本大法，并且体现着这个国家的政体，是人权保障的保障书。宪法效力依赖于在宪法实施的过程保障机制的完善。违宪审查制度是宪法实施中保障机制重要部分。目前，我国宪法审查制度在某种层面上存在弊端，现在如何健全和完善我国的违宪审查相关制度，是急需解决的问题。从基本模式上看，我国违宪审查制度与前苏联的最高权力机关审查制度有异曲同工，这样相似的审查制度使得俄罗斯宪法审查制度对我国建立违宪审查制度有借鉴意义。俄罗斯宪法监督委员从1989年开始设立，到1991年的俄罗斯宪法法院，在这20年的时间里，俄罗斯吸取了德国与美国经验，完善制度。我国的司法体系与俄罗斯的民主法律体系有异曲同工之妙。我国在建设社会主义民主法治国家，完善违宪审查制度的时候要进一步吸收俄罗斯在该领域经验，更要改良其不足。

第一，完善违宪审查制度要符合我国国情。在世界上违宪审查模式共有三种，任何模式都要吸取其精华，去其糟粕，为我国法治社会所用，符合我国现代社会发展的实际要求。第二，完善违宪审查制度是持久持续的过程。我国在对违宪审查制度的完善过程中，不要一蹴而就，要不断汲取他国发展经验。第三，建设宪法监督专门机构，对违宪进行监督审查。我国现正处于构建社会主义法治国家的关键时期，在十八届四中全会的大背景下，违宪审查制度的完善与改良又被提上日程，我国要逐步构建符合我国国情的、具有社会主义特色的违宪审查制度，进一步完善如今最高权力机关行使该权力的背景下，设立宪法监督委员，细化部门职责，真正的将违宪审查制度从表面制度层面向程序审查发展。

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从功能语法的角度探析俄语“可能”的情态范畴及其表达

目前,在俄语教学中,学生所学的俄语语法一般都是由形式到意义的描述性语法,即传统语法。传统语法对理解言语作品是十分必要的,是提高俄语学习者“听与读”能力的必要基础。但是在俄语“写与说”方面,尽管正确的表达法学生都已经学过,但应用到“写与说”的实践当中时,却往往出现语法错误。因此,一套完整的、系统的表意语法即功能语法是十分必要的。而对俄语“可能”的情态范畴以及其表达方式的研究就是对功能语法中一个具体的范畴给予全面、详细地说明。

在《俄语详解词典》中,对“возможность”的解释是这样的:Осуществимость, допустимость чего-л.(обычно при наличии каких-л. условий), наличие условий, благоприятных для чего-л., обстоятельств, способствующих чему-л. То, что имеется, что заложено в чем-л., что может служить источником, основой для развития или для использования. 也就是说,“可能性”指的是在具备某种有利的条件或情况下,某事的可实现性和可达性。“可能”这一范畴的表达方式多种多样,有词汇手段,比如:возможный, вероятный, мочь等,有词法手段,比如,用情态副词 можно及形容词短尾来表达可能性,还可以用句法手段来表示,如:кажется, что, похоже, что...等引导的从句,还可以用插入语 наверое, верно, видимо等表示“可能”,除此之外,一些语气词也能表示,如:авось, небось等。总之此范畴的表达方式多种多样将其完善及系统化是本文的主要目的。

笔者相信本文所做的分析对俄语教学和俄语学习者都会有所帮助,可以帮助人们在交际过程中恰当地运用可能情态词,可以使说话人表达更得体、更礼貌,并且用语更加丰富。使听话人的理解更加准确,从而促进交际双方思想的沟通、情感的交流,促进良好关系的建立。

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МИРОВОГО СОТРУДНИЧЕСТВА**

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V международной молодежной научно-практической
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