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«Российская академия народного хозяйства и государственной службы при Президенте Российской Федерации»**

**СИБИРСКИЙ ИНСТИТУТ УПРАВЛЕНИЯ**

## **СОВРЕМЕННЫЕ ТЕНДЕНЦИИ МИРОВОГО СОТРУДНИЧЕСТВА**

**Материалы III межвузовской  
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на иностранных языках  
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Сборник может быть полезен студентам высших учебных заведений, аспирантам и преподавателям, использующим иностранный язык в профессиональной деятельности.

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## **ВВЕДЕНИЕ**

Процессы глобализации, растущая взаимосвязь стран и народов современного мира, интернационализация политики, экономики и социальной сферы актуализируют роль иностранного языка в профессиональной деятельности. Сегодня специалист любой области со знанием иностранного языка является конкурентоспособным: он может самостоятельно вести переговоры с зарубежными партнерами, заниматься исследовательской работой в крупных научных центрах за рубежом, стажироваться в иностранных компаниях, изучать информационные источники на иностранном языке.

5 декабря 2013 года в Сибирском институте управления — филиале Российской академии народного хозяйства и государственной службы при Президенте Российской Федерации (СИУ РАНХиГС) в рамках Форума на иностранных языках «Глобальные изменения: взгляд молодежи» состоялась III межвузовская студенческая научно-практическая конференция на иностранных языках «Современные тенденции мирового сотрудничества».

Количество участников конференции составило 299 человек, из них 116 из 25 вузов и 16 городов России, 148 из 14 вузов г. Новосибирска, а также 35 из Республики Казахстан и Китайской Народной Республики. В конференции приняли участие студенты из Новосибирска, Твери, Ростова-на-Дону, Таганрога, Петрозаводска, Владивостока, Хабаровска, Якутска, Барнаула, Читы, Кемерово, Омска, Рубцовска, Екатеринбург, Челябинска, Самары, Оренбурга, а также Караганды (Казахстан) и Шаньдуна (КНР).

Тезисы лучших докладов конференции представлены в данном сборнике.

Сборник охватывает широкий круг вопросов, касающихся мировых тенденций развития экономики, политики, культуры, науки и образования. Тематика статей посвящена проблемам преподавания английского языка и системы образования, значимости иностранных языков и их роли в современном обществе, международных отношений и PR-технологий, государственного и муниципального управления, а также управления персоналом. В тезисах представлен как анализ зарубежного опыта, так и оценка ситуации в местных регионах и компаниях.

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Оргкомитет

## СЕКЦИЯ АНГЛИЙСКОГО ЯЗЫКА

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### THE ROLE OF THE ENGLISH LANGUAGE IN GLOBALIZATION

This article deals with the main role of the English language in globalization. To begin with, in this era of globalization, the role of language has become important for people to be able to communicate with each other and swiftly interact concerning technological development and information. Without capability of mastering a foreign language, it is almost impossible to communicate with people around [2].

Learning English is advantageous as it provides us with many chances in life. First of all, one of the primary benefits of learning English is that it is often considered the language of global business. The international business community often uses it for communication, even among people who do not speak the same native language. English can let a person more easily communicate with others and find more job opportunities not only in his or her home country, but around the world as well. Secondly, the ability to fluently speak the English language in addition to your native language can be beneficial if you are seeking for job opportunities with international companies. Thirdly, students from other countries who attend school in the United States will benefit greatly if they can know basic English. The students also will have an easier time with any research or readings they are assigned [1].

The development of English as a universal language is a fact that cannot be denied, it is also true that in the case of English, the language has been used as a weapon, something to control other countries and to have advantage over them in scientific research, technology and world affairs [1].

English is an international language. So the main importance of the language is that it is used in most countries around the globe and when you visit a foreign country or some foreigners visit your country, even if you speak different dialects, you can still communicate with each other using the English language [2].

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**MODIFIED LIGNIN CURED EPOXY  
COMPOSITES: PRODUCTION AND INVESTIGATION**

The given project is aimed at the development of new, more environment-friendly epoxy composites cured at room temperature. Their eco-friendliness rests upon their non-inflammability and lower content of poisons. When heated, they do not change their properties and do not emit harmful substances; hence they can be used for indoor purposes.

Epoxy resins are often used as an epoxy adhesive or impregnating material — along with fiberglass for the manufacture, repair and waterproofing of various buildings or premises, as well as the most affordable way to manufacture the product of fiber-glass plastic in the home (ready-made after casting as well as with the likelihood of further cutting and grinding).

A polymer composite with a lignin content of up to 90 % is prepared by means of modified lignin synthesis (chloration, phosphorylation) by blending lignin with epoxy resin. A polymer composite with a lignin content of up to 60 % is prepared by means of blending epoxy resin added lignin with polyamine at different temperatures with time of curing notification. The characteristics of curing reaction of lignin with epoxy resin were studied using DSC and FTIR analysis. The effect of molding temperature and molding pressure on the mechanical properties and microstructure of the lignin/epoxy resin composite was also studied by SEM, DMA, and TG analyses. The results showed that the epoxy resin can be cured by lignin: in the first case using modified lignin, and in the second case the curing time for the mixture can be reduced by means of polymer curative introduction. The properties of the composite, such as bending strength, impact strength, glass-transition temperature, and thermal stability, were evidently influenced by the curing process. A good interfacial combination between lignin and epoxy resin was formed. The use of modified lignin as a curative for epoxy resin provides for not only mechanical properties improvement, but also for a considerable improvement of physicochemical properties as compared to the use of polyamine (a toxic and expensive material) as a curative.

Thus, the possibility to use modified non-inflammable lignin instead of inflammable polyamine in the process of epoxy resin curing has been proven. Low-power-consuming, low-waste lignins provide for the better ecological and economic parameters of the production process of materials out of heat resistant epoxy compositions.

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### **PECULIARITIES OF CASE-STUDY USAGE IN THE DEVELOPMENT OF COMMUNICATIVE SKILLS (ON THE BASIS OF ENGLISH)**

Case-study or method of specific situations (in English «case» is «situation») — a method of active problem-situation analysis, based on learning by solving specific problems — situations (decision cases).

The method of case-study refers to the simulation of non-fiction active learning methods [1]. The purpose of case-study is to ensure that the joint efforts of a group of students to analyze the situation — case and to work out a practical solution occur in a particular situation; the end of the process means an assessment of the proposed algorithms and the choice of the best solution in the context of the problem.

The ideas of this method are: firstly, the method is not designed to obtain knowledge of the exact sciences and in disciplines where there is no single answer to the question, and there are several answers; secondly, the focus of education is not the mastering of the knowledge, but its production, co-creation of a student and a teacher; thirdly, the result of applying the method is not only knowledge but also skills of communication activity.

Currently, there is the following classification of cases: exemplary learning situations, learning situations, applied exercises; by N. Fedyanin and B. Davydenko [2] it is divided into highly-structured, short-vignettes, long-unstructured, ground-breaking. When the teacher makes the choice of species and types of cases he/she must define the purpose of its usage in the educational process.

Thus, the usage of case study is the most effective, as it can be used to form key communicative competence of students in the learning process, like communicative skills, leadership, ability to quickly analyze a large amount of disordered information, it also promotes the development of research, creative thinking skills, which are reflected in the decisions and solution of the proposed situations.

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## **PROSPECTS FOR DEVELOPMENT OF INBOUND TOURISM IN KEMEROVO REGION**

In recent years the number of tourists in Kuzbass is increasing. Every year we have hundreds of thousands of people, not only Russians, but also foreign visitors. This means that tax revenues to the regional budget are growing too. In 2012, Kuzbass was chosen as a place of rest by about 600 thousand people, which is 50 thousand more than in 2010. In 2012, 56,152 foreign tourists came to the region, which are 5,000 more compared to 2010. This number includes both foreign tourists wishing to see the sights of the area and business travelers who come to Kuzbass on business.

According to Rosstat, in 2008 inbound tourism share in Russia was a little more than 2.3 million people from abroad. If you compare that with France, it took almost 80 million foreigners. The share of tourism in GNP of our country is only number 138 in the whole world.

Inbound tourism in Russia is hindered by high prices and lack of advertising abroad, as well as a dark image of our country. But business people in tourism make great efforts so that the situation changed radically. Inbound tourism development in Russia is weak, too slow and hard. Another reason is that there are few fresh touristic products in Russia, few original routes, which could attract overseas tourists. Most people visit Russia only once, and most of them take the easiest route to Moscow and Petersburg, which makes 60—70 % of all visits.

Inbound tourism in Russia will develop not only by the efforts of tour operators. Russian tourism authorities have drawn a plan for tourism development until 2015.

Analysis of the condition of Kemerovo region tourism potential is reduced to solving some common problems most important to ensure substantial and sustained influx of tourists: the construction and reconstruction of accommodation, catering, leisure and entertainment facilities, sports facilities, funding of public infrastructure and public services development, construction of sewage treatment plants, maintaining beaches, realization of environmental protection measures. As a result of the Programme implementation conditions will be created for preservation and revitalization of cultural and historical heritage, the natural potential of Kemerovo region, which will contribute to turning it into an attractive center for recreation and tourism.

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**ETHNIC AND CULTURAL IDENTITY OF VERBAL BEHAVIOR  
OF THE SAKHA AS A REPRESENTATION OF NATIONAL  
CHARACTER**

Today there is a dramatic revival of interest in the problems of world national culture. In this article we consider a cultural identity of verbal behavior of the Sakha resulting from the national character and that is structured in speech stereotypes. Identified dominants of national character of the Sakha in verbal communication are analyzed in terms of historical experience, cultural traditions, value directions and ethnic psychology.

The study of verbal behavior of the Sakha will help other ethnicities to have an idea about peculiarities of national character of the Sakha and contribute to the cultural enrichment in the field of interdisciplinary research.

The purpose is to study the particular reflection of national character of the sakha in verbal communication and to highlight ethnic and cultural identity of verbal behavior in everyday communication that is presented in etiquette, proverbs and sayings, phraseologies as the units of mentally-lingual complex.

The analysis is based on an introspective approach and identifies cultural characteristics of verbal behavior through the eyes of the Sakha who realize their own ethno-cultural characteristics in verbal communication.

The tradition of harmonic human adaptation to the environment and the community of integrity of living had created a particular way of thinking and a perception of the world which are reflected in characteristics of Sakha national character and its verbal communication.

Thus, the character dominants rooted the verbal behavior of the Sakha, characterized by a slow tempo of conversation manner and emotional restraint, a desire for a broader conversation, a truthful description of messages and events, comprehensive answers to the questions. The Sakha doesn't like to boast of his success and achievements and poorly responds to a compliment.

To sum up, it can be said that the survival in harsh climate and extreme living conditions in the North has modeled a strong national character of the Sakha. It combines such traits as hospitality, hardworking, self-control, modesty, generosity, kindness, mercy, courage, firmness, calmness, patience, ingenuity, endurance, respect to elders, cost effectiveness and tolerance.

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### **THE POSITION OF WOMEN IN SOCIETY**

The aim of the given report is to increase the interest in this problem, to widen outlook, to explore the problems of formation of political women in society, to study this issue and put this information into practice. The position of women in society is a very important question. Nowadays the position of men and women is equal when it comes to legal, socio-economic, religious matters and so on.

There are many positive examples in history when women showed brilliant success, such as: Mary McLeod Bethun, Evangeline Booth, Anna Jarvis. Also we have bright examples of politicians from other countries: Valentina Matviyenko, Condoleezza Rice, Angela Merkel, Margaret Thatcher and Hillary Clinton.

At present time more women strive to independence, but such a situation is not readily acceptable to many men. Most of them find it humiliating that they are less resourceful and enterprising than women. Their inability to adapt to this fact often leads to conflict and disagreement.

We conducted a survey which theme was-«Women and Politics», that confirmed the aforesaid. Forty five women and nineteen men were among the 64 respondents. Questioning revealed that 74 % of respondents have a positive attitude to women in politics, 10 % have a negative attitude and 15 % have not thought about it or have not decided. As for the qualities that should be inherent to women-politicians those are: perseverance, self-confidence, prudence, justice, patriotism and responsibility. Most of the respondents (78 %) believe that a woman should combine career and taking care of family and home, but there are those who believe that a woman should be the guardian of the hearth (22 %). And the majority of those who believe that the main purpose of women should be a family are men.

The conclusion is that modern women have meaning in society and do all the best for its progress and prosperity.

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### **SENSE OF JUSTICE AND SPIRITUALITY**

The rule-of-law state cannot be built without the readiness of people to live in a society that operates according to certain rules and the main coordinating role belongs to law. The consciousness of a person must conform, be ready to live in a law-governed state.

Legal consciousness is expressed in certain values, in the knowledge that some necessary rules («a must») exist in relations between people that form the basis of legal norms. Legal consciousness acts as a filter that takes and accepts only those things that are lawful.

The spiritual dimensions of a man are based on his moral consciousness. The common element in legal conceptions is the desire to build legal relationships on the basis of moral principles.

We connect the concept of spirituality with the inclusion of a personality into the sphere of spiritual activity which is defined as a set of aesthetic, moral, legal and other views of a person on the world.

Laws by themselves do not guarantee that moral standards reflected in them are at the same time personal convictions of a man, are accepted and implemented by him in good conscience, voluntarily, in all fairness and according to moral duty. If a citizen lacks spiritual and moral principles (honesty, kindness, sincerity, mercy) then laws will not be followed by him.

Only a moral person, with certain values and convictions, can be free and law-abiding. Morality as opposed to moral is rooted not so much in law, but first of all in the Motherland, culture, religion, nation, family — in all the things to which people commit themselves freely. Morality that has its source in spirituality cannot just be formed; it is brought up since early age. Values are formed in the family, in informal communities, labor and other collectives, in the sphere of media, art, rest etc. But most systematically, consistently and deeply, they can be brought up by all the style of life.

If a person does not seek to carry out the task of forming the values and foundations of civil consciousness then, in the conditions of open information space, lack of educational potential of the family a «confused» moral identity can be formed.

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### **TOURISM IN RUSSIA: PROBLEMS AND PROSPECTS**

The research considers different versions of tourism development in Russia. Foreign and internal tourism in Russia are presented by a big variety of its types. Ecological, sports, extreme, mountain-skiing, informative, business, medical and improving, cruise, fishing and hunting, event and gastronomic are the most popular types of tourism today.

According to the site of Rostourism (Russian tourism) the number of foreign citizens who came to Russia in 2012, in comparison with the similar period in 2011 increased by 10 %, including for the tourism purpose by 8 %.

The first place by quantity of trips to the Russian Federation is taken by Poland. The second place is occupied by the Czech Republic. The third place by quantity of trips to the Russian Federation is taken by Slovakia. The fourth place is by Finland. According to World tourist UN organization, Russia took the 13th place in the world by foreign tourists' visits.

Internal tourism in Russia is significantly more characterized by considerable seasonal conditions. The most attractive tourists' objects on the territory of Russia are resorts of Krasnodar Krai, and also Moscow and St. Petersburg. In February, 2012, 40 respondents (at the age of 20—27) were interviewed by means of Internet. The following question was asked: Is Russia a perspective tourist direction for you?

In the result of the research of the tourist market in Russia, it is possible to conclude that tourism in Russia has low level of service at the touristic enterprises and very high prices of tours. In order to develop tourism in Russia both foreign, and internal, and attract bigger number of tourists, it is necessary to recommend the following: to increase the flow of money from the country budget for improvement of the tourist industry; to attract foreign investors; to use advertising abroad for involvement of foreign tourists; to introduce new types of tourism; to improve service in hotels; to open the new tourist directions in Russia; to make available the prices of tours for all categories of citizens.

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### **INDEPENDENCE OF SCOTLAND**

Scottish independence is considered to be the basic idea for some political and social movements fighting for reconstruction of Scottish sovereignty and its separation from the United Kingdom.

Scotland has been a country that is a part of the United Kingdom since 1707. The Scottish shores are rich with petroleum and the separatists are strongly convinced that their country gets too little part of income from its production whereas London has the main profit.

A referendum concerning the independence of Scotland takes place in autumn 2014. The fact attracts great attention from European countries and the rest of the world. Some specialists tend to consider that getting independence by Scotland may cause the so-called Domino effect, provoking other nations into separation from their countries.

We find the problem of Scottish tendency to separation a pressing issue nowadays because it may seriously affect the political situation in the world, especially in Europe. We have tried to investigate the general situation in Scottish and British society related to it and possible consequences of the separation. Here are three of them:

The first one is the separation of Scotland from the UK, when the British Monarch is still the head of the country. The British government will play a great role in discussing the most important issues. Analysts say that in this case London will try to expand its influence again in 5-10 years.

The second variant for Scotland is getting full sovereignty. The country will have its own political regime, monetary system and national anthem. But it will most likely lead to the rupture of diplomatic relations with Wales, Northern Ireland and England. Such a situation will negatively affect the economy of Scotland.

The last and most realistic way of the problem development is getting just some more independence while Scotland will remain the part of the UK. Great Britain will keep its unity and existing borders.

Nevertheless, it's up to the people of Scotland to choose the destiny of their country. And we will know about their decision after the referendum in 2014.

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### **WEBINAR AS A MEANS OF DEVELOPING COMMUNICATIVE SKILLS OF PUPILS IN SECONDARY SCHOOL (ON THE BASIS OF ENGLISH)**

Nowadays thousands of teenagers spend a lot of time on social networks, the Internet, and, unfortunately, do not always want to do their homework on school subjects. In our opinion, in this situation, we must turn to informational technology; in this case a significant interest kindles to the webinar. Webinar or web seminar is an online event where one or more speakers may make presentations, training sessions, and meetings for groups from a few to several thousand participants of the Internet or corporate network [1]. The procedure for organizing and conducting the webinar is as follows: before each webinar delivery is made with references to every e-mail listener whom you want to participate in the webinar «Please complete the form on the webinar with your name, city and e-mail, and click on the link «join the meeting», after which the pupil/ student joins the webinar. With the help of webinars the teacher can increase the motivation and effectiveness of teaching English. Real-time students will be able to attend classes or perform tasks for independent work using video seminars, see demonstration of any educational materials, use video/ audio clips, receive assignments, test them, and ask questions [2].

In general, the webinar helps to develop communicative skills by fixing and training material in the form of exercises for the four types of speech activities that are sent to students by e-mail. For further independent verification keys can be sent to the tasks carried out or checked an online lesson that will follow the positive dynamics and feedback.

Thus, the webinar at English lessons and during extracurricular time, unlike most types of web conferencing, where most of the time the speaker talks, has a high degree of interactivity, where students are actively involved in the learning process.

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## **NEW ENGLISH TERMS USED IN FASHION INDUSTRY COMMUNICATION**

Globalization processes penetrating into all aspects of human life have involved such phenomenon as fashion and fashion internationalization.

Communication in the field of fashion industry caused the emergence of international terms which are of English origin as the English language is the means of worldwide relationships both between professionals and common people. These terms came into different languages — including Russian — and mean the same fashion object. So it is very important for all people involved into fashion industry — designers, technologists, manufacturers, buyers, wholesalers and retailers, consumers, stylists, reporters, etc. — to understand modern terminology and use it correctly. Russian students of fashion as future professionals must be able to use special terms properly and to communicate within international fashion community. The goal of the research was to create a data base of international special terms used in fashion industry.

In order to achieve the goal various sources of information were studied (fashion magazines, newspapers, websites, textbooks — articles, interviews of famous designers, lectures) and sixty English words used in Russian were found, e.g. *buyer/баер, bespoke/биспок, close fitting/клоуз фитин, dress-code/дресс код, total look/тотал лук, oversize/оверсайз*.

60 students, 60 teachers of NTI and 60 common people were asked to explain 30 offered terms. The survey results showed that students knew the meanings of 72 % of the words, teachers — 60,6 %, common people — 40,8 %.

The words familiar to 100 % of the respondents were *fashion/фэшин, trend/тренд, brand/бренд, image/имидж, handmade/хендмейд, make-up/мейк ап*. The words known to 80 % of the interviewed were *print/принт, casual/кэжуал, patchwork/пэчворк, and military/милитари*. The words which nobody knew were *snood/снуд and bespoke/биспок*.

As the result of the research the manual intended for students, teachers, specialists and all interested in fashion industry was developed. The manual is represented in two versions — the English one (the terms with their explanations in English) and the English-Russian dictionary.

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## **INFLUENCE OF SOCIAL STATUS ON DIALOGICAL INTERACTION IN THE ENGLISH LANGUAGE**

Status is defined as the relative position of a person in the social hierarchy reflecting the relationships of sociocultural or situational inequality. As the researchers state, the signals of a high status are the richness of the vocabulary, the ability to build sentences grammatically correctly, precision of nomination and definition, speed of speech, pausing, intonation expressiveness, ability to support and regulate social distance in communication. For British aristocracy of modern times such semiotic signs as rich vertical context, under- and over-evaluation, abstract nouns, French words, slang, jargon, obscene lexis, U words and phrases, euphemisms are characteristic. Indexes of a low status are such words as *sort of, I guess*, disjunctive questions, intonation emphasis, speech with abundant *so* and *very*, empty adjectives *divine, charming, adorable, sweet* etc., hypercorrect grammar and pronunciation, insufficient sense of humor, direct citations, interrogative patterns in the affirmative sentences. We have undertaken the analysis of the novel «Nothing lasts forever» by Sidney Sheldon in the aspect of realizing communicative strategies of reacting to the question in accordance with social status of the communicants.

It is significant to consider ways of response to questions: the use of various types and kinds of responses and refusals in an equal status dialogue (ESCs) and a dialogue between communicants with different positions in the social hierarchy — between high status communicants (HSCs) and lower status communicants (LSCs). A general conclusion may be drawn: status position marked as HSC determines signaling of the social distance in using communicative strategies of reacting to the question by demonstrating assuredness and erudition, sophistication of thought and generalization of speech, directive and conflict tendency of refusal; LSCs balance between adaptive and concurrent interaction where adaptation is manifested through meeting the presuppositions of HSC by means of hesitation, appealing to the others' opinion, comparisons with a partner, honorific addresses, softening the categorical statements while refusing. Concurrence of communicative strategies is displayed through the tactics of defense of the «face»: incomplete informing, using syntactic means of information emphasis; ESCs try not to use tactics characteristic of either LSCs or HSCs as the first one is stained by negative attitude, and the latter one is rejected as unfriendly.

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### **BASIC VALUES AND THEIR DEVELOPMENT AMONG RUSSIAN YOUNG PEOPLE**

The purpose of this study is to analyze the values of modern Russian young people, to research some of the value systems of the past and to find ideological values, which can be appropriate to the present time requirements and can unite young people in the 21st century.

In his address to the Federal Assembly (December 12, 2012) President Vladimir Putin stated: «It is painful for me to say this, but I must say it: the Russian society is experiencing an evident deficit of spiritual bonds.» Until this year we haven't heard anything like this from the leaders of our country. After the Soviet period with its coercive ideology, we hurled ourselves in the opposite direction: towards complete ideological confusion and ambiguity of meaning and purpose. While maintaining every aversion to coercive ideology, more and more people are gradually coming to the conclusion that the opposite extreme, a completely de-ideologized state, is spiritually weak and simply unsustainable. In this study the author considers some of the ideological systems of the past in order to understand what values can become basic for future generations.

For two decades already our government has been searching for a national idea. So far it has decided that this should be patriotism. This is true, of course, but any final formulations are always limited, vulnerable, and almost always become annoyingly ideologized. Such formulations inevitably vary depending on changes in either the political system or in the direction of policy. From our point of view to dramatically change the situation it is not the best way. In the realm of human convictions there are things that are much more significant and effective than any ideology. They are eternal values and policy of honoring national heroes.

The study concludes with the classification of eternal, higher values and human qualities, i.e. faith, honor, nobility, justice, the pursuit of truth, service, sacrifice, kindness, love for people and love for one's Motherland. One more outcome of this study is a conclusion that young people should be brought up by getting acquainted with the best heroic deeds of our ancestors and contemporaries.

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### **MODERN APPROACHES IN PROFESSIONAL NEGOTIATION AND THEIR ROLE IN EFFICIENT MANAGEMENT**

Application of modern professional negotiation approaches in business leads to successful management.

In the course of our research we want to answer the question: what are the up-to-date approaches in professional negotiation and what is their role in efficient management? Our aims are to consider the present-day negotiation approaches in the world practice, to identify the key elements and specifics of negotiations.

The essential elements of professional negotiations are the process, behavior, substance, strategy, process and tactics [1].

Scientists identify five negotiation styles [2]: accommodating, avoiding, collaborating, competing and compromising.

Knowledge is power in negotiations. One party should collect background information about the other party, it will help to understand objectives and brainstorm for their possible questions and alternative proposals.

The main negotiation tactics are auction, brinksmanship, bogey, chicken, deadlines, flinch, good guy/bad guy, and snow jobs.

Questions play a very important role in negotiations in a foreign language. Questions have five basic functions in the communication process: cause attention, get and give information, cause the other party's thinking to operate and bring the other party's thinking to a conclusion.

Also, body language may influence how receptive each negotiator is to the other party's message and ideas.

To summarize, the two key points the negotiator needs to think over when delivering the professional talks are: negotiation describes any communication process between people in order to reach an agreement to the satisfaction of both parties; preparation, knowledge of negotiating styles, tactics, techniques and practical training is the key to success in professional negotiation, therefore, it is important to have knowledge of modern approaches and apply them.

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**THE LEGITIMACY OF FOREIGN INTERVENTION IN STATES'  
INTERNAL CONFLICTS (AS IN LIBYA AND SYRIA)**

In the area of globalization nowadays it is impossible for any state-scale event to remain unknown outside the country, especially when large conflicts, involving the use of weapons of mass destruction and causing human victims, happen. The international community feels obliged to interfere with internal conflicts by means of soft or hard power. Modern history has already seen many cases when peacekeepers from other countries or transnational organizations have entered intrastate conflicts fully armed and executed their own version of order. However, the question is — do they really have the right to intervene into someone else's sovereign business?

In this research we focus on scrutinizing the legitimacy of foreign intervention into states' internal conflicts from the aspect of international law and morality. The main aim of the research is to find out if international practice of interference has the right to take place in the modern world.

The most vivid examples, of course, are the present day Libyan and Syrian internal conflicts. Thus, emphasis in our study is placed on these two examples, illustrative of the main idea.

The so-called «Arab Spring» did not leave anyone indifferent. Some global actors, such as the USA, some European states and, of course, the United Nations played an active role in these events. However, there are two major opinions that exist in the international community. Some believe that Arab people fought against their own governments in the hope of changing their regimes for the better, while others call it a provocation from third parties. Nevertheless, international interference took place by means of bringing troops, sending weapons or imposing sanctions.

The research runs in three major directions. The first part will briefly overview the events in Libya and Syria. The second part of the research will be devoted to legislation and the main documents regulating the possibility or impossibility of foreign intervention. Lastly, the third part will illustrate the moral side by analysing public opinion (based on a questionnaire of Russian and foreign students and teachers).

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### **THE EFFECT OF GLOBAL CHANGES ON THE LIVES OF THE SO-CALLED «SOCIAL OUTCASTS»**

The society of today might proclaim human rights, law, morals to be its definition, but all these notions mean nothing when it comes to people excluded from the «normal» society, the so-called «outcasts». These are people rejected from the group for various reasons, e.g. poor parenting, homosexuality, bullying at schools, religious shunning, AIDS stigma. A closer look at these 5 rejection types is provided further, but it should also be stated, these are just a few examples of a complex issue:

1. Poor parenting, parental rejection. The majority of issues begin at home, and an individual can first experience rejection at a very early age, being neglected by parents, or witnessing a divorce, suffering home-abuse, etc. This might be a first step towards a fully marginal state, and though serious measures are taken by global institutions to help troubled children, it's their parents whom we should fight against.

2. Homosexuality. Homosexuals are the ones facing the stiffest opposition nowadays despite all the talks and newly proclaimed freedoms. The issue can't be resolved just by giving them equal rights straightway, the only solution is to have everyone understand that no one has the right to judge someone else's lifestyle.

3. Bullying. Bullying reflects people's need to feel superior that makes them seek flaws and use them as a dominance factor. School bullies show us the need for everyone to be taught how to express their anger and angst in a peaceful way.

4. Religious shunning. Religion is the most dangerous aspect for rejection, as it is a core of an individual, his/her roots and identity. People need to allow others have faith different from their own for the sake of peace.

5. AIDS-stigma. People tend to avoid those with serious health conditions, judge the sick for acting unwarily, but the truth is, it can happen to everyone, and the relationships between the sick and the healthy can actually benefit both sides.

To draw up a conclusion, it should be said that all the above mentioned examples demonstrate the lack of open-mindedness.

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### **GOVERNMENT SUPPORT FOR THE PRIVATE SECTOR**

This article discusses the importance of the private sector as a driving force of economic growth and government support of small business. It is one of important means to lift people out of poverty and help them get on the path to prosperity [1].

Small business is characterized by less stability and competitiveness as compared to large enterprises. Small and medium-sized businesses tend to close down during the first year due to insufficient financial support in the initial stage of business development.

Notable is an increase in the number of public-private partnerships globally, UN Member States welcome efforts by all relevant partners to engage in the development, and recognize the crucial role the private sector plays in the realization of internationally agreed goals, including the Millennium Development Goals [2]. The government of Canada is exemplary in helping developing-country partners create the conditions for strong and sustainable private-sector-led growth through its Sustainable Economic Growth Strategy [3].

As for Russia, it is also engaged in developing programmes to support small businesses. So on October 26 Krasnoyarsk successfully hosted a forum of business Siberia determining the direction of work. There are different ways to support entrepreneurship: discounts, bank loans, tax relief, etc. It should be mentioned, that some issues require to be further developed, such as information awareness among young entrepreneurs and overcoming of administrative impediments.

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**STREAMS OF INFLUENCE IN MODERN GLOBAL COMMUNITY.  
THE ACTIVITIES OF TRANSNATIONAL CORPORATIONS**

Globalization is a new key trend in our life. In the era of globalization new actors are appearing on the international stage. These are non-governmental and governmental organizations, MNC, TNC and so on. Nowadays they have a big influence in the world.

The world of transnational corporations is a world of supra-national scale. They take important decisions to promote giant investments and financial flows and the power of some TNCs exceeds that of a number of states.

Governments of many countries are worried about the dynamics of growth of TNCs. TNCs control about 90 % of the world market of wheat, coffee, wood, maize, tobacco and iron ore, 85 % of copper and bauxite and 80 % of tea.

There are some serious disadvantages of TNCs influence. First, they inflict harm to local economies. TNCs can use developing countries for marketing goods, using cheap manpower and resources. Also, TNCs spread «westernization». It is a forming and deepening problem of «North-South».

There are some examples when the developed states interfere in the internal affairs of new independent states, if the latter try to use their legal rights to limit the activities of TNCs.

In the world there were attempts to develop the codes of behavior for TNCs, but they met a lot of resistance of corporations and caused disagreements between the developed and developing countries.

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### **«BLACK» PR AS A METHOD OF COMMUNICATION**

The expression «black PR» appeared thanks to the Russian writer Victor Pelevin, who first used it in his novel «Generation P». The author used it as a definition of public relations in the bribe context, while «white PR» is usually produced by the media with the purpose of fulfilling professional tasks. Currently, the concept of black PR has increased significantly and also includes methods of influencing people.

We suppose that underlying «black» PR is manipulation with facts and figures, the use of different types of tricks, the installation of TV pieces, the distortion of the meaning of statements, the use of labels and other methods of falsification and creating stereotypes in the minds of the audience.

For example, PR from competitors may include unfavourable hints at a competing brand as in advertising «Kompashki» and «Kirieshki» crackers by «The Siberian Coast Company». The latter publicly announces that real crackers will not be called crusts, meaning «Three crusts» by «Bridgetown Foods».

On the other hand, producers deliberately conceal important information as Starbucks and Tropicana did, when they added cochineal or carmine derived from crushed insects to make their products more visually appealing. They could use the phrase «natural color» if the product contained carmine, thus making customers think fruit is responsible for the color of their products.

The «black PR» is very similar to other sophisticated methods of communication: propaganda, forced implementation of social stereotypes, hypnotic influence of subliminal suggestion. In the «black PR» counter-advertising, anti-advertising and rumors are widely used. Counter-advertising contains information rejecting the idea of advertising nature: «It cannot be because it can never be.» It is often based on the so-called leakage of information, such as: «from the well-informed sources it became known that...», «people say that...» etc. This information is presented as quite reliable, credible, though source rumors may be informal and casual.

In our region competition is growing rapidly as modern enterprises appear. While black PR is rare or not at all common in our area, the PR specialists will act as their conscience dictates. What we are left with is the hope that this trend will not get down to us soon.

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### **PECULIARITIES OF PUBLIC ADMINISTRATION SYSTEM IN UKRAINE**

The purpose of this article is to review the state of public sector administration in Ukraine, to consider the successes and failures of the reform program.

Today Ukraine faces a situation of «an opportunity window» for implementation of the most considerable reformatory project. That is caused on the one hand by objective internal and external factors which have to motivate politically the central power and on the other hand by full exhaustion of the internal resources of local government [1].

Over the period between 1991 and 2013, Ukraine has managed to form the majority of its public administration institutes or bodies and other institutions subordinated to the political government that ensure the implementation of law and exercise other public and administration functions.

However, the current public administration does not meet the strategic policy of Ukraine aiming at democracy and European standards of good governance. As a result, it has become a hindrance to social, economic and political reforms [2].

The 1999—2004 reform led to distortions, incoherence, and regresses. The attempts to undertake the administrative reform in 2005 were also hardly effective, mainly due to the lack of a clear vision of the reform priorities by the new political leadership of the country. A new reform in 2010 started with great changes in the Ukrainian Government: the bodies of the central executive power were almost twice reduced and seven ministries were liquidated. Prime Minister Mykola Azarov at that time declared that the essence of the reform was a new quality of the power. The administrative reform was aimed at improvement of government quality and management efficiency.

It is obvious that building a strong independent state the Ukrainian Government is now taking into account the failures and achievements of previous administrative reforms.

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### **WHAT IS MORE IMPORTANT FOR AMERICAN SOCIETY: PRIVACY OR NATIONAL SECURITY?**

Americans know they have already lost their privacy. Big Brother is watching, listening, and reading. The National Security Agency gathers phone logs and Internet data from millions of Americans as a part of its mission to keep the United States safe. But some Americans consider domestic spying has gone too far and people are losing their privacy.

Most Americans fear their privacy is eroding in all of those ways and more, the latest Allstate/National Journal Heartland Monitor Poll has found [1]. In the era of spreading surveillance cameras, from time to time people face cascading revelations about government's collection of domestic and international communications. The survey said that an overwhelming majority of Americans believe that government is accessing their most personal information without their consent. Certainly, the fact of it irritates Americans.

Earlier this year, Edward J. Snowden, a government contractor, leaked classified documents to the news media that revealed the existence of top-secret government surveillance programs. According to a June CBS News poll conducted after the first leaks by Mr. Snowden nearly 6 in 10 Americans expressed disapproval about the United States government's collecting phone records and Internet data of «ordinary» Americans. However, three-quarters said they approved of the government's surveillance measures for Americans suspected of terrorist activity [2]. The poll showed complexity of debate on trade-offs in government spying programs. In American society there is continuing division, and perhaps some confusion, in the views about the surveillance programs Mr. Snowden revealed. Peter A. Brown says that Americans' views on antiterrorism efforts are complicated, and they see the threat from terrorism as real and worth defending against, but they have a sense that their privacy is being invaded and they are not happy about it at all [3].

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### **THE PROBLEM OF DESIGNING SPORTSWEAR INTENDED FOR PARALYMPIANS**

Nowadays in Russia a lot of attention is paid to social programs intended for people with disabilities, including people with full or partial loss of movement functions. Such people are not only provided with special aids and devices which help them in life but also involved in all fields of modern human activity.

Sport is an effective way of social adaptation of disabled people, and its success depends on comfortable and suitable clothes worn by special athletes – Paralympians. Thus, the main task of designing sportswear for people with disabilities is the empowerment of its functional properties in order to facilitate their self-care and maintain their favorable physical condition.

The goal of the given research was to offer the design decisions for making sports apparels that may be available for Russian Paralympians.

The following factors influencing the choice of design and material of sportswear for people with disabilities were considered in the study: climatic conditions, trajectory of the athlete's movement, and physical health.

The classification of active sports for disabled people according to the functional characteristics of clothes and composition of materials was developed. At present the main problem of designing sportswear for disabled people is creating clothes for winter sports, which have a multi-layer material set. Creating this kind of sportswear is a complicated process, including designing, technology of clothes and material study.

Variants of sportswear design decisions for disabled people on the basis of the developed classification were also composed, and principles of selection of products and designs for each sport were formulated. The constructions of summer sportswear are divided into one-piece construction (overall) and two-piece construction (waist-length article and garment for hips (thighs, legs)).

This work extends the range of clothes designed for disabled people, including not only home wear, but also sportswear, defines the basic principles of choice of sports apparel assortment, and offers designs for every Paralympic sport.

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**LINGUISTIC PROPERTIES OF PRESIDENTIAL SPEECHES  
(BARACK OBAMA'S 2008 VICTORY SPEECH)**

The present paper focuses on the study of linguistic features of formal speech in terms of lexicon, syntax and phonetics using Barack Obama's 2008 Presidential Victory Speeches illustrative material. According to Geoffrey N. Leech and Michael H. Short, the word style, in its most general interpretation, refers to «the way in which language is used in a given context, by a given person, for a given purpose» [1] that is why our research is aimed at:

- 1) determining the spheres of formal style usage in speech;
- 2) recovering the peculiarities of formal style in terms of phonetics, syntax and lexicon;
- 3) pointing out some general and peculiar features of formal style in Barack Obama's 2008 Presidential Victory Speech;
- 4) showing the significance of using formal style in presidential speeches.

The given objectives determine the structure of the research paper. The first chapter is a brief introduction to the theoretical framework, namely stylistics. It gives some general information on the field of its study and characterizes its main branches. The second chapter gives a general survey of the linguistic features in the formal speech and studies the phonetic, lexical and syntactical features and rhetorical devices. The third chapter introduces the number of exact examples from the given speech in terms of all the features mentioned above and explains their importance, with the main emphasis on syntactic features.

In chapter four a conclusion is made, where the main findings of the work are summarized. Some suggestions for further studies are provided, among them the possibility of comparing Barack Obama's Presidential Victory Speech of 2008 with his inauguration speech of 2012 in order to investigate different approaches to the use of formal style devices. We assume that the comparative analysis of Barack Obama's formal speeches delivered on different occasions would enable us to emphasize the privilege given to the formal style.

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### **THE REASONS FOR THE POPULARITY OF FILM SERIALS AS PASTIME NOWADAYS**

«Friends» is an American comedy television film series about the life of six friends. Recognized as one of the best comedy film series in the history of the American television it became the most significant project of the 1990s. The creative team has received numerous awards including six «Emmy» awards and the «Golden Globe» award. The TV film series «Friends» was broadcasted at the American TV channel NBS from September 22, 1994 up to May 6, 2004. The final episode of the film series was watched by 52.5 million people. 236 episodes of the film had a great success in various countries around the world and gained many fans.

The goal of our research was to consider the reasons for the popularity of different film series nowadays. The objectives of the research were to conduct a survey on the attitude towards the American series «Friends» and analyze the results. The methods of the research were interviewing and analyzing.

Twenty people took part in the survey. They were asked eight questions. Based on the survey results, the film series «Friends» was the series for people of different ages. It isn't surprising because the show had been demonstrated for 10 years. So people got used to the film series and the film became a part of their lives. That is the reason for its popularity.

While analyzing the results of the survey we made the following findings.

First, at least 90 percent of the respondents heard of the series. Secondly, the series was more popular on TV than on other means of broadcasting, like the Internet. Nearly 50 percent of the respondents reported that they watched the film series together with their families. It proves the guess that the show is designed for the whole family.

We found out that the popularity of the show can be explained by the fact that the film series' themes matched the relations between people: problems of the show characters, their jokes, their values, etc. The film was close to people and easy to understand and follow. And the most valuable thing in the film series is friendship that is very important at all times. Film series like «Friends» usually meet people's expectations and reflect the major values in life so they will always be in demand.

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### **ADVERTISING IN NOVOSIBIRSK TODAY: CHALLENGES AND OPPORTUNITIES**

In modern society advertising has become a part of our life. It is special human activities that have a long history of development. Advertising can have positive and negative effects on the society and there always have been both supporters and opponents of ads.

Our city is full of advertising: you can see it in many public places, for example, on buses, in the subway, on ATM's, etc. Moreover, people often distribute leaflets in the street. These ways of advertising are more effective than some traditional forms of advertising.

We conducted a survey of 136 students from Siberian Institute of the Russian Presidential Academy of National Economy and Public Administration who answered the questions about ads in Novosibirsk. The survey shows that 71.8 % think that advertising in Novosibirsk is needed because it makes our city brighter and more colorful.

Most students pay attention to the ads in the public transport (41, 4 %), in the streets (31, 8 %) and on TV (29, 6 %). They think that ads make our city worse and it's the waste of money (52). Young people are sure that advertising should be designed by specialists and it should be interesting and professional.

Some good and bad advertisements in Novosibirsk were named and proposals were suggested. In particular, young people offered to create more social ads. In fact, social media ads will challenge old ways of advertising. They emphasize that it's important to follow an official style and language; some special places should be organized for the ads in Novosibirsk.

To summarize, advertising plays a great role in the developing of our city image. Undoubtedly it affects people's lives, their values and health. That's why not only common people, but also the authority of Novosibirsk should pay special attention to the problems of advertising in our city.

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## **THE IMPORTANCE OF CORPORATE SOCIAL RESPONSIBILITY IN THE MODERN WORLD**

Social responsibility has become a fundamental key to business success. Business as a part of society has certain moral, ethical and philanthropic responsibilities. The European Commission defines corporate social responsibility as «the responsibility of enterprises for their impacts on society» [1] The enterprises' activities in the area of corporate social responsibility (CSR) include integration of social, environmental, ethical human rights, stakeholders' interests and consumer concerns into their core strategy and throughout every step of the decision-making process underlying all business operations. Such companies as Coca-Cola, Apple, Verizon, Mars Inc., etc. have made CSR one of the most important aspects of their operations.

Even though CSR is a very popular notion, there are certain arguments against its implementation: 1) CSR involves extra expenditures, thus, minimizing profits and relaying the responsibility on customers through increased prices; 2) most companies lack expertise in resolving social issues. However, it is widely recognized that the positive effect of CSR is greater the costs it entails. Governments of countries from all over the world affirm that all businesses have a direct responsibility for all their impacts and for preventing human rights violation they might cause. The UN Guiding Principles on Business and Human Rights acknowledge the importance of CSR and encourage companies to pursue greater involvement in society. Some countries are now taking steps in order to regulate SCR. For example, profitable companies in India now have to spend every year at least 2 % of their average net profit over the next 3 years on CSR [2].

Sustaining the development of socially responsible business is an important step towards stability and integrity in business, culture and society alike. Therefore, understanding the importance of the role that business plays in social environment is a core competency for current and future business leaders.

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### **SOCIAL MEDIA AND THE WAY IT TRANSFORMS POLITICS**

Social media is changing the way organizations and political figures attract supporters. In the recent years, social networks such as Twitter, Facebook and others have become a major source of news providing faster coverage that reaches millions of users. It has allowed politicians to effectively engage people in political campaigns.

New media serves as a tool for political analysis. It provides a cheap and fast way to measure public opinion. Though a Twitter feed is not necessarily a representative of the general public, if analyzed correctly it gives a good estimate of voter's disposition toward a political campaign. Through social media resources politicians can now sponsor their projects online. Thus, they no longer have to rely on just a few big corporate donors.

Moreover, social tools give politicians a free way to promote themselves. In 2008 Obama's campaign hugely benefitted from using YouTube for free advertising. They turned out to be more effective than TV ads because viewers chose to watch them or received them from a friend instead of having their television shows interrupted [1].

The Internet and social networks let people choose what kind of news they want to see. This selective viewing pattern makes the news consumption much more subjective strengthening bipolar political divide in the society. It affects the way candidates should structure their message to appeal to the electorate.

Besides, social media plays a big role in mobilizing masses and spreading tumultuous tendencies. For example, during recent political upheaval in Egypt much of the conflict played out over social media. Both President Morsi and the military used Twitter and Facebook to post statements that were not simultaneously seen on other forms of media.

The full potential of social media in politics is yet to be explored. However, it is clear that in the near future without understanding how to utilize social instruments candidates would have a hard time getting their way in the political arena.

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### **THE JAPANESE CULTURE OF MANAGEMENT**

So far, there used to be four models of management in the world: American, Japanese, West European and Swedish. The most actual and popular is considered to be the American one, but it's losing its leading position and starting to acquire some features of the Japanese model. For example, practice of lifetime employment – *Shūshinkoyō*. The Japanese management culture is characterized by some specific features that distinguish it from other concepts.

We cannot say that in Japan correct decisions are made only in business sphere: global issues at the governmental level are decided not worse. Let's recall the situation which impressed the entire world — the Fukushima nuclear disaster. At that time, the government immediately directed all the forces to solve such a complicated problem. Their centralization amazes: under the governmental command the Fukushima prefecture was left by its residents practically at once. The Japanese government provided all destitute people with comfortable temporary accommodations.

Those, not knowing the situation from inside, often say: «Tokyo suffers from chronic «thirst for water», «in the capital of Japan fresh water is getting worse because of the Fukushima accident». But in «stores of convenience» that you can find everywhere in Japan, fridges are full of different kinds of water. You can even find water from Norway. With the Japan's technologies the problem of fresh water is not acute anymore: different filters, pumps, and purification systems make life in Japan easier.

Furthermore, we should mention the world known as Japan's waste recycling system. As the territory of Japan is extremely small, even one meter of the area is quite significant. The Japanese did not only come up with new ideas of waste recycling but also passed a law which would be kept in their own interests. Nowadays, everyone has to divide waste strictly into three containers: «burnable», «unburnable», and «recyclable». The «non-recycling» waste the Japanese try to disassemble into smaller parts so they can use it again to produce new goods. After visiting Japan, you understand it's like being out in space. The Japanese post-war economic miracle amazed the whole world: their economy increased so fast and sweepingly to its highest points. We can say about team-building as a specific feature of the Japanese management.

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## **THE ROLE OF NON-VERBAL LANGUAGE IN SOCIAL COMMUNICATION**

Communication is a process of interaction between socially organized creatures by sending and receiving explicit and implicit messages for the purpose of sharing different types of information, such as knowledge, life experience, skills, attitude and emotions. The source (speaker) sends messages coded with the use of sign system and the receiver (listener) decodes and interprets them. Humans' interpersonal communication has two forms: verbal communication, expressed either orally or in a written form by linguistic means and non-verbal communication, expressed by a variety of its aspects, namely:

1) audial non-verbal aspect, which includes: a) para-lingual means involve vocal characteristics (such as tone, pitch and volume); speech characteristics (such as tempo, rhythm, melody and intonation); vocal segregates (uh, hmm, eh, oops etc); breathing, pauses and silence; b) extra-lingual means are the sounds that don't refer to speech and voice (such as laugh, cry, yell, moan, knock etc.),

2) visual non-verbal aspect, which includes: a) general appearance (including hair style, make-up) and dress (including choice of colours and accessories); b) kinesics (body movements and gestures, posture, facial expressions and eye contact; d) tacesics (touch, handshakes, hugs, kisses, pats and strokes); e) proxemics (usage of space between interlocutors, proximity and distance); f) objects and their images; g) graphic means (schemes, tables, diagrams, signs, pictograms); and characteristics of handwriting (size, writing slant, pressure, letter curves and loops, text organisation, spacing, start point).

Kinesics, tacesics and proxemics are culturally determined; meanwhile general appearance, vocal and handwriting characteristics depend on personal individuality. Non-verbal means can be used consciously or subconsciously and serve to: draw the listener's attention and impact on producing the general impression; illustrate or emphasize, double or contradict the verbal message; express emotions and attitude towards the interlocutor or to what was said; control and regulate the flow of communication.

Communication skills involve abilities both in usage and decoding non-verbal signs and are important either in formal or informal communication. Our research which was organized during an internship at school proved the idea that means of non-verbal communication can be successfully used in teaching foreign languages. The combination of verbal and non-verbal signs helps learners to remember language materials.

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### **LIBERAL FEMINISM. THE CASE OF PUSSY RIOT**

The main issue of this work is the study of liberal feminism and consideration of the world-famous works of feminist punk rock band Pussy Riot. Liberal feminism is a movement for equal rights. This course of feminism is reflected in the basic principles of liberalism and democracy.

Pussy Riot is a Russian liberal feminist punk-rock group that organizes their performances in the non-designated places. Participants advocate for women's rights and gender freedom. They fight against authoritarianism. Also their purpose is to reflect its traditional gender roles in the family despotic fixation on physical attractiveness of women and men.

In February 2012 in the chapel of the Epiphany Cathedral in Yelokhovo the members of the Pussy Riot performed a «punk-prayer» Mother of God, keep Putin out, which caused a social dissonance and political disputes.

Nowadays, there is a lot of arguing about the case of Pussy Riot and it divided countries into those which support Pussy Riot and those which are on the side of the Russian government. The Press secretary, Dmitry Peskov, told television channel «Rain» that Putin's reaction was negative, and further expressed his personal opinion that it was a «disgusting» act of the group in the church «with all its consequences."

The Council of Europe Secretary General Thorbjorn Jagland said that he considers the performance in the temple to be unacceptable, but at the same time he claims that it is also unacceptable for the members of the group to be imprisoned.

Romir Research Holding in March 2012, conducted a survey on the attitude of the Russians to the case of the punk band Pussy Riot. The majority of Russians (70 %) reacted negatively, 38 % expressed outrage, while 32 % said that such actions should not be performed in the temple. About 7 % of Russians, not supporting this action, consider that its participants could be understood. Less than 1 % of respondents expressed support for the actions of Pussy Riot.

A survey of 140 students of VSUES, most of whom are females, was conducted. This study has some suggestions for how we can prevent such actions. First of all the authorities should give women more political freedom. It would be rational to have some well educated women in the government. Also it is possible to make special debates classes or clubs where women can learn how to express themselves in political arena. That way we can keep the peace between men and women.

*Тезисы составлены без научного руководителя.*

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### **INTERNATIONAL SECURITY IN THE ERA OF GLOBALIZATION**

In the era of globalization when the world has become much more interconnected and interdependent, there are so many different dangers in the day-to-day lives of billions of people. They are terrorism and separatism, national, religious and other forms of extremism, drug trafficking and organized crime and others. Globalization's impact on the evolution of the relations among states in this key area is contradictory.

On the one hand, globalization contributes to accelerated development of productive forces, scientific and technological progress and ever more intensive communication among states and peoples. The growing interdependence of countries and peoples in every sphere helps to generate new political approaches aimed at creating democratic multilateral mechanisms of managing the international system and hence reliable solution of the security problems.

On the other hand, the role of external factors in the development of states is dramatically increasing. Because of the differences in financial and economic power, the interdependence between countries is acquiring an ever more asymmetric character. The lack of effective mechanisms for coordinating the actions and accommodating the interests of a wide circle of states can be used as a pretext or a justification of the thesis that the acquisition of mass destruction weapons, even in limited quantities, is becoming just about the only way to guarantee security in this unstable and in many ways unpredictable world.

Undoubtedly, the new quality of partnership between Russia and NATO countries and the European Union is an important potential of countering terror. The common task of the world community is to preserve and develop the acquired experience of interaction within the coalition avoiding any unilateral actions that could undermine it.

In conclusion one should say that, the world community is obliged to ensure the right to safe protection against terrorism for its citizens. The solution of this task is possible if an effective code of protecting human rights against terrorism is developed under the UN aegis. It is the UN that is called upon to continue to guarantee that efforts in combating new threats and challenges should have a solid basis in international law.

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## **WORLD TOURISTIC PRACTICES AS A MOTIVATION FOR THE DEVELOPMENT OF TOURISM IN KEMEROVO REGION**

As it is known tourism is one of the most perspective directions in business all over the world. In this paper we will offer some unusual kinds of rest in Kemerovo region. The results of the analysis would be a good contribution to development and maintenance of recreational resources and economy of the region.

Kemerovo region is rather rich with its tourist resources, e.g. Gornaya Shoriya, Kuznetsk Alatau and many others. So for example, one kind of rest can be geokeshing. Geokeshing is the tourist game on finding hidden places where one person creates a hiding place, publishes its coordinates in the Internet, and others try to find it according to these coordinates. Now there is a large number of hidden places in 177 countries of the world.

It is possible to create hiding places in natural, historical, cultural, geographical places. Thus, the simple school subject can be transformed from standard lecture to fascinating process of development of sights in Kuzbass thanks to geokeshing.

The following type of tourism urban trip is created especially for extreme fans and post-apocalyptic romanticism. Urban trip is a research of the thrown buildings, plants, fields, air-raid shelters, military and industrial facilities. The essence of such kind of rest consists in desire to catch the inexplicable, nostalgic spirit inherent in half-ruined structures and buildings, the abandoned plants, etc. Besides, these objects represent scientific interest for many researchers.

The third type of tourism is dzhhaloo tourism. Dzhayloo tourism is one of the youngest types of outdoor activities. Such trip offers a minimum degree of the civilization. People who got tired of city bustle and noise of the megalopolis have an opportunity to live in primitive conditions without civilization.

In Kemerovo region dzhhaloo tourism can be organized both in the Siberian taiga, and in settlements of indigenous people, for example, Shors and Teleuts.

In conclusion it is possible to say that all these types of rest have appeared rather recently, but they already acquire great popularity among tourists of the whole world. In Kemerovo region there are all conditions for their development, therefore, it is worth paying attention to the fact that these directions of tourism are very perspective, and their peculiarities will serve as a good tool to love something new and unusual.

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### **DIPLOMATIC COMMUNICATION**

Communication is a process which links all functions that a supervisor can fulfill without communicating. But communication is not just telling people things. The prefix «co» in communication implies «together», but if you get no response to what you are trying to convey, there is no togetherness about it. [4]

The diplomatic language is the expression used for designation of two various concepts. First, it is the language in which the official diplomatic negotiations are conducted and the international contracts are formed. Secondly, it is a set of special terms and phrases which make up the standard diplomatic dictionary [3].

The official diplomatic language in Europe in the XVIII century was Latin. All diplomatic documents were formed in this language. Since the XVIII century the place of Latin was taken by French [2]. In the XX century English and then Russian began to be applied along with French in the diplomatic intercourses.

Diplomacy is a written science meaning that a diplomat carries out the most part of the time behind a desk. This process takes a considerable part of time for internal correspondence with the government and the Ministry of Foreign Affairs: political letters, different references, characteristics, offers, records of conversations, drafts of instructions for various delegations, drafts of statements and speeches for negotiations and press conferences, memoranda, drafts of agreements and contracts, etc. [1] They also carry out diplomatic correspondence with the government and the ministry of the country of residence.

So first of all diplomacy communication is a social communication, which involves the transmission of messages. They are divided in two parts verbal (consisting of speech) and nonverbal (consisting of body language).

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### **NETWORKING AS A PROSPECTIVE COMMUNICATIONS APPROACH: PRINCIPLES OF ITS ARRANGEMENT**

Networking is a conscious activity to arrange contacts useful in future. This is an important aspect of communication skills both in society and management. Communication networks contain latent reserves to realize managerial functions and get objectives if future. This is the greatest advantage of networking application.

Present-day communications permit of marking networking arrangement's principles. Such principles are of rather ethical and even ideological kind. The description of the most important ones is given below. Connecting is a constant process of giving and receiving. It's a process of asking for and offering help. It means putting people in contact with one other and giving time and expertise. There's an implicit understanding that investing time and energy in building personal and professional relationships with the right people will pay dividends.

Before meeting with any new people it's essential to think of introducing yourself, research who they are and what their business is. Their hobbies, challenges, goals are of great importance – inside and out their business. The result of such preparation should be a one-page synopsis on the manager's person about to meet.

When you meet someone with whom you want to establish a relationship, take extra little step to ensure you won't be lost in their mental attic. Moreover, it requires focus on what you might be able to do for a new acquaintance.

As your community grows, partnering becomes more of a necessity. It becomes a matter of efficiency. One contact holds the key to maintaining all other relationships in his or her network. You can meet dozen, even hundreds of other people through your relationship with one other key connector.

Have a unique point of view. It creates precious opportunity to gain credibility and visibility in your field. Content is a cause, an idea, a trend, or a skill – the unique subject matter on which you are the authority. Be a person of content. To sum it up communications have a great influence on social life or business. To master communication skills contributes to getting more prospects to get succeed in both spheres. Networking as a really effective and modern communication technique. So it requires concentration on building prospective relationships. That means to cope with networking technology.

*Тезисы составлены без научного руководителя.*

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### **THE IMPORTANCE OF LANGUAGE**

Language plays a huge role in our life. In modern society, knowledge of native and foreign languages is a great advantage for all generations. We communicate effectively with our words, gestures, and the tone of our voice in many different situations. Communication drives our lives and makes us better. It forges friendship, cultural ties and relations in many spheres of life.

Language shapes thoughts and emotions that define the perception of reality; it is our cultural wealth of the world. It follows that the language is needed to study methods of modern technology in all fields. It is a well-known fact that the more languages a person knows, the more asset to the company he is. Knowledge of one language is silver, and knowledge of several ones is gold. It contributes to the development of cultural, scientific, technical and economic cooperation among people and nations [2]. When asked why we need to learn a foreign language, 60 % of responders said it was to develop one's mind, 30 % said that it would help them in the future but 10 % said that there was no need to learn a foreign language because it was a waste of time.

The area where the importance of languages really matters is doing business with companies trying to reach global audiences and markets. Knowledge of their language as well as their culture shows that you understand their needs better than any other people.

A language is a real authority. As Rolan Bart said, a language is a «real fascist» which dictates our thoughts and our valuables [1]. You can also prevent your thought by doublespeak. For example, instead of «airplane crashed» you can say «uncontrolled contact with the ground»; «janitor» is really an «environmental technician». The real function of doublespeak is to mislead, distort and circumvent. 60 % of responders said the use of double-speak in their daily life depends on the situation, only 35 % of responders rarely use it, and 5 % do not like it because it is just a way to show off. Therefore, language is the most important benefit of a man in comparison with the animal world.

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## **UNPREDICTABLE NATURAL DISASTERS: FLOODWATERS**

In the last decade floods, droughts, windstorms, earthquakes, avalanches, volcanic eruptions and forest fires have become increasingly common. There have been disastrous floods in Asia, Africa, Central and South America and Oceania. Even prosperous Europe has suffered and large areas of France, Britain and Germany have all been under water. It is not the only economic prejudice but it threatens other spheres of our life. Despite the fact that disasters mostly happen on the particular territories, the whole world unites to fight with them.

The latest horrible disasters are Sandy Hurricane Storm in the USA and a powerful flood in Europe in June 2013 occurred because of incessant rain, as well the «Haiyang» typhoon that resulted in disastrous consequences.

By reason of this natural catastrophe many people lose their shelters, personal property and money. Those who aren't able to run die. It is also a challenge for the government, since the price of damage is enormous.

There are some measures for struggling with this unpredictable natural phenomenon: plenty of various defenses preclude waterways from overflowing their banks; international organizations also deal with such problems and they are also in the constant process of finding a resolution of different global issues; sufferers are supported by the government: it provides them with living facilities; meteorological centers gather information about the areas of risk and predict a probable emergence of disasters.

Such disasters will continue in the future, as over the last century we have warmed the Earth by half a degree of Celsius and raised sea level by 20 cm. Massive efforts to mitigate and redirect inevitable floods have resulted in some of the most ambitious engineering efforts. And due to highly advanced computer modeling, disaster authorities can easily predict with amazing accuracy where floods will occur and how severe they are likely to be. All nations are responsible for universal security, therefore they all cooperate for providing inhabitants living on the life-threatening territories with everything they need to be warned about an approaching disaster and rescued from the menace of natural catastrophes.

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### **PROBLEMS OF INTEGRATION OF IMMIGRANTS IN GERMANY**

The German state has become the most preferable country for immigration in the EU. One-fifth of its population is comprised of immigrants and their children. Also, there is a fact that one-third of children under the age of 6 have the migration background. The stream of immigrants is growing faster. It can lead to serious demographic problems in the future. There is also an interesting fact that 16 million German inhabitants haven't immigrated, but were born in German. The main public opinion of the German society is that those with the migration background cannot fully belong to the German society. The survey in 2008 showed that 46 percent of respondents stated that they had friends and acquaintances among migrants. It's obvious that immigrants must integrate into German society. But the integration can succeed only in case it's a two-way process. Immigrants should be willing to integrate, while the society should be able to accept them. But the integration problem doesn't seem to be an important issue for the government.

Currently a major problem is the integration of Islam migrants, for only 5 % of the German population is Islamic. To reach a successful integration, the government should break strong stereotypes about Islam immigrants. The image of those immigrants is characterized as undemocratic, backward and intolerant to other faiths. People with Muslim background have difficulties in the social and economic spheres.

But not only Islam migrants experience a hostile attitude. The root of the hostility is religion. The differences between two different religions generate conflicts. They arise mostly in social areas. For instance, in German schools we can see a big problem with Muslim and German children. The conclusion is that the government must make some efforts to cope with these contradictions. Actually, they have made a major step in creating a dialogue between the German state institutions and members of Muslim communities. The step is «The Deutsche Islamkonferenz». This dialogue is productive, relevant and should be continued.

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### **SOCIAL NETWORKS IN THE PROCESS OF GLOBALISATION**

Globalization is a process of interaction and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology. This process has effects on the environment, on culture, on political systems, on economic development and prosperity, and on human physical well-being in societies around the world.

A social network is a social structure that is made up of a set of social actors and a set of the dyadicities between these actors.

Globalization means that we can be connected to all cultures and products around the world. Since the beginning of the world, people have been striving to become more connected to those, who are far away from them. Through trade routes, electronic money transfers, and global corporations, people everywhere are closer than they have ever been.

The media informs and connects people across borders and has the power to create a global public space, where collective awareness is raised and transnational discourse takes place. This power results most obviously from the media reporting and the coverage of global events and issues. Internet services provide people with the possibility to not only consume information from all over the world, but also to contribute to either information about different events with an enormous speed or even their thoughts and opinions. The global connectivity of Internet users through services such as You Tube or Twitter makes it possible that some of these news stories could find their way through the world raising a global discussion without the help of any media institution or media professional.

One of the first social networks was Facebook. It was created by Mark Elliot Zuckerberg, an American programmer and businessman in Internet technologies. This one website revolutionized the way people could connect and share information. Facebook is a prime example of modern day globalization.

Nowadays social network is a powerful tool of social and political technologies. They unite people of different religions, nationalities, business areas, ages and interests.

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### **THE CONCEPT OF A UNIVERSAL LANGUAGE**

The topic of this work is the concept of a universal language. Since the advent of human communication there has been a problem of language barriers and it exists today. As the solution is proposed to introduce into our lives a single universal language that could unite the whole world and which would help to create a society without limitations in understanding each other. The purpose of this report is to test the hypothesis of the possibility of creating an ideal universal language in today's world [1].

The object is the process of communication through the language. The subject of the study is the development of a universal language. The hypothesis is whether the creation and the existence of a universal language are real.

The results of the investigation showed that the attempts to create a universal language have already existed and the most successful of these models are being improved and developed. For the most objective judgment, a survey was conducted. The criteria of a universal language have been identified and the model of an ideal universal language has been created. On this basis, it was found that none of the currently existing universal languages do correspond to the proposed model of the ideal language.

The results of the studies led to the conclusion that there are three solutions to the problem of the universal language, these are:

1. Universal languages basically have no lexical or grammar structures in contrast to the languages we got used to meet in our life.

2. Finding a universal language is a utopian idea. Finding a universal language or refusing from existing languages can cause some other problems such as the degradation of our society.

3. The problem will exist as long as people express their thoughts through the words, so we propose to establish a communication path avoiding the currently existing methods of communication [2][3].

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**STATE POLICY IN THE SPHERE OF ORGANIZATION OF THE  
PROCESS OF PHYSICAL EDUCATION IN RUSSIAN  
INSTITUTIONS OF HIGHER EDUCATION AND ABROAD**

Human health is a capacity for performing the functions of our organism to keep and maintain its vital activity [2]. The problem of healthy population is a matter of concern in Russia. About 160 thousand diseases were registered in 100 thousand of people according to the data of Federal Research Institute for Health Organization and Informatics of Ministry of Health of the Russian Federation in 2010 [3]. These statistical data reveal the drawbacks of state policy. The policy of the Russian Federation and most developed countries of the world as well, are aimed at keeping and improving the health of their citizens. One of the trends is to increase the amount of people playing sports in secondary and higher educational establishments of the country.

There are two issues to be considered: facilities availability and low interest of students. The government does not do much to provide Russian educational establishments with material resources. We can observe the evident difference between the Russian and American policies comparing the renewal of sports grounds, equipment, saying nothing of their facilities.

American teenagers realize that playing sports is a pledge of success and being ill isn't prestigious and is rather expensive. Unfortunately, among Russian students sport has not become a trend yet. Sport scientists' opinion is that the Olympic Games in Sochi will make sport in Russia more popular.

But there is a paradox, which is as follows: in spite of a big number of facilities and opportunities of using sports grounds, stadiums, tennis courts, golf clubs, the majority of American people are overweight [1]. As a result, people begin to doubt the western model of promoting sport. They wonder what is missing in American policy and if it is worth copying the American way of solving the problem of national health of young people. The solution of this issue can be rather complicated and requires the efforts of not only specialists and experts, but of some students' associations and public organizations as well.

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### **PROBLEMS OF COMPENSATION FOR MATERIAL DAMAGE IN THE DEVELOPMENT OF MODERN CRIMINAL LAW**

Today the problem of compensation for material damage caused by crimes is important and it can be charged under both criminal and civil proceedings. However, civil and criminal parallel investigations would provide significant benefits to the civil claimants. In particular, the civil lawsuit in criminal case is exempted from the state tax. The most optimal conditions for identifying the foundation proof a person to bear civil responsibility for the damage are created. The procedure in a civil case allows avoiding re-examination of the circumstances of damage in civil proceedings.

The review of the current legal literature and law has been carried out and which has focused on the compensation for material damage caused by crimes. It has revealed that there are serious problems in this sphere. Here are some of them.

1) There is a problem of the victim's claim satisfaction in a «not guilty» verdict.

2) The law does not require property damage limits, thus many of the judges do not make objective assessment of damages.

In this connection our research has revealed that there are a number of ways we can overcome this serious problem. We can offer some ideas that can help improve legislative standards.

1) It is advisable to expand the list of measures of initiating a civil lawsuit in the criminal proceedings.

2) It is necessary to recognize a common-law right of the civil claimant to increase or decrease claims as well as to legalize the right of the civil claimant to sign a settlement agreement according to the civil lawsuit.

3) It should be logical to change of Art. 213 of C. Pr.C (Criminal Procedure Code), guaranteeing the rights of the civil claimant to know materials in the proceedings of a criminal case and a criminal prosecution.

In conclusion, some special steps ought to be taken to improve legislative standards in the nearest future.

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**THE RUSSIAN FEDERATION AND THE REPUBLIC  
OF KOREA: CURRENT ECONOMIC RELATIONS**

Bilateral relations between the Russian Federation and the Republic of Korea have been rapidly growing since the establishment of diplomatic ties. The bilateral trade reached a record high of \$25 bn. two years ago [1]. Favourable and predictable investment climate, diversified commodity structure and transport connection should be created for mutually beneficial cooperation and further growth of trade between the two countries. Nowadays, there are four main alternatives of overland connection of the Trans-Korean and Trans-Siberian railways: Russia (Khasan station), China (Zabaykalsk station), Mongolia (Naushki station), and Kazakhstan. Junction through China implies that the cost and time of delivery will double. Moreover, there will be additional customs clearance operations and formalities. Mongolia's scenario is similar to China's scenario, with one more country involved. Junction through Kazakhstan assumes the implementation of the TRACECA project.

The connection of the Trans-Korean and Trans-Siberian railways through Russia is a major project in cooperation between Russia and the Republic of Korea. «The Transport Strategy of the Russian Federation till 2030», which prioritizes the reconstruction of the North Korean railway section Khasan-Rajin to be connected with the Trans-Siberian railway and the creation of a container terminal in Rajin (the Democratic People's Republic of Korea). The railway section was opened in September 2013. During the reconstruction on the Khasan-Rajin railway section, 18 bridges and 3 tunnels over 4.5 km long were built or fully modernized [2]. Junction of the Trans-Korean and Trans-Siberian railways will attract investments, increase goods turnover between the countries and provide an opportunity to enter the European markets.

In the long run, Russia and South Korea are strategic partners with lots of prospective fields of cooperation, e.g. nuclear weapons, technologies, machinery and electronic equipment and nanotechnology.

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## **ECONOMIC AND ADMINISTRATIVE RESOURCES OF INVESTMENT ATTRACTIVENESS IN KEMEROVO REGION**

Kemerovo region possesses high natural resources and industrial potential, and also a set of climatic, geographical conditions, experienced staff and other factors. All these factors represent the attractiveness of the region.

However, despite this potential, there is a certain number of problems, concerning the investment process in tourist area. One of the most significant is the industrial orientation of the region economy. The main contribution to industrial production is made by the coal industry and metallurgy. A low level of branch diversification of economy causes dependence on raw materials. The most part of investments is transferred to these traditional branches of industry. In addition, investments into economy are connected with different risks (risk of dependence of economy from the world industrial coal and metal markets, risk of deterioration of resource base, environmental risks and so on). However, the region has favorable reputation in investment and bank community what can influence investment appeal of the region.

Nowadays it is important to invest in such spheres as social and cultural sphere which include such branches as health care, education, science, art, culture, sports, tourism etc. Significant growth in investments is connected considerably with active investment policy from Kemerovo Local authorities on providing formation of favorable investment conditions in the region. So, in the «Increase of Investment Appeal of Kemerovo Region for 2012—2015» program a number of actions for increase of investment appeal of the region are provided.

Thus, to solve these problems, it is possible to take the following measures for the development of investment activity in Kemerovo region: administrative support of the projects; forms of providing the state support of investment projects; creation and development of economic preference zones; infrastructure creation for development of innovative productions; development of state-private partnership.

In conclusion it is possible to point out that attraction of single investments is not enough. Creation of a comprehensive plan on creating favorable conditions for investment activity can result in consistent and effective investment policy that will promote increase in the investment into fixed capital, economic growth and social stability.

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### **PECULIARITIES OF WORK MOTIVATION OF THE YOUNG (BASED ON THE SURVEY OF KEMGUKI STUDENTS)**

Russia's transition to a free market economy requires institutions to increase the efficiency of activities on the basis of the effective forms of management and modern methods of personnel management. In these conditions the most important issue is how to maximize the effectiveness of human resource management. Motivation is «the process of encouraging ourselves and other people to work to achieve personal goals or objectives of the organization». With reference to management, for the first time the problems of motives and incentives were raised by Adam Smith who believed that humans are governed by selfish motives, permanent and non-stop desire of people to improve their financial situation.

Defining motivation of labor as the tool to increase the resources use efficiency, one should determine the motives to work. They often include herding (the need to be in the team); the motive of personal self-assertion typical for a significant number of workers, mainly young people; the motive of independence inherent to the employees who are ready to sacrifice stability and higher salaries to being the master and running own business; the motive of reliability (stability), opposite to independence; the motive of acquisition of the new (knowledge, things) which forms a great part of market management; the motive of justice and the motive of competition.

To determine the type of a motivated employee among students who are in the fifth year of the specialties «Management» and «Social and cultural activity» of Kemerovo State University of Culture and Arts we made a survey among 24 students (17 females and 7 males). Out of them, 19 people can be attributed to the type of professionally-motivated employees, who, in the first place, are planning to realize themselves in their future professional activity; 3 people can be referred to as the type of «master» motivation, because they aim at opening their own business; 2 students can be called «instrumentally» motivated employees, as they see themselves not so much in the profession, as in any area, but with high salary.

Thus, basing on this study, we conclude that the younger generation of labor resources is motivated to a greater extent in the implementation of their professional knowledge and skills acquired in the period of training in a higher educational institution.

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### **THE ROLE OF PROFESSIONAL ETHICS IN PROPHYLAXIS OF CORRUPTION**

The development and improvement of professional ethics is a necessary element of the mechanism of anti-corruption. In scientific literature professional ethics is considered as a set of specific moral requirements or a regulatory system with a clear theoretical basis. The most important ethical principle of a modern Russian civil servant is the principle of the rule of law. The violation of this principle is caused by social vulnerability of the civil servant, his dependence on his superiors, low level of legal culture, instability of personal values etc.

Specialists in the sphere of human relationships classify all people according to their moral values: 1) «I always behave according to high moral standards». 2) «I mainly behave according to high moral standards». 3) «I sometimes behave according to high moral standards». 4) «I seldom behave according to high moral standards». 5) «I never behave according to high moral standards». (William J. Betker).

What position do students choose? The analysis of the survey of 53 students showed that the first and fifth positions were not mentioned. From the total number of the respondents, 42 people chose the second position (82.5 %); 7 people chose the third position; 1 person — the fourth position (1.5 %). Two students (3 %) do not refer themselves to any position, explaining it by the fact that one can learn oneself during all their life, and it is difficult to make a choice in the atmosphere of unhealthy competition.

Avoiding the first position, the students are guided by the reflections of personality maturity. The observation of moral norms in all life situations is the highest indication of mature personality. The second group of the respondents considers that to behave morally «most time» is quite an acceptable position, but not always profitable for achieving success.

They agree that moral principles and professionalism is a profitable approach. In the long-term perspective the people will always lose if they live without sticking to moral principles. The words of the wisest Solomon are timely today, too: «The ways of evil people are like darkness, they never know where they will stumble».

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### **VALUE BASED MANAGEMENT AS A CONCEPT OF FINANCIAL MANAGEMENT**

Organizations in the contemporary world formulate strategies to propel their operations and enhance competitive edge in line with their respective core values. In order to do this, an organization should be in the forefront of establishing a unique approach to both internal and external issues. One of up-to-date approaches to identify and realize value potentials within an organization in order to attract and retain long-term investors remains a value based management (VBM) system. This approach ensures that organizations are run consistently on value (normally: maximizing shareholder value). By applying VBM, organizations should pursue the following objectives:

1. Creating Value (ways to actually increase or generate maximum future value  $\approx$  strategy).
2. Managing for Value (governance, change management, organizational culture, communication, leadership).
3. Measuring Value (valuation).

Value is created only when organizations invest capital at returns that exceed the cost of that capital. VBM extends these concepts by focusing on how organizations use them to make both major strategic and routine operating decisions. An important part of VBM is a deep understanding of the performance variables that will create the value of the business. The VBM concept is widely used all over the world. The author investigates the financial management system of one large Russian organization, namely Aeroflot Airlines, which includes the following key value drivers: an operating margin, tangible assets, costs of debt capital and intangible assets. In Aeroflot Airlines VBM does not seem to be fully integrated in the system of company's management. That is why the grass roots level is not as effective as it was supposed to be because the front line managers do not understand either the approach or the key value drivers of the company. Obviously, the entire concept can't be integrated in the form it is used in American and European leading organizations and, therefore, should be adjusted to the Russian market settings.

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### **INTERNET AND ITS INFLUENCE ON TEENAGER'S LANGUAGE**

The history of the Internet started in the 1950s and 1960s with the development of computers. It came to Russia in the 1990s.

According to Public Opinion Fund data for autumn 2012 94 % of people aged 13—18 use the internet several hours everyday. The Internet audience continues to grow. The most active segment of RuNet consists of young people aged 14—33.

The popularity of the Internet among young people brought to appearance a large amount of anglicisms — English words or phrases that are used in another language by endings, prefixes, etc.

Influence of the Internet on young people's lives, especially on their standards of speech can be demonstrated by describing the results of the research. It was made among 16-year-old pupils of school number 100 in Novosibirsk. A questionnaire has been composed to reveal how often teenagers use borrowed words. It contained 50 anglicisms used on the web.

We also put four questions in our questionnaire. They are:

- Do you know what these words mean?
- Can you give the definition of the word?
- Do you use it?
- What Russian word can you use instead of this anglicism?

All pupils noted high frequency of the use of English borrowings (90 % know what these words mean). The highest degree of frequency (80-100 %) is among the words like 'follow', 'retweet', 'like', 'screen', 'flash', 'drive', 'kick'. The lowest usage (20-40 %) is 'check-in', 'off topic', 'blogosphere', 'subject' and 'check-in'. But the most striking fact is that there is no word that our respondents didn't recognize at all.

The conclusion can be made that anglicisms became an integral part of the Russian language among teenagers. They admitted that sometimes it is easier to use a borrowed word than to pick up the Russian equivalent.

Development of the Internet took years and now it has a huge impact on the changes in the Russian language usage among teenagers, in particular. As they are to be adults one can say that many words borrowed from the English language will stay forever and many more words are about to come with the development of information technologies.

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### **GLOBALIZATION AND ITS NEGATIVE ASPECTS**

Globalization has become one of the most influential forces, shaping the future course of our planet. It affects all areas of public life, including economy, politics, social services, culture, ecology, safety, etc. It is for sure that globalization has both positive and negative aspects. Its positive impact is connected with the effect of competition to which it inevitably leads, while its negative effect is related to possible conflicts some countries might be brought in. Globalization is possible due to several crucial things. Firstly, due to technological progress leading to a sharp reduction in transportation and communication. Secondly, the liberalization of the world trade which is considered to be a very important source of globalization. The third source of globalization is the expansion of the activities of organizations that results from technological progress. And the fourth premise of globalization is possible because of the achievements of global unanimity in the assessment of the market economy and free trade system.

The costs and conflicts of globalization are mainly caused by three controversial issues. The first problem refers to the issue of who benefits from the process. In fact, most of the benefits will be received by the developed countries and individuals. Some opponents emphasize the possibility of global income convergence, arguing that the economy of poor countries is growing more rapidly than that of the rich ones, but many analysts think that it is a moot point. The second discrepancy is connected with the fact that local economic fluctuations or crises in one country can have regional or even global consequences. Such a possibility is not just a theoretical one, but is quite real and confirmed by the crisis in Asia. The third controversy of globalization relates to the growth of fears that control of the economy of individual countries can move from sovereign governments to the most massive states, multinational or global corporations and international organizations.

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### **RESEARCH OF POTENTIAL BUSINESSMAN FEATURES IN BARNAUL**

The problems of Barnaul market infrastructure, features of historical economy development of the country and mindset of its participants cause the need to control agents of the new type market economy.

To find out the characteristic features of potential businessmen in Barnaul (in the context of the government program «You are a businessman») we asked its participants some questions. 67 people were involved. The survey showed that 73 % of the participants have no experience in business and 25 % do, but currently they are not registered as businessmen and only 2 % of the participants are registered as businessmen, but they are not performing any activity. As for the reasons to do business 34 % of the participants said that it's a great opportunity for self-realization, 30 % want to get profit, 25 % like independence from the employer, 10 % see in business activity an opportunity to change society's life, to help their country, region or city. 19 % of the participants chose other variants.

As an obstacle for realization of a business activity 66 % of the participants chose lack of necessary knowledge. 60 % of the respondents underlined lack of start capital, besides, 19 % of potential businessmen have a fear to fail and lose money. It's interesting that 9 % of the participants chose as a hardship the lack of government support. 7 % of the participants see no difficulties or problems to start business activity, 6 % have a difficulty to create a business idea, for 3 % there is a problem in study or age.

However, as for financial sources, 34 % of potential businessmen count on government support. This percent is rather high in contrast to 3 % of participants, who are ready to take credit, and shows that future businessmen are scared to do their own activity on the market. Only 7,5 % of the participants want to attract private investors and use investment trusts. 39 % of the participants plan to use their own money for their business projects. As for types of a potential business activity, 61 % of business ideas are related to service sector, 29 % to manufacture and 10 % to commerce. It's important to say that 13 % of all named projects have to do with social industry. It means that people are ready to solve problems of local importance on their own.

The results of the research show problems and future tendencies of small business development in Barnaul.

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### **THE PROBLEM OF CONSUMERISM IN MODERN SOCIETY**

Consumerism is defined as the chronic purchasing of new goods and services. The consumer revolution of the turn of the nineteenth century was caused by the crisis in production; new technologies had resulted in production of more goods, but there were not enough people to buy them. So, society adapted to the crisis by convincing people to buy things and by creating a new ideology of pleasure.

Compared with the 1950s, today we own twice as many cars per person eat out twice as often and enjoy other endless commodities that were not around then — big-screen TVs, microwaves, laptops, mobiles and other devices.

However, inequalities in consumption are stark. The Third world consumes much less than developed countries. Globally, the 20 % of the world's population in the highest-income countries account for 77 % of total private consumption expenditures, while the poorest 20 % account for just 1,5 %.

The driving forces of consumerism are:

- advertising that convinces us we're not beautiful enough, popular enough, smart enough, or whatever enough, unless we purchase what they're selling;
- 'buy now, pay later' schemes that give us an opportunity to purchase anything without saving up;
- the 'More' principle that aimed at convincing people that they need more and more stuff.

The group that is highly influenced by commercialism is the young audience. According to statistics, \$15-17 billion is spent by companies advertising to children in the US and the average American child watches between 25,000 to 40,000 television commercials per year.

The roots of children consumerism are in the 1920s. In 1929, there was conducted a White House Conference on Child Health and Protection. The conference report concluded that children were independent beings and advised parents to give their children their own furniture, toys, playrooms, etc.

Nowadays, as children grow up, they are continually bombarded with limiting media stereotypes on what it is to be a girl or a boy in today's world. We can see that driving forces listed above work there too.

So, we can see that consumerism and consumption are at the core of many, if not most societies. The impacts of consumerism, both positive and negative, are very significant to all aspects of our lives, as well as our planet.

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### **WORK AND TRAVEL PROGRAM AS A FORM OF INTERNATIONAL COOPERATION: EXPECTATIONS AND REALITY**

The Work and Travel USA program began its development in 1961 when the U. S. Congress adopted the «Mutual Education and Cultural Exchange» Act. The purpose of that decision was to increase understanding between U. S. citizens and citizens of other countries and develop international cooperation. This program enables students from all over the world to come to the United States for a period of 2 to 5 months during their summer vacation to work, travel, and exchange cultural traditions.

The main goal of this research is to examine Russian students' expectations from the «Mutual education and cultural exchange» program. A lot of students join this program every year. Statistics show that in 2008 the program reached the maximum number of participants. There were 153 000 students from the whole world. In Russia the program became known only in 1994.

The basic methods applied in this research are a questionnaire survey, comparative analysis and statistics. 200 students, mainly from Vladivostok State University of Economics and Services, were interviewed for this study.

At the first of stage of the research it was found out that 67 % of respondents are aware of the Work and Travel program and would like to take part in it.

Respondents were asked to highlight their expectations before the trip and the results they achieved during the trip, as well as to specify other issues related to their participation in the program. Here are the results.

The students mostly hoped to solve their language problems via participating in the Program. Thus, the most popular answer was «To improve spoken English» (91 %). «To travel» and «To find new friends» were second and third popular answers, they got 80 % and 75 % respectively.

According to the questionnaire, 90 % of the students really improved their spoken language. 85 % of the students found new friends. And only 30 % had an opportunity for traveling.

Finally, it must be noted that 70 % of the participants positively changed their attitude toward international cooperation, 25 % remained unconvinced, and 5 % of the participants did not change their attitude. Such a positive relation to Work and Travel Program will help to reach understanding between Russian and American nations.

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### **THE MATTER OF USING THE RENEWABLE ENERGY SOURCES IN SWEDEN**

The development of renewable energy sources is the key factor of energy security. This kind of sources as compared with other sources has a range of benefits. They are inexhaustible, their location on the earth is more uniform and they don't harm the ecology.

Sweden is one of the leading countries in the area of using renewable energy sources. For a long time it has been realizing projects of introducing energy of the sun, water, wind and biofuels in different sectors of economy. For Sweden its plans are even more important because of the dependence on foreign markets. Because of that by 2020 Sweden is going to work out the conditions which can help to eliminate this dependence on fossil fuel.

By 2020 Sweden is planning to raise the portion of renewable energy sources in its total output to 50 % or even more. In order to achieve this purpose, the country stimulates their use in the producing and transport sectors with the help of subsidies and grants. It also provides benefits to the businesses which use biofuel and exempts them from taxes. Thus, nowadays there are 240 companies producing biogas in Sweden. In 2008 there were established about 900 wind mills.

The main obstacle to distribution and implementation of renewable energy sources projects is scarce finance. The projects need lengthy financial support. They are also in need of huge investments. Despite this the sphere of renewable energy sources is developing in Sweden very rapidly. The significance of these energy sources is very important.

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### ANTI-CRISIS MANAGEMENT: FOREIGN EXPERIENCE

Living in the world of exchange relationship requires the ability to deal with such an imprescriptible part of it as crisis (hereinafter crisis). Crisis can be defined as an unexpectedly emerged problem, which claims immediate actions made; otherwise this problem leads to extreme consequences [1].

They distinguish the following phases of crisis in a firm: crisis of strategy, structural crisis, crisis of efficiency, crisis of liquidity, insolvency of the firm, bankruptcy. A particular crisis doesn't have to include all of these phases; it may stop on one of them. Anticrisis management is a summation of preventive crisis measures and reaction to the unexpected circumstances. One can speak of the following types of anticrisis management (hereinafter ACM).

**Do-it-Yourself Crisis Management:** the leader or owner of the company makes an attempt to deal with a crisis situation by his own strengths, even though he doesn't have special knowledge or a corresponding specialist among the personnel of the firm. For example, Tylenol Crisis.

**Turnaround Management:** in case leaders of a company, which has problems, realize that they are not able to cope with them, turn to the services of a competent specialist in the field of anticrisis consulting. For example, Bankruptcy Legislature.

**Workout:** in the cases of threat of financial obligation default against an investing private bank, this bank forces the company to take anticrisis measures. For example, London Approach.

**Crisis manager:** in case leaders of a company realize they have serious problems and the present leadership won't manage it, they invite a crisis manager not as a consultant, but putting him on the executive position. For example, Lee Iacocca.

**Integrated System** is supposed to include preventive measures and contains all of the mentioned ACM types. For example, warning and guiding announcements. Integrated System proved to be the most effective because it includes all of the advantages of previously worked out ACM types, it is the most up-to-date system, and it is successfully used in public administration.

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### **INTERACTION OF LAW AND MORALITY ON THE EXAMPLE OF MARRIAGE**

This report provides some research on whether law ever forms morality. The topic is explored on the example of marriage because this institution troubles modern society as the demographics of marriage has changed greatly in the last 50 years [1]. There are a lot of surveys showing what changes have been experienced by this social institution in timeline and how society has been taking control over it. As stated by law, marriage is a formal union of a man and a woman, by which they become a husband and a wife. Being inextricably linked, marriage and family have some differences [2]. One of the definitions of family is «fundamental social group typically consisting of one or two parents and their children.» So we can say that traditionally marriage was a step to produce a family.

In ancient times the attitude to marriage and family was regulated by customs. But with the development of society people were in need of a stable structure of relations between a man and a woman. For the next centuries marriage was a good way to ensure economic, political and sexual hierarchies. Domestic partnerships were not recognized by law. For example, illegitimate children had no legal rights in relation to the families of their parents.

In the Age of Enlightenment with changing morals, feelings started being of value. Laws of many countries responded to these ideas by some new regulations, for example, facilitating the procedure of divorce. With women gaining economic independence in the XX century social significance of marriage was lost. And there occurred some changes in legislation, for example, legal discrimination of illegitimate children was abolished.

Recently, an alternative for the legal marriage in the form of a domestic partnership has gained its popularity. Today marriage is often preceded by a prenuptial agreement. This is enshrined in the laws of many countries. Summing up the report, we see that law changes according to social beliefs and attitudes. Law and morality tend to match each other in a particular historical period [3].

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### **INFLUENCE OF BANK INVESTOR RELATIONS ON ECONOMIC PROCESSES DEVELOPMENT**

Financial PR is becoming increasingly important in the practice of companies and organizations' relations with their public. In this connection the objective of our study is to analyze the current status of financial PR in Russia by the case of Investor Relations (IR)-services in banks. The tasks are to study the present state of the bank Investor Relations, find out the main problems and ways of improvement in this area.

In modern Russia scientific research of investor relations, in general, and in banks, in particular, is one of the topical scientific questions because Russian institutional investors, unlike their Western counterparts, show little interest in the study of this extremely profitable aspect of companies' activities. Trust and reliability is of paramount importance because even slightly tainted reputation can result in huge losses [1].

There are five issues related to the crisis of confidence:

1. Negative thinking and attitude to commercial banks;
2. The complexity of bank accounting, its inaccessibility to non-professional analysis;
3. Bank rating obsolete even before it is published;
4. The problem of forming a favorable image of Russian commercial banks;
5. Inadequate information about the rating of the bank.

To sum up, we agree with the opinion, that it is important to strengthen image in all directions (in the eyes of competitors, authorities, clients and staff). Information policy of the bank should have a clear goal, which it wants to achieve at a fixed time. It is important that leaders at all levels pursue a unified information policy. All the public statements made by bank representatives should have a unified concept [2].

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### **THE RELATIONSHIP OF LEGISLATIVE AND EXECUTIVE AUTHORITIES OF THE RUSSIAN EMPIRE IN THE EARLY TWENTIETH CENTURY**

Peace evolutionary upgrade of a variety of sectors of society is possible only in conditions of close cooperation between different branches of government. Of great importance in this process is the relationship between the legislative and executive branches. The executive and legislative branches have been formed in the State Duma in Russia for centuries under the autocracy of the Romanov dynasty [1]. Due to these circumstances, its dependence on the head of state was full and unconditional, as all Russian political relations were in the hands of the emperor. The executive power under the laws of the Russian state is exercised by the Council of Ministers. According to Russian scientists who have explored the mechanism of functioning of the various branches of power in the Russian Empire at the beginning of the twentieth century, Russia has not had any practice of a united government and the collective responsibility of the members of the current policy.

The relationship between the legislative and executive powers in accordance with normative legal acts of Russia is realized through some control of the legislative chambers. In general, as the analysis of historical documents shows, the State Duma, as a parliamentary institution and as a branch of the legislature because of the limitations of its authority, was not able to transform itself into a political system of the country, while the executive branch, which was entirely in the hands of the emperor, as far as its status and authority was concerned, was significantly higher than the parliamentary institution.

Thus, the historical experience of the relationship between the legislative and executive power in the Russian Empire at the beginning of the XX century, teaches that the development and consolidation of democracy in Kazakhstan society is not possible under the dominance of one branch over the other branches of government. Only strict adherence to the principle of separation of powers and checks and balances can contribute to the dynamic development of the democratic state and civil society in independent Kazakhstan.

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### **THE ART OF COMMUNICATION BETWEEN DIFFERENT CULTURES**

Communication is a great gift that the nature prepared for us. But as there are a lot of different cultures in the world, people meet a great deal of difficulties in giving information and being sure that they will be understood as they want.

Last summer I had a great chance to go to China and to work as a teacher there so I want to share my experience and tell about challenges and problems that I had to cope with. And I would also like to give some advice on how to deliver your ideas properly to people whose style of life and customs are different.

Teachers might face the following challenges: students (different culture, different ages, different life styles), lessons (how to make them effective in existing conditions, how to make people talk and what examples to give during classes), every day activities (cinemas, walking, etc.).

Keys to successful communication:

1. First question that you must answer during your communication is «So what»? You cannot give just facts or examples, because sometimes they do not understand them. You should explain what this fact will give to them. Do not say that Past Simple is a second form of the verb or to be in the forms of was and were! Tell them that using this time they will be able to say about things they did yesterday or month ago or years ago. This tense will help them to build interesting communication. And after that make them give some examples of this tense.

2. Describe something without using a lot of terms or difficult words.

3. Do not position yourself as a teacher; become their friend.

4. Keep it short and simple.

5. Make people believe you by believing yourself.

I am sure that these things are the most important in communication. Take the main goal, add your passion to the things you do and, as a result, you will get incredible interaction full of understanding.

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### **DIFFERENCIES BETWEEN AMERICAN AND RUSSIAN VOLUNTEERING**

Nowadays volunteering is generally considered as an altruistic activity and is intended to improve human quality of life. There are a lot of benefits which volunteering can give. Our study focuses on different types of volunteering and its differences in the USA and Russia.

In Russia volunteering has always existed in different forms, as we know the examples in history: service of nurses, Timur and pioneer movements, various societies for nature protection, etc. The concept, content and form of modern volunteering began to shape in the 1990s, with the emergence of non-profit and philanthropic organizations. The term «volunteer» was defined in the Federal Law «On Charity and Charitable Organizations» as «Volunteers are citizens who take part in charity work in the form of unpaid labor in the interests of the beneficiaries including the charitable organization.» Today, this movement is developing very quickly. We cannot emphasize certain principles of volunteering in Russia yet, but according to the Russian Public Opinion Research Center (VTSIOM) 53 % of Russian people worked as volunteers at least once from 2009 to 2011.

The situation differs in the USA. In the beginning, volunteering was just a form of help for military needs. Only after World War II did people direct their altruistic passions to other areas. Nowadays volunteering has deeply rooted in the American society. It is based on several principles: 1. Skills of volunteering are taken on at young ages; 2. Volunteering philosophy is based on the idea of «giving back», i.e. a person gives back everything he got from society; 3. American law and business promote and encourage volunteering.

Taking into consideration everything mentioned above we can say that the heart of volunteering is very similar everywhere and encourage people to do good. However, its forms can differ due to the history and the quantity of attention from organizations and the government.

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### **AN INCREASING ROLE OF INTERNATIONAL ORGANIZATIONS**

In modern system of international relations the key role is played by the nation-states. The first international organizations were created in the spheres of economy, transport, culture and social interests of the states. As for their mission they were all meant to develop joint cross-border cooperation in a non-political sphere.

Growth of the international organizations, globalization, the end of the «cold war», multi-polarity promoted the role of multilateral diplomacy in world politics. Modern multilateral diplomacy is a part of the «new diplomacy», which is much more public and open than the «old diplomacy» of the past centuries. Modern diplomats have to master their professional skills of how to deal with journalists, correspondents and mass media specialists both on a bilateral and multilateral level.

Given many international intergovernmental organizations, the nation-states have real opportunities to correlate their national interests and state sovereignty with the requirements of international cooperation. It is wrong to consider that participation in such organizations inevitably leads to restriction of the state sovereignty of nation states. Participation of certain sovereign states in an all-increasing number of intergovernmental organizations is having a crucial impact on the nature of their bilateral relations with other subjects of the international relations, while considerably narrowing the scope for foreign policy maneuvering.

Accelerated globalization will lead to a further increase in the number of international organizations. Cooperation of the states within the intergovernmental organizations will be more and more understood as the extension of national mechanisms in defining and finding a solution to the relevant task. It will lead to rapprochement of domestic and foreign policy of the states. The states will demonstrate eagerness to share their sovereignty with the international organizations that can facilitate their role and value in international relations.

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### **SOCIAL MEDIA MARKETING IN RUSSIA**

Social media marketing (commonly referred to as SMM) is one of the most important types of online marketing where businesses are marketing their products or services and brands on social media websites like Facebook, Twitter, Vkontakte, etc. Social media marketing is very important for small businesses because of its inexpensiveness and ability to reach a large number of targeted audiences within less time and very little efforts.

Forbes announced that 94 % of corporates are using social media and 85 % said that it had given their business more exposure. According to the research, Vkontakte is one of the most popular social networks in Russia. Its audience in Novosibirsk is 1.17 million accounts. Thereby Vk.com is the most appropriate platform for promotion if the target audience is people at the age of 16 to 34. The store of sports nutrition «Bestway Now» is one of these organizations. It has its own website and a community in Vkontakte.

There are several directions of social media marketing. One of the most important among them is marketing communication. It consists of 4 tools: monitoring of social networks, promotion, work with a reputation and customer support. These tools are used in the work on the promotion of the «Bestway Now» in the Vkontakte community. Promotion is provided by filling this page with the content about sports, nutrition and everything that can be interesting for the audience. The monitoring helps to know more about novelties in this sphere or about actions of competitors. Work with the reputation means that we obtain feedback from the followers by the number of «likes» and comments. Customer support is provided by different consultations and discussions about trainings, proper nutrition, etc.

In relation to the store «Bestway Now», the group received more than 5000 subscribers in just 1 month. It helped to expand its target audience from wholesale to retail buyers. 30 people write to the owner to buy the nutrition after visiting the group in Vkontakte every week. Using these tools properly a company would build its reputation faster and gain a loyal and faithful audience.

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### **PROFESSIONAL SKILLS OF TEACHERS OF FOREIGN LANGUAGE**

In constantly changing conditions of modern life the problem of development of professional competence of students is widely considered in scientific literature. It must be admitted that a teacher's personality has to be developed equally with theoretical knowledge. As P. F. Kapterev noticed, «Personality of the teacher in the learning process takes the first place, these or other qualities will increase or decrease the impact of educational training» [1]. Such qualities include theoretical training and personal talent of teaching, his moral and volitional abilities. If we talk about moral qualities, such feelings as love to children and to teaching have to be mentioned. Notwithstanding we should separate it, because even if a teacher is fond of teaching, they may be apathetic to children; on the other hand, if they love children, they might not possess any teaching abilities. Therefore, it would be preferable to combine features of these feelings. It is from this angle that one must seriously consider this problem.

Also for becoming a complete personality it is useful to develop background knowledge. In her paper, N. V. Kosharnaya defined the term general training not as «omniscience», but the ability of holistic thinking, which covers integrative individual line of scientific knowledge» [2]. It provides better understanding and thus solving social issues.

Another important factor in training teachers is becoming of their practical activity, which includes organizational and communicative activities. In addition to the personal and professional qualities it's necessary to develop professional skills during training in the educational institution. In modern society, students with pedagogical skills have the opportunity to not only master theoretical knowledge, but also to use the skills and experience during the teaching practice, which greatly improves their professionalism and preparedness of students to teaching.

In conclusion, it is important to have not only the professional theoretical knowledge, but also psychological qualities laid down in the personality of the teacher, such as love and respect for their profession.

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### **THE FINANCIAL CRISIS OF 2008**

The relevance of the topic is that the financial crisis in Russia was, is and might happen. Since the summer of 2008, Russian economy has undergone a major economic meltdown, largely due to the global financial crisis.

The objective of this paper is to trace the chain of consequences and the factors of the crisis.

The tasks are to trace the chain of factors: restraint of demand → occurrence of financial difficulties → economy effort prompting → reduction of salaries → a new wave of reduction of demand → manufacture decrease → reduction in demand on consumed commodity-material assets → growth of the direct and latent unemployment.

Then we would like to consider some factors. Here are some of them:

1. Large presence of foreign capital on stock market of Russia.
2. Absence of considerable amounts of «long» money.
3. Dangerously increased private external debt.
4. Structural disproportions of real sector of economy.
5. High inflation compared to developed countries.
6. Large budgetary expenses.
7. Monetary policy.
8. Economy «Overheat».

The essence of our work is to convey information about how the crisis has penetrated into Russian economy, how to overcome and prevent negative consequences, consider solutions to the crisis and the statistics.

In conclusion, we would say that this topic is quite important. The impact of the crisis on the economy of Russia is still insignificant and affects mainly the financial sector.

We think it is unknown what will happen in Russia in the future, but we certainly hope that it will be bright.

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## **ETHICS AND PROFESSIONAL RESPONSIBILITY OF A LAWYER IN INTERNATIONAL SOCIETY**

This paper deals with the problem of correlation of ethics and professional responsibility of a lawyer in the international legal community. With the intensive development of international law and the formation of high-quality legal systems of present-day countries we cannot ignore the fact that the professional responsibility and ethics of a lawyer begin to play an important role not only for self-interest, but also for the interests of a society, their country and a legal profession.

A professional lawyer requires special skills, which are not legislated by any legal system in the world, and their notions come from the concept of law and the legal system of the modern society: rule of law; personal intelligence (organic inability to dishonest acts); loyalty, subjective belief in the rightness of ongoing business, sincerity, recognition and respect for the rights of others.

Having listed the main skills of a lawyer, working in an international legal society, we address the question: how to make them generally binding for all and whether there is any need for doing this. The question seems to be quite controversial. For this reason, to bring a solution lying in the plane of absolute positive response or a response that reveals only negative points of this phenomenon is impossible. On the one hand, the existence of a system of moral principles that underlie the activity of the lawyer will greatly facilitate the work of the latter because it will serve as his philosophical and methodological guidance. On the other hand, to provide and legislate an exhaustive list of all the moral principles of a lawyer is not possible because each person is an individual and is a carrier of a larger or smaller number of these moral principles in different combinations.

To sum up, in our research we tried to reveal the main requirements to ethics and professional responsibility of a modern lawyer, which are not influenced by the differences between continental law families. In conclusion it should be noted that every minister of Themis must be true to people, law and their country. However, the professionalism of lawyers is not only in combining all of the above-mentioned qualities, but in remaining honest to their conscience.

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### SOCIAL COMMUNICATION ON THE INTERNET

What was communication like before the Internet appeared? We communicated only with those who we lived, learned and worked with, and those who were within our geographical territory.

With the proliferation of the Internet it became easier to communicate — you can easily and simply write a flash message to a friend in Seattle, in real time, to see how your vineyards in Spain grow, and send a business proposal to a CEO of Apple just in 2 clicks [2].

What is the main advantage of using the Internet for communication?

Speed is the main thing that the Internet gives us. The Internet has given us the opportunity to increase the pace of our lives and not waste time on message delivery. Those actions for which it was necessary to go through half the globe can be done in a moment.

Modern communication on the Internet is based on the principle of social networks where if one says — thousands hear immediately [1]. In social networks there is an option — social graphs for which any person can find another according to certain criteria — interests, age, place in society, etc. All of us may write what is up on his or her personal page, and subscribe to updates of interesting people.

In addition to speed, the Internet has given us the opportunity to communicate with the world without leaving your bedroom. With the Internet, you can read how to make a delicious cocktail for a party, how to make a good deal, how to make your first million, and how to spend it better. You can write to Barack Obama, you can complain to your ISP or ask a girl out — all this can be done without leaving home.

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### **WEB CONFLICTS**

The Internet is a unique global media that is rapidly growing. Currently its audience is nearly two and a half billion people, and by the end of this decade half of the world population is going to become Internet users. The variety of social interactions has moved to the cyberspace. People use the Web to share their ideas, emotions, interests which, of course, cause conflicts. According to McFadden, Roggensack, Sherwood, Sullivan [1], and Gartzke [2] the topic of social conflicts on the Internet has not been researched enough. There is even no clear classification of social conflicts that occur and develop within the new media. Though, the Web is full of conflicts.

We can define a Web conflict as a type of the information conflict characterized by the media (a website or a web application) used to transmit and receive messages by the conflicting parties. Such conflicts can arise and develop in such popular Web environments as social networks, Internet forums, blogs, video or photo hosting websites, video games and other Weblocations. Web conflict parties can operate with different types of Web content: text, images, videos, audios, and their combination.

A Web conflict classification can be based on the following principles:

The type of the media that depends on the usage of websites and/or Web application: Internet forum, social network, blog, microblog, etc. A complex Web conflict can involve usage of different media.

The size of a conflict. Conflicts can be small (interpersonal), medium (inter-group and person-group) and massive. This criterion describes quantitative characteristics of the conflicting parties involved in the process.

Other Web conflict classification foundations include duration and openness.

The classification of Web conflicts can be used in further research as the basis for Web conflict analysis. Better understanding of the conflicts in the Web is important for conflict resolution and conflict management process.

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**THE STUDY OF HEAVY METALS (Zn, Cu, Cd, Pb)  
ACCUMULATION DYNAMICS IN THE LEAVES OF URBAN  
GREEN SPACES**

The level of soil chemical contamination characterizes the adverse effects of exogenous chemicals on human health. Indicators of the level of soil contamination are the ratio of the chemical concentration (Kc) and the total pollution index (ZC), which characterizes the effect of the association of chemical elements in polyelement pollution. According to the total ratio of pollution a grading scale of soil pollution hazards has been developed. According to the degree of soil contamination it is divided into four categories: acceptable — Zc less than 16, moderately dangerous — Zc 16-32, dangerous — Zc 32-128, extremely dangerous – Zc more than 128. The works of many researchers have shown the connection between the chemical composition of plants and elemental composition of the medium. Apparently, there are genetic and environmental factors of the elemental composition of plants. Their priority varies depending on the environmental conditions; considering technogenic pollution the environmental factor occupies the leading position. The research results also indicate that some plant species are able to accumulate high concentrations of heavy metals and exhibit resistance to them, while other plants tend to reduce the intake of heavy metals by maximizing their barrier function.

Despite the differences in the ability of plants to accumulate heavy metals, bioaccumulation of the known elements has a certain tendency, which allows us to classify heavy metals into several groups: first — the elements of intense absorption (Cd, Cs, Rb); second — the average degree of absorption elements (Zn, Mo, Cu, Pb, As, Co); third — weak absorption elements (Mn, Ni, Cr) and the fourth — the elements inaccessible to plants (Se, Fe, Ba, Te). The research aim is to identify patterns of change in the content of heavy metals in leaves of different species of trees, depending on the remoteness of urban transport and the characteristics of the wood. The research objectives: 1) analysis of literature on the forms of heavy metal accumulation in the leaves; 2) laboratory work analytical performance; 3) identifying the cause and nature of the resulting distribution of heavy metals. Practical applications of the given research proceed from the fact that the analysis of the accumulation of gaseous pollutants by plants and products of their transformation in the leaves of green plants can be used as a kind of environmental impact assessment instrument.

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### **APPLICATION OF FOREIGN STAFF MOTIVATION PRACTICES IN RUSSIA**

In today's Russia staff motivation is one of the actual scientific questions. The main objective of our research is to study the feasibility of application of foreign countries' staff motivation practices in Russia. The main tasks are to share some practical knowledge, which was acquired during the training course in Germany from May to November 2013, about the innovative experience in the area of staff motivation in different foreign countries and to make a conclusion about the appropriateness of their application in Russia.

In the course of the study we found out that Staff Motivation Model in Germany is an employee's personality-oriented and based on the following principles: Open personnel policy, Achievable goals, Bonus System, Clear explanation of the job responsibilities, Good salary, Reliable team, and Feedback in the form of recognition.

Doing our research in Germany we came across other examples of staff motivation, which are applied widespread in world practice. I will focus on one of them. It is a system of five simple steps. The steps are: motivate YOURSELF first, get to know your employees, use smarter goals, delegate authority and work out a reward system. But one should remember that blind copying of any models does not bring any results. When trying to apply practically any foreign country's experience it is important to take into account the mentality and peculiar properties of Russia.

The analysis of the foreign countries' management staff motivation experiences shows that a properly designed and successfully implemented system of staff motivation can lead to an increase in productivity and, as a consequence, an increase in the companies' profits, as well as to staff satisfaction with their work.

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### **INTER-ETHNIC INTERACTION AS A FACTOR OF DEVELOPMENT OF DIALOGUE OF CULTURES IN KAZAKHSTAN**

The globalization process causes close interaction within different ethnic groups and nationalities. Scientists define that the most perspective way of interaction between nations is development of the dialogue of cultures — the feeling of empathy and tolerance [1].

Kazakhstan is a unique country with multicultural diversity. UN Secretary General Ban Ki-moon noted that cultural diversity is an essential constituent of human development [2]. In Kazakhstan there are about 130 nationalities: Kazakhs, Russians, Ukrainians, Koreans, Germans, etc.

Kazakhstan adheres to the principle of equality of every nation. All conditions for national self-expression are provided for each citizen. There are about 195 specialized language centres where languages are taught to children and adults [3]. Most of schools in Kazakhstan are polylingual. Children study Kazakh, Russian and English, besides, the languages of national minorities can be studied in national centres or at Sunday schools.

The president N. Nazarbayev emphasizes that the ethnocultural diversity gives a chance for cultural exchange. The country has its own basic principles of policy providing the dialogue of cultures. The first one is a balanced language policy; the next one is an active process of revival of national cultures. And the last principle is an inter-confessional dialogue. The Congress of Leaders of World and Traditional Religions in Astana has become a significant contribution to the development of global dialogue among civilizations [3]. The Assembly of the Peoples of Kazakhstan is a unique public institution representing the rights of cultural diversity [4]. Kazakhstan represents a positive experience in the world practice of the solutions of inter-ethnic problems.

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### **TRANSNATIONAL COMPANIES AS A SUBJECT OF INTERNATIONAL RELATIONS**

When studying the international companies (IC), we usually face lack of information. The roles of Coca-Cola and IBM in the U. S. economy and the role of the United Nations Organization and the World Trade Organization have been well analyzed. For most of us it is obvious in what way the UN influences the politics and the Microsoft Company influences the economy. But how do such ICs as Coca-Cola, DHL or Microsoft influence or, quite possible, get influenced by the international relations sphere? What is the role of these financial giants in the system of international law?

First of all, it is their place in the system that must be examined. International relations can be divided into the following groups: international economy, law, culture and politics. We consider the ICs to be the subjects of international economic relations, but in fact they are simply the tools. The subject of international economy is the economic ties of two or more states or between an international organization (e.g. WTO, WBG or WBC) and a state/s. International culture and politics also determine cultural and political relations as their subjects. The only group that is left out is international law, which is divided into two subgroups as well: international public law and international private law. And among all the subjects of private law there are those ICs we have been looking for. The role of ICs depends mainly on two interconnected sources. One of them is the power given to the financial companies through interstates' agreements. A good example is the power and influence exercised by the Russian company GazProm both through the Russian authorities and by means of gas agreements Russia keeps with their partners as the Agreement on Gas Cooperation between the Russian Federation and the Ukraine 2009. The second source of power of ICs is their role in international organizations through which ICs can pursue their interests, though in a limited way.

To sum up, the role ICs in the international relations sphere is difficult to define. For ages ICs have been playing different roles in the international politics but have never been fully accepted as the rightful actor of the international relations.

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### **CHINA-INDIA RELATIONS: CONFLICT OR COOPERATION**

China and India are two biggest powers in Asia being the second and third largest economies globally. They have real power to influence international relations and processes. The relations between China and India are attracting more and more attention.

There are two contrary opinions on the Chinese-Indian relations. The first point of view is called a realistic one, which states that each of the two emerging powers would fight for dominance in the Asian continent. This opinion is based on a range of problems between these two countries, such as disputes about the demarcation of the border lines, competition for the influence in Asia, limited connectivity and communications, the Indian trade imbalance caused by the differences in economic development, multi-lateral relationships. Also, both countries have nuclear weapons and that implies a danger of war and military conflicts between them.

According to the liberal point of view, China and India are two emerging markets in a more and more interdependent world, where trade sustains peaceful co-existence. It could be ensured by the importance of economic ties for both countries. Actually, nuclear weapons could also be considered as a deterrent to the military conflicts. Besides, some problems which are mentioned here are not so vexed.

To sum up, the bilateral relations between India and China are not perfect and they have problems, which both countries tend to solve together in a peaceful way.

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## **PROFESSIONAL ETHICS OF LAWYERS IN THE MODERN SOCIETY**

In this paper we address the issue of moral principles of the lawyer in the modern society. The reason why we chose this subject is a visible tendency of diminishing morality in a modern society and law.

The activity of a lawyer directly affects the rights and legal interests of a person and therefore a legal activity must agree to such terms as «responsibility», «morality», «ethics» and «justice». A problem of trust to a profession of a lawyer is much debated at present. The society does not trust lawyers and it comes from the fact that lawyers act in a way which might diminish the authority of the profession or damage the reputation. A responsible lawyer cannot and should not be entitled to treat their legal activity with professional negligence, as the lawyer must execute their professional function, which is governed not only by existing law, but also ethical principles and moral rules. In the professional activity a lawyer who wishes to act ethically must abide by the rules of the law, which are fixed in ethical codes, legal principles and traditions of this profession.

This profession is specific, and should be regulated not only by the rules of law but also by the rules of morality, insofar as this activity itself contains not only legal aspects, but also moral ones. In this particular case we are talking about awarding the status of «the lawyer» which carries with it certain responsibilities and status rules. In addition to this, special rules should guide a lawyer in his/her activities, these rules representing something akin to benchmarks in their activity.

One more important feature of ethical standards is the avoidance of conflicts of interest. The lawyer's duty to act in the best interests of a client means that the lawyer should maintain the confidentiality of information which the client has disclosed to him and disclose to the client information relevant to it.

The problem resides in the clash of law and morality, the choice between following the «letter of the law» or moral principles and human norms, the contradiction between the moral rules and rules of law fixed in ethical codes.

In conclusion, professional lawyers should be ethical and responsible because they directly influence people's lives. They should be responsible for their legal activity and follow the rules of law fixed in ethical codes.

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### **MECHANISM FOR PROVIDING THE CONSTITUTIONAL RIGHTS OF ACCESS TO JUSTICE**

In the Russian Federation the government's duty is to observe and protect the rights and freedoms of a man and citizen. (articles 1 and 2 of The Constitution of the Russian Federation). However, the formation of a constitutional state and civil society is obstructed by bureaucratic structures and formal nature of many democratic institutes.

The main role in providing rights, freedoms and legal interests of citizens belongs to the Russian prosecutor's office, which controls activities of practically all public authorities. The institution of the Commissioner for Human Rights occupies an extremely important position in the system of authorities, which protects human rights. When the violation of rights and legal interests of a certain person is detected it takes measures to reestablish the person's rights.

The judiciary is the core of the mechanism on which the government relies when it forms the policy of the judicial protection of rights and freedoms of a person. According to the research of M. S. Sirikm, it is necessary to increase openness and promotion of the judiciary, to support information accompaniment of the judiciary altogether. Also it is necessary to spotlight in press problems and difficulties of the judicial reform being conducted.

On the grounds of cases analysis, it can be said, that their role increases. Consequently, one of the independent directions in the implementation of the state policy in the field of judicial protection of the rights and freedoms of man and citizen should be to create opportunities for Russian citizens to appeal to international organizations for the protection of their violated rights.

With that said, it is possible to offer to strengthen the conceptual position of the state policy in the sphere of judicial protection of individual rights and freedoms in respect of improving the organization of general jurisdiction courts with clear lines of jurisdiction to review the clear statutory categories of cases. It will, on the one hand, improve the professionalism of judges and other participants in the process, on the other — create an effective mechanism for accountability of law enforcement agencies.

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### **ANALYSIS OF VIRTUAL PROPERTY REGULATION**

With the process of globalization the Internet has integrated into every person's life. By the end of 2011 the number of people who regularly used the Internet amounted to about 2.3 billion people. It shows the importance of this social phenomenon. News sites, social networking, games — this is what we face every day. Great social importance is acquired by so-called MMORPG. An example of exchange and sale of virtual goods and virtual money between players are various games, an example of such games can be — Line Age 2, World of Warcraft and other games in the genre of MMORPG.

Such transactions, therefore, as the purchase and sale of virtual goods and virtual money practically are not taxed, but the total turnover in the Russian Federation on rough estimates is really significant. The phenomenon of the agreement of purchase and sale of virtual goods and virtual money has turned into massive, global, transactions carried out by players — residents of the Russian Federation, not only with the players-residents of the Russian Federation, but also with other players who are citizens of other countries. Transactions track is quite difficult, so cash payment of the contract of sale can be done mainly by players who live in the same city where other transactions are carried out with the help of non-cash payment, bank transfer. These circumstances indicate that the acute problem of taxation of these transactions.

Often, players meet the challenge of their virtual property theft, breaks by means of accounts, that is, account hacking, hacking game servers and other means of theft of virtual property. At the moment, the players do not have any opportunity to defend their rights in law enforcement bodies of the Russian Federation, i.e. the ownership of the virtual values to be protected is almost absent. The author believes that the law enforcement authorities of the Russian Federation could be the intermediary between the players and the administration of server virtual spaces to facilitate the exposure of the offender, etc.

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### **PROBLEMS OF MIGRATION IN THE ERA OF GLOBALIZATION**

The idea of a world without borders has received great interest amongst researchers, politicians and sociologists. Our study looks at the «Migration without Borders» scenario that gives us a world organization where people would have the right to move freely from one country to another, settle down, live and work where they wish. On the one hand, poor countries could send their workers abroad and benefit from the money and skills when they get back. On the other hand, western countries need immigrants not only to counterbalance ageing populations but also to perform the tasks their nationals avoid.

If to expand our understanding of globalization, then is it not puzzling that goods, information and capital circulate freely while human beings do not. This idea is supported by Catherine Wihtol de Wenden, from Sciences-Po in Paris, who develops a human rights perspective and concludes that the moral grounds to restrict people's mobility are thin.

Relying on the Universal Declaration of Human Rights, which states that «everyone has the right to leave any country, including his own, and to return to his country» (article 13/2), one can't help noting the disturbing paradox that sees people being deprived of their right to emigrate by the absence of immigration possibilities. Moreover, migration controls generate major human costs, from the deaths of unregistered migrants to the social vulnerability of those living clandestinely in receiving countries, and heavily policed borders may ultimately threaten the democratic foundations of Western countries.

«Migration without Borders» has important social implications. Human mobility could be managed in terms of welfare, citizenship and democratic institutions. Free migration would then not jeopardize the receiving societies but foster intercultural contacts, thus leading to societies based on openness and tolerance.

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### **THE ENGLISH LANGUAGE AS LINGUA FRANCA**

None of the artificial languages ever invented by mankind has become a world language. Natural languages are still used as means of international communication. Due to the world globalization and the rigid competition, a necessary requirement for a professional demand and career development is knowledge of foreign languages, especially English. In the course of globalization English turns into a universal language — lingua franca [1]. New international organizational structures represent cultural space where a language of the world communication is necessary.

In 2005 the European commission adopted the document on «new frame strategy of multilingualism». In this strategy the knowledge of English is actually considered as an indispensable condition of participation of all European countries in the new community dealing with education, economics, politics, and health care [2].

Factors that have contributed to the worldwide spread of English over the past century are the development and explosive growth of the new communication technologies. They gave us an opportunity to communicate on a global scale. Taking into account various international organizations using English as the dominant working language (the United Nations, the World Bank, the World Health Organization, the International Monetary Fund) it is obvious why English has become a world language [3].

In conclusion, it is necessary to emphasize that for a language to become a truly world or global language it has to be recognized for its special communicative role in most countries worldwide. English is the most widespread language in the diplomatic world, in international relations in the sphere of culture, science, business and politics. English leadership as means of international communication in the modern world is indisputable and conventional. Thus, by the beginning of the XXI century the spreading of English has become planetary.

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### **THE WORLDWIDE GOVERNANCE INDICATORS**

Since the earliest years of human history, groups of people living together have needed rules to regulate their daily lives. Small, pre-industrial societies chose leaders to make and enforce the rules by which they lived. People didn't take any part in rulemaking. But as cultures developed, people became interested in making rules or laws that governed them. Moreover, the governments people establish can influence and even change their lives in many ways. Nowadays, there are special indicators which help to understand the quality of government management. They are called «The Worldwide Governance Indicators» (WGI).

WGI are a research dataset summarizing the views on the quality of governance provided by a large number of enterprises, citizens and expert survey respondents in industrial and developing countries. This data is gathered from a number of survey institutes, think tanks, non-governmental organizations, international organizations, and private sector firms.

WGI project reports aggregate individual governance indicators for 215 economies over the period 1996—2012, for six dimensions of governance: 1) Voice and Accountability, 2) Political Stability and Absence of Violence, 3) Government Effectiveness, 4) Regulatory Quality, 5) Rule of Law, 6) Control of Corruption.

For instance, Denmark has the following points: 1) 99; 2) 87; 3) 100; 4) 100; 5) 99; 6) 100. It is well-known that Denmark and Norway are the best countries to live in. Australia also has high governance indicators. They are: 1) 95; 2) 74; 3) 95; 4) 97; 5) 96; 6) 97. The Russian Federation has rather low indicators: 1) 23; 2) 21; 3) 42; 4) 39; 5) 25; 6) 13. The figures given below indicate how youngsters from Novosibirsk, Russia and Sidney, Australia, interviewed by the author evaluate the efficacy of their leaders' work. The Australian young people gave the following marks (1-minimum; 10-maximum) for each indicator: 1) 8,7; 2) 7,3; 3) 8,6; 4) 8,3; 5) 8,6; 6) 9,4; while Russians marks were as follows — 1) 3,94; 2) 5,68; 3) 5,02; 4) 5,05; 5) 4,84; 6) 3,44.

This difference in evaluation is a visual index of government work. Human happiness depends to a considerable degree on the kind of laws that governments enact. We should create new ways to improve our system of government management.

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### **MODALITY IN LOGISTICS**

At the present stage of development of the economy «methods of logistics act as a reliable tool for increasing competitiveness in the markets, and the diversity of logistics operations and services can significantly enhance the ability of commercial and intermediary organisations which service suppliers and consumers.» [1] Companies that currently operate in the logistic services market aim to optimise time and costs of their customers by transporting cargoes, finding solutions to the problems at customs, inventory management, warehousing, storage of goods, etc. However, in cases of international cooperation the problems making the organisation of cargo transportation process difficult may often emerge. It entails certain financial losses. One reason for this problem is disunity in international logistics terminology. That explains the lack of understanding between logistics companies operating worldwide, given the intermediate language is English.

We have conducted a comparative analysis of concepts such as modality, multimodality, intermodality, unimodality, trans-modality and a-modality in English and Russian languages. As a result it has been found that these terms have some differences in meanings. Besides, some authors speak about adjacency of some concepts in domestic logistics, for example multimodality and intermodality, as well as intermodality and trans-modality. [2] If we refer to the intermodality term, Yu.G. Goodin suggests the following definition: «Intermodal or multimodal transportation of goods is international (usually extremely long-distance) container transportation of goods, which are carried out at «door to door» principle and according to a single through-document by different modes of transport.» [3] Comparing these two concepts, we can easily note the similarity in their definitions.

Thus, we can conclude that modern logistics terminology requires unification to solve economic problems.

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### **THE ROLE OF KAZAKHSTAN PEOPLE ASSEMBLY IN THE FORMATION OF INTERCULTURAL DIALOGUE IN THE FIELD OF EDUCATION**

Current researches show that the dialog of cultures as a form of tolerant, peaceful relations, established between the representatives of various ethnic and language groups, cultural communities is the most promising in the choice of human's landmarks.

Since the first days of independence, consolidation of Kazakh society and ensuring a full-fledged co-existence of all ethnic groups have become the basic trend of the state national policy. The Kazakhstan people Assembly, established on 1 March 1995, has become one of the main instruments, promoting interethnic relation harmonization in the complicated atmosphere of post-soviet Kazakhstan. One of the main factors of national unity in the country is education and upbringing of the young generation of Kazakhstan in compliance with values of tolerance and harmony. In this field a number of measures have been implemented [1]. More than 100 national and 170 weekend schools work in the country where 23 native languages are taught. 29 divisions on teaching 12 native languages work in three schools of national universities [2].

The cultural project «trinity of languages» was supported by Kazakhstan people Assembly. Moreover, interactive teaching methods are introduced in pre-primary, secondary, vocational and technical educational institutions. This year a compulsory course «Basics of religion studies» is implemented in schools in order to increase awareness and knowledge of religion by the younger generation [3].

Thus, it is evident that the work of the Assembly of people of Kazakhstan, aimed at the formation of a national unity, and the dissemination of ideas of intercultural and interethnic harmony is successful. And measures implemented in education sphere will ensure the preservation and development of ethnic and cultural diversity in Kazakhstan, as well as further implementation of the formula «unity — through diversity».

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### **MOTIVATION OF PUBLIC SECTOR EMPLOYEES**

This paper addresses some issues on motivation as a key instrument to improve job performance. Employee motivation has long been a central research topic for scholars and practitioners (James Perry James, Wise Lois, Annie Hondeghem). As a result, an abundance of theories and approaches have been developed in order to explain the nature of employee motivation in private and public sector.

This article sets out 14 motivational factors gleaned from 9 motivation theories. The Public Service Motivation theories postulates that public employees are unique and differ from their private sector counterparts insofar as they are driven primarily by intrinsic motives rather than extrinsic ones, such as financial rewards.

Researches specified four motivational factors as the most important ones for public employees: job security, interesting work, autonomy, and work-life-balance.

Problems of motivation of public servant arise during economic recessions and political challenges faced by governments. So practical ways are in need to help motivate public employees to be productive and get «more for less».

In this paper we explore experience of such countries as Holland, Germany and France. Researchers suggest training of civil servants in order to increase professionalism, aimed at forming strategic thinking and leadership development, job rotation within the organization, including local bodies, providing job challenges, etc.

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## **INTERNATIONAL AND SOCIAL TRANSFORMATIONS IN THE ERA OF GLOBALIZATION**

The report touches the problems of various transformations considering globalization. Globalization is a process of international integration arising from the interchange of world views, products, ideas, and other aspects of culture [1].

The advances in transportation and telecommunications infrastructure, including the rise of the Internet, are major factors in globalization, generating further interdependence of economic and cultural activities.

The environmental challenges such as climate change, cross-boundary water and air pollution and over-fishing of the ocean are linked with globalization [2]. Globalizing processes affect and are affected by business and work organizations, economics, socio-cultural resources and the natural environment.

There are several stages of globalization: archaic globalization, proto-globalization and modern ones. The aspects which we include in Global Business Organization are: international trade, tax havens, international tourism, international sports and others. It is well-known that the problem of globalization faces both support and criticism. The proponents of economic growth, expansion and development, in general, view globalizing processes as desirable or necessary to the well-being of human society. The antagonists view one or more globalizing processes as detrimental to social well-being on a global or local scale [3].

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## **THE ROLE OF INTERNET COMMUNICATIONS IN CREATING TOURIST IMAGE OF THE REGION**

The task of increasing tourist attraction of the region at the moment is especially relevant and, in this regard, studying the possibilities of attracting foreign tourists to Kemerovo region is of particular interest. In order to solve this problem, we turned to the analysis of non-traditional ways of attracting tourists.

The object of our study is communication online resources for the purpose of increasing inbound tourism. We have considered three resources of fundamentally different orientation. First, it is a specialized network for studying foreign languages *busuu.com*, promoting a new concept of a foreign language learning, the essence of which is as follows: here anyone can practice their language skills in live communication. In the process, you can tell not only about yourself, but also about your region, and even offer to visit your place, recommending visiting some sites or just good hotels. The resource also developed models of tasks in the course where you can supplement them with information that is not available to people of other cultures.

The world's largest social network *facebook.com* gives you an opportunity to organize thematic groups and invite everyone who wants to find out about the unique nature of the Siberian region or to see it personally. We found the following group on *facebook.com*: GOTO Baikal. On this site there is also a group about Kuzbass, where you can add a variety of information and photographs, as well as invite people into it. In addition, there is a group «Siberia», which is, perhaps, even larger and more popular. In this group, you can also find and post useful information about our region.

Another option to attract potential tourists is the site *tripadvisor.com*. This resource gives you an opportunity to get acquainted with various tools and to share your experiences or reviews. It is highly advisable to place information about Kuzbass and Siberia here, as this site is very popular in foreign countries.

At present, the Internet is an important aspect of modern life. The use of communication online resources is an effective way to establish friendly contacts with foreigners, and in the course of communication to describe the advantages of your native land. Thus, the Internet resources can play an important role in enhancing the tourist attraction of the region.

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**DEVELOPMENT OF METHODOLOGY OF MARKET ANALYSIS  
OF AN INTERNATIONAL COMMERCIAL  
COMMUNICATION SATELLITE**

The methodology of international commercial communication satellite market analysis is a complex of research methods employed to gather and analyze the data of the current market situation which in its turn is a major milestone in the manufacturing of commercial communication satellites and fosters release of competitive product and search for potential customer.

The purpose of this research is the development of international satellite market situation research and analysis methodology in order to accelerate making the right decisions in the satellite manufacturing process.

In order to attain the specified goal it is proposed to use several economical and mathematical research methods:

1. multivariate methods (first of all factor and cluster analysis), whose founding principle is the analysis of multiple interrelated variables. For instance, definition of a new product competitiveness based on its technological level, price and production costs;

2. statistical data processing methods (determination of main estimators and values);

3. regression and correlation methods, employed to determine the relations between the groups of variables which statistically describe the activity of research subject;

4. simulation methods, employed when the variables influencing the market (for instance, political events) elude definition by analytical methods;

5. statistical decision-making theory methods, employed for stochastic description of potential customer reaction to the change in market situation.

Performing an analysis of the international commercial communication satellite market research data with the help of certain methods (simple regression analysis, correlation analysis, multiple analysis) it is suggested that an optimal analysis methodology should be developed. It can speed up the reliable data obtaining process.

As a result of the performed analysis data assessment in a general concept of the overall view of the market structure and dynamics (and a specific research subject – the company, its possibilities and its product effectiveness regarding the end user requirements) will be developed.

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### **GLOBALIZATION AND SOME NATIONAL ISSUES**

This report addresses some of the issues of globalization in a broader sense meaning international integration. The term «globalization» refers to the reduction and removal of barriers and borders in order to facilitate the flow of goods, capital, services, labor, and growth of cross-cultural contacts. Whereas having a positive impact, globalization is viewed as a threat by some critics. Anti-globalists are concerned that it can lead to small nations' customs and values being faded away.

This process is also accompanied by a high level of migration. Some critics of globalization claim that immigrants become totally indistinguishable from members of the other groups. But representing native ethnic culture, ethnic migrants display an aspiration to preserve their national traditions. The typical characteristics of the ethnic culture are conservatism, continuity and focus on cultural tradition [1]. The migrants tend to unite in Diaspora and create ethno-cultural communities. They celebrate their national holidays; create media, religious associations, festivals and national institutions to make their compatriots citizens familiar with their culture. Furthermore, the evolution of communication facilities are giving rise to opportunities for the members of migrant national communities to develop transnational linkages between homeland and host country in preference to assimilation [2]. There are 54 registered ethno-cultural communities in the Altai region; the biggest are German and Kazakh ones. There is also a special organization called «Association of ethno-cultural communities of Altai» which takes part in organizing interregional and international festivals and holding the annual «Day of Tolerance». There are well-known Russian communities in the USA like Brighton Beach and Rego Park.

Thus, in spite of globalization and cultural assimilation, there exists a necessity to preserve the diversity of national cultures. Citizens should respect traditions of minorities and be tolerant for them.

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## СЕКЦИЯ НЕМЕЦКОГО ЯЗЫКА

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### **DIE ZUSAMMENSETZUNG UND DIE STRUKTUR DES KOMMUNALEN HAUSHALTS AM BEISPIEL DER GEMEINDE KUMHAUSEN**

Meine Arbeit basiert auf der Erfahrung, die ich während meines Praktikums im Rathaus der Gemeinde Kumhausen (Bayern) im Oktober 2013 gesammelt habe. Ich habe in der Finanzverwaltung des Rathauses gearbeitet.

Der Haushaltsplan für zukünftiges Jahr wird in laufendem Jahr erstellt. Zuerst wird der Haushaltsplan von der Gemeindevertretung in öffentlicher Sitzung beraten und nach der Abstimmung beschlossen.

Plangemäß müssen die Ausgaben den Einnahmengleich sein. Wenn ein Budgetdefizit entsteht, muss man Deckungsquellen finden. Eine der Quellen ist die Beschaffung der landwirtschaftlichen Flächen und ihr Weiterverkauf als Baugrundstücke (ein solches Instrument gibt es in Kumhausen); es bietet sich noch eine Möglichkeit — die Kreditemächtigung.

Es war für mich interessant, dass deutsches Haushaltssystem in Verwaltungs- und Vermögenshaushalt gegliedert ist. Der Haushalt von Kumhausen besteht aus Einnahmen des Verwaltungshaushalts (61 %) und Einnahmen des Vermögenshaushalts (39 %); Ausgaben des Verwaltungs- und Vermögenshaushalts werden gleichgemäß verteilt.

Die Struktur der Einnahmenvon Kumhausen sieht so aus: 34 % sind Steuern; 15 % betragen Gebühren, Beiträge, Zuweisungen usw.; 21 % sind die Einnahmen aus Rücklagen; 11 % sind Darlehen und Kapitaleinlagen. Den größten Teil in der Struktur der Ausgaben haben solche Ausgaben: 23 % sind die Baumaßnahmen; 16 % sind Zuweisungen und Umlagen; 19 % betragen Personalausgaben; 13 % sind Sächlicher Verwaltungs- und Betriebsaufwand usw. Zu kommunalen Steuern gehören die Grundsteuern A und B, Gewerbesteuer und Hundesteuer.

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### **DER RECHTLICHE SCHUTZ DER GEFÜHLE AM BEISPIEL DER RUSSISCHEN GESETZGEBUNG**

Das Gefühl bezeichnet man als Rechtsbegriff, weil der Begriff des Gefühls gesetzlich verankert ist. Als Beispiel kann man das russische vor kurzem in Kraft getretene Gesetz nennen, in dem es um die Verantwortlichkeit bei der Beleidigung religiöser Gefühle geht. Dieses Gesetz wird auch in Europa öffentlich diskutiert.

Die Gefühle sind vom Intellekt und Willen unabhängig, demzufolge können sie nicht als Objekte der Regelung gelten. Sie können nicht durch eines der Regelungsmittel geregelt werden. Die Idee, dass die Rechtssubjekte verpflichtet sind, etwas zu fühlen, oder dass einige Gefühle für die Rechtssubjekte verboten sind, ist absurd.

Nur die Gefühlsäußerung kann durch das Gesetz geregelt werden, z.B. im Rahmen einer Tätigkeit oder einer Aussage.

Die Analyse der Rechtsvorschriften zeigt, dass die Gewalt den Rechtsschutz (und auf solche Weise die Regelung) indirekt ausübt. Der Gesetzgeber unterscheidet die Objekte des Gefühls nach der Wichtigkeit solcher Objekte und den Voraussetzungen, die den Wert dieser Objekte für die Gesellschaft in dieser Zeitperiode bestimmen. Auf solche Weise ergibt sich das Vorhandensein der bestimmten Gefühle im Hinblick auf die bestimmte Situation eigentlich als Präsomption, die den sozialen Verhältnissen und Weltanschauungen entspricht.

Die Verantwortung für die Beleidigung der Gefühle soll als eine rechtswidrige Handlung begründet werden, die den bestimmten Objekten der Gefühle Schäden zufügt. Demnach sollen die Rechtsvorschriften nicht abstrakt formuliert werden, z.B. das Verbot der öffentlichen Handlungen zum Zweck der Beleidigungen der religiösen Gefühle. Diese Formulierung ist nicht eindeutig, daher können diese Vorschriften einige Schwierigkeiten bei der Rechtsanwendung nach sich ziehen.

Dieses Gebiet der russischen Gesetzgebung soll noch weiter entwickelt werden.

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### **DIE DEUTSCHE PARTEIENLANDSCHAFT IM WANDEL**

Die Bundesrepublik Deutschland ist eine Parteiendemokratie, wo das Mehrparteienprinzip erfolgreich umgesetzt wird. Da der Aufbau des Mehrparteiensystems in Russland noch nicht vollendet ist, finde ich dieses Thema interessant und aktuell.

Die Bundesrepublik Deutschland wurde 1949 gegründet. Im selben Jahr wurde die Verfassung der BRD verkündet und die erste Bundestagswahl durchgeführt. Die stärksten Parteien waren die CDU/CSU und die SPD. Die FDP gewann damals 11,9 Prozent der Stimmen. Bis Ende der 1980er Jahre dominierten CDU/CSU, SPD und FDP das Parteiensystem. In den Jahren 1976 bis 1990 erweiterten Grüne und PDS (seit 2007 Die Linke) das Parteienspektrum.

Die CDU/CSU und SPD bezeichnet man in Deutschland als Volksparteien. Unter Volkspartei versteht man eine Partei, die für Wähler und Mitglieder aller gesellschaftlicher Schichten und unterschiedlicher Weltanschauungen offen ist. Den Volksparteien gelingt es meist nicht, die absolute Mehrheit der Stimmen bei der Bundestagswahl zu gewinnen. Darum müssen sie eine Koalition mit einer anderen Partei gründen, um die Regierung bilden zu können. Die Schwarz-Gelbe-Koalition (CDU, FDP) regierte insgesamt 25 Jahre. Die Rot-Grüne Koalition (SPD, Grüne) war an der Regierung von 1998 bis 2005. Die Große Koalition der beiden Volksparteien gab es in der BRD bisher 2 Mal: von 1966 bis 1969 und von 2005 bis 2009 unter Bundeskanzlerin A. Merkel (CDU).

Am 22. September hat die Wahl zum 18. Bundestagswahl stattgefunden. Vier Parteien werden mit folgenden Ergebnissen im Bundestag vertreten: CDU/CSU (41,5 Prozent der Stimmen), SPD (25,7), die Linke (8,6), Bündnis 90/Die Grünen (8,4). Die FDP blieb unter der Fünf-Prozent-Hürde. Die beiden Volksparteien haben nach langen Verhandlungen zum dritten Mal die Große Koalition gebildet.

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### **KULTURMITTLERORGANISATIONEN ALS TEIL DER PUBLIC DIPLOMACY DER BRD**

Der Begriff Public Diplomacy wurde zu Beginn der 1960er Jahre in den USA geprägt und beschreibt die Ausrichtung moderner Diplomatie, die als Adressaten insbesondere ausländische Öffentlichkeiten zum Ziel hat. Public Diplomacy stellt damit eine Mischung aus Auslands-Propaganda, politischem Marketing und Kulturdiplomatie dar. Ihr Ziel ist die Verbesserung des Images des eigenen Landes in der Wahrnehmung anderer Länder.

Trotz der Lasten der nationalsozialistischen Vergangenheit hat sich das Deutschlandbild in den letzten Jahrzehnten in der ganzen Welt sehr positiv entwickelt. Die Auswärtige Kulturpolitik der BRD wird im Unterschied zu anderen Ländern kaum direkt vom Auswärtigen Amt selbst, sondern zum überwiegenden Teil von sogenannten Mittlerorganisationen getragen. Diese Kulturmittler erfüllen die Aufgaben der Auslandskulturarbeit mit Mitteln des Bundeshaushalts in eigener Verantwortung. Bundespräsident Theodor Heuss fasste dies in das Zitat: „Mit Politik kann man keine Kultur machen, aber vielleicht mit Kultur Politik“. Die bekanntesten deutschen Kulturmittlerorganisationen in Russland sind das Goethe-Institut und der Deutsche Akademische Austauschdienst (DAAD). Das Goethe-Institut ist in Moskau, St. Petersburg und seit Frühjahr 2009 auch in Nowosibirsk aktiv und betreut russlandweit insgesamt 18 Sprachlernzentren.

Der Deutsche Akademische Austauschdienst ist die weltweit größte Förderorganisation für den internationalen Austausch von Studierenden und Wissenschaftlern. In Russland ist der DAAD mit einer Außenstelle in Moskau und zwei Informationszentren in Sankt Petersburg in Nowosibirsk vertreten. Allein im Jahre 2012 haben 446 Deutsche und 1299 Russen die DAAD Stipendien bekommen.

Ich bin der Ansicht, dass Russland seine Auswärtige Öffentlichkeitsarbeit, vor allem im kulturellen und wissenschaftlichen Bereich aktivieren und ausbauen sollte. Dabei könnten die Erfahrungen der deutschen Kulturmittlerorganisationen für unser Land hilfreich sein.

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## **DIDAKTISCHE RESSOURCEN DER DEUTSCHEN MYTHOLOGIE FÜR DIE ENTWICKLUNG DER LANDESKUNDLICHEN KOMPETENZ**

Man muss gestehen, dass die landeskundliche Kompetenz im Fremdspracheunterricht häufig nicht so gut entwickelt wird, wie die lexikalische oder grammatische. Das lässt sich dadurch erklären, dass sie für die Kommunikation häufig als «zweitrangig» angesehen wird.

Unter der landeskundlichen Kompetenz wird die Fähigkeit verstanden, die Gegebenheiten einer anderen sprachlichen Kultur einzusehen und sie zu verwenden. Einen Teil solcher Kenntnisse über die deutsche Kultur bilden die Basisvorstellungen über die germanische Mythologie, die beim Erlernen der deutschen Sprache meist vernachlässigt werden.

Allerdings versteckt sich hinter den germanischen Sagen und Legenden eine große Kulturschicht, die ein großes Potential an Mehrdeutigkeiten und Anspielungen beinhaltet. Die deutsche Mythologie bietet eine reiche Palette an Personen und Ereignissen, auf die in der Literatur, Malerei und sogar der alltäglichen Kommunikation verwiesen wird. Am häufigsten werden Theonyme, d.h. mythologische Namen (z.B. Thor, Odin, Mimir) gebraucht, die Namen der mit den mythologischen Figuren verbundenen Gegenstände (z.B. Naglfar, Mjölmir) sind auch zu finden. Im Vergleich zu griechischen Mythen und ihren Metonymien sind Anspielungen auf die deutsche Mythologie jedoch nicht so häufig benutzt, was auch durch die Popularität der antiken Kultur für die europäische Kulturregion in der Epoche der Renaissance und die darauf zurückzuführende Tradition zu erklären ist. Die deutsche Mythologie erfreut sich heutzutage aber wachsenden Interesses, nicht zuletzt dank der Comics-Kultur. Folglich kann einem die Kenntnis der deutschen Mythologie die Kommunikation in der Jugendszene in gewisser Weise erleichtern. Viel wichtiger aber ist die Tatsache, dass die Mentalität eines Volkes auch auf Mythen und Sagen beruht, so kommt durch die Bekanntschaft damit der «Geist der Nation» zum Vorschein. Beispielsweise könnten germanische Sagen als Texte zum Lesen oder Elemente von Aufgaben in den Unterricht integriert oder mit Hilfe von modernen Technologien (Webquests, Projekte usw.) eingesetzt werden. So lässt sich schlussfolgern, dass die deutsche Mythologie ein erhebliches Potenzial für das Erlernen der deutschen Sprache besitzt.

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### **DIE ROLLE DER METHAPHERIN KONZEPTUALISATION DER WELT UND IHR VERHÄLTNIS ZU EINEM BILDSYMBOL**

Der Konzeptualisationsprozess hat eine lange Geschichte. Er begann, als sich im archaischen Menschen ein modernes Bewusstsein entwickelte. Die Ergebnisse dieses Prozesses sind Konzepte und konzeptuelle Metaphern. Es gibt eine enge Verbindung zwischen diesen zwei Begriffen. Erstens ist die konzeptuelle Metapher ein Mittel zur Herstellung einer Beziehung zwischen verschiedenen Gestalten eines Konzepts. Zweitens ist die konzeptuelle Metapher ein Mittel zur Erschaffung von Bildlichkeit. Der Begriff „Bildlichkeit“ leitet sich ab vom Begriff „das Bild“, das wiederum vom Begriff „der Prototyp“ stammt. Der Ausdruck „Prototyp“ bezeichnet ein literarisches Urbild, das einen bildlichen Elementarsinn enthält.

Die konzeptuelle Metapher erfüllt die Funktion eines Beziehungsmittels zwischen verschiedenen Gestalten eines bestimmten Konzepts. Die Modi dieser Gestalten hängen vom Typ des Diskurses, von der Art und Weise der Diskurspraktiken usw. ab. Der Begriff des Bildsymbols ist auch wichtig für die kognitive Sprachwissenschaft. Das Symbol ist ein sprachliches Zeichen, das in mehreren Kontexten existiert. Diese Definition ist eng mit den Termini der kognitiven Grammatik von R. Langacker verbunden [1]. In dieser Theorie kann ein beliebiges sprachliches Zeichen, das mehrere Kontexte hat, zu einem Symbol werden.

Im Altertum war die Denkweise des archaischen Menschen sowohl metaphorisch als auch symbolisch. Verschiedene Dinge der Umwelt dienten ihm als Symbole. Sonne, Mond, Sterne, Naturerscheinungen, Pflanzen, Tiere, Fische – das Bewusstsein des archaischen Menschen überträgt alles, was in der Umwelt vorhanden ist, in Symbole. Weiter wurde die Symbolik immer komplizierter, der Mensch begann sein eigenes Bild zu symbolisieren.

Die Bildsymbole des Menschen tragen verschiedene konzeptuelle Bedeutungen, die ihre Weltvorstellung und ihren Platz in dieser Welt widerspiegeln. Die Erforschung dieser Bedeutungen ist wichtig, weil sie zur Erschließung der alten indoeuropäischen Mentalität und des archaischen Weltbildes beiträgt.

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## **RECHTSMENTALITÄT IN RUSSLAND UND DEUTSCHLAND: VERGLEICHENDE FORSCHUNG**

Jedes nationale Rechtssystem verfügt über eigene rechtliche Mentalität, das Rechtsbewusstsein, den Stil des juristischen Denkens.

Dieses Thema ist sehr aktuell, weil viele Rechtsforscher meinen, dass die russische Rechtsmentalität einen großen Einfluss auf den Aufbau der Zivilgesellschaft in Russland hat. Im Rahmen der vergleichenden Wissenschaft kann man verschiedene Besonderheiten der Mentalität in verschiedenen Ländern berücksichtigen und diese Erfahrung im bestimmten Rechtssystem nutzen. Wenn alle Grundlagen für die Annahme des Gesetzes geprüft sind, tritt dieses Gesetz in Kraft und wird eingehalten.

Im Verlauf der Arbeit hat es sich herausgestellt, dass die nationale rechtliche Mentalität den Charakter des rechtlichen Verhaltens eines Individuums als einzeln genommene Einheit im Allgemeinen beeinflusst. Man kann sagen, dass die Bildung der nationalen Rechtsmentalität historisch, im Verlauf der dauernden rechtskulturellen Entwicklung entsteht. Die mentale Energie fördert die Vollziehung der juristischen Taten, die vom Gesichtspunkt der vorliegenden rechtlichen Kultur traditionell, gewohnheitsmäßig, bequem sind.

In Russland ist das mit der im Laufe der Jahrhunderte dauernden Herrschaft der totalitären Regimes im Land verbunden. In der Praxis haben solche Begriffe wie «Freiheit» und «Menschenrechte» ihre eigenen direkten Bedeutungen verloren. In Deutschland wird die Freiheit mit der Freiheit des Willens identifiziert, und die Freiheit bedeutet die Gleichberechtigung.

Die meisten Menschen verstehen das Recht in Russland anders als in Deutschland. Für sie ist das Recht ein Instrument der Gewalt, das der Staat hat. In Deutschland ist das ganz anders: das Recht ist die höchste Macht. Das erklärt das Verhältnis der Menschen zu den Gesetzen und Rechtsnormen. Abhängig von Rechtsvorstellungen respektieren die Menschen die Gesetze oder nicht.

Während der Entstehungsbedingungen der Zivilgesellschaft in Russland ist es nötig, die Erfahrungen der europäischen Länder, einschließlich Deutschland zu beachten.

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### **GESCHICHTE UND GESELLSCHAFT PRÄGEN DIE MENTALITÄT**

Unternehmenskultur ist im Zusammenhang mit der Mentalität der Menschen zu betrachten. «Mentalität bezeichnet eine vorherrschende psychische Prädisposition im Sinne eines Denk- und Verhaltensmusters einer Person oder sozialen Gruppe». Die Verhaltensmuster bilden den Kommunikationsstil eines Menschen und eines Fachmannes auch.

Der Kommunikationsstil wird von vielen Faktoren beeinflusst, darunter von der eigenen Verhandlungserfahrung. Diese Erfahrung zu erwerben, ist das Ziel jedes angehenden Spezialisten. Die Aktualität der vorliegenden Forschung ist in diesem Zusammenhang zweifellos. In der Arbeit werden folgende Aspekte des Kommunikationsstils der deutschen, russischen und britischen Manager betrachtet: *Direktheit* und Erklärungsstil.

Zum Schwerpunkt *Direktheit* wurde festgestellt, dass der deutsche Kommunikationsstil tendenziell eher direkt ist. Im Vergleich dazu gilt der russische Kommunikationsstil als indirekt. Kritik wird meistens positiv «verpackt». Man achtet mehr darauf, wie und unter welchen Umständen gesagt wird. Der englische Kommunikationsstil ist auch diplomatisch indirekt. Der Engländer richtet seine Aufmerksamkeit besonders auf die Intonation seines Gesprächspartners, der Deutsche konzentriert sich auf den Inhalt.

In Bezug auf den Aspekt des Erklärungsstils kann man konstatieren, dass die Deutschen alles von A bis Z erklären, statt zu verkaufen. Die russischen Partner versuchen zuerst die Vertrauensverhältnisse zu schaffen.

In der Situation des Verkaufs handelt der deutsche Manager mehr theorieorientiert, schätzt analytische und methodische Vorüberlegungen und handelt auch nach dem Plan. Die russischen Manager sprechen offen, eher praxisorientiert und wenig operational. Der britische Partner akzeptiert die Bewältigung von Risiken eher als Herausforderung für ein interessantes Geschäft.

Die obengenannten Unterschiede im Kommunikationsstil sind geschichtlich und kulturell bedingt. In der Berufskommunikation sind sie zu berücksichtigen.

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## **CONTROLLING ALS INSTRUMENT DES FINANZMANAGEMENTS IN RUSSLAND**

Die Definition des Controllings in russischer Theorie des Finanzmanagements ist mehrdeutig. Die Spezialisten haben auch unterschiedliche Ansichten über die Ziele und Aufgaben des Controllings in einer Organisation. Dies senkt die Effizienz der Anwendung dieser Management-Technologie. In meinen Thesen ist das Controlling als Finanztechnologie der laufenden Tätigkeit verstanden, die betriebliches Rechnungswesen, Finanzplanung, Revision und Budgetierung integriert.

Die Hauptaufgabe vom Controlling ist es, den gegenseitigen Zusammenhang von der laufenden Tätigkeit und dem Strategiemanagement informatorisch, analytisch und methodisch zu garantieren. Controlling führen immer mehr russische Unternehmen in ihre Managementsysteme ein. Meistens sind das die großen Unternehmen, zum Beispiel Gasprom, Lukoil, AvtoVAZ, Sberbank usw.

Controlling ermöglicht die Leistungssteigerung um 10 auf 19 Prozent. Die effektivste Anwendung vom Controlling ist bei der Lösung folgender Probleme: Insolvenz der Struktureinheiten, Bestandsmanagement, Forderungsmanagement, Organisation der Finanzkontrolle und Vereinbarung der Managemententscheidungen. Die Einführung und die Anwendung von Controlling stoßen in russischen Unternehmen auf verschiedene Schwierigkeiten und werden von vielen Fehlern begleitet. Das kann die Controllingbildung in Russland sehr kompliziert machen.

Zusammenfassend kann man sagen, dass Controlling das Niveau der Unternehmensführung erhöht, die Investitionsattraktivität verstärkt und die Finanzstabilität sicherstellt. Flächendeckende Einführung dieser Finanz- und Managementtechnologie könnte die Entwicklung des Business in Russland stimulieren.

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### **VERÄNDERUNG DER DEUTSCHEN SPRACHE IM NETZ**

Die moderne Welt könnte man kurz folgenderweise beschreiben: die Ära der Globalisierung, die zur Entwicklung der internationalen Kommunikation beiträgt und in der das Internet eine äußerst wichtige Rolle spielt. Die meisten Jugendlichen und viele Erwachsene können sich ihr Leben ohne soziale Netzwerke nicht vorstellen. Es ist daher kein Wunder, dass das Internet die Sprache verändert. Dieses Phänomen wird von vielen Linguisten mit großem Interesse verfolgt.

Wir studieren die deutsche Sprache und sind aktive Benutzerinnen der sozialen Netzwerke. Darum ist es für uns wichtig, zu wissen, wie die Jugendlichen aus Deutschland miteinander im Netz kommunizieren und wodurch sich die für das Internet spezifische Sprache («Websprache» oder «Netzsprache») auszeichnet.

Zu den wichtigsten Merkmalen der modernen deutschen «Netzsprache» gehören:

- Vereinfachung der Grammatik (Die Sätze sind oft unvollständig);
- Vernachlässigung der Rechtschreibung (Die Groß- und Kleinschreibung wird von den Jugendlichen total vernachlässigt);
- Verwendung von vielen englischen Ausdrücken (LOL — das bedeutet «laughing out loud», LY — «love you»);
- Smileys und Symbole als Ausdruck der Gefühle;
- große Anzahl von Abkürzungen («OMG» — Oh mein Gott!, «bb» — bis bald).

Selbstverständlich hat die Veränderung der Sprache durch das Internet viele Nachteile und wird besonders von der älteren Generation negativ aufgenommen und kritisiert. Aber wir leben im digitalen Zeitalter, das unaufhaltsame Veränderungen mit sich bringt, auch bezüglich der Sprache. Um immer auf dem Laufenden zu sein, müssen wir diese Veränderungen kennen und akzeptieren.

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### **«JUGENDRING DER RUSSLANDDEUTSCHEN» ALS INSTRUMENT DER SOZIALEN ADAPTIERUNG**

Im Konzept der Strategie der Russischen Föderation im Bereich der Nationalpolitik bis 2025 wird die Zusammenarbeit der Staatsorgane, Organe der kommunalen Selbstverwaltung und gesellschaftlicher Organisationen als Mechanismus der Realisierung sozialer Prozesse genannt [1].

Eine wichtige Rolle müssen hier die sogenannten Akteure des «dritten Sektors» — die Nichtregierungsorganisationen, darunter Jugendorganisationen, spielen. Die Jugendorganisationen brauchen eine besondere und allseitige Unterstützung. Aber der Einfluss der Jugendorganisationen auf die Prozesse der sozialen Adaptierung und beruflichen Ausbildung der jungen Menschen wird manchmal sowohl auf der föderalen als auch auf der regionalen Ebene unterschätzt.

*Jugendring der Russlanddeutschen* ist eine überregionale gesellschaftliche Jugendorganisation, die seit 1997 auf dem Territorium der Russischen Föderation agiert [2].

Nach dem Typ gehört JdR zur Gruppe der Organisationen, deren Zielgruppe die Mitglieder selbst schaffen.

Solche Organisationen kann man in zwei Gruppen gliedern:

1. Mithilfeorganisationen, die den Menschen nach verschiedenen Prinzipien (sei es demographische, nationale oder andere Kriterien) verbinden.

2. Clubstyp. Das sind verschiedene Clubs der Selbstentwicklung, oder Clubs nach Interessen [3].

Die Tätigkeit von *Jugendring der Russlanddeutschen* umfasst viele Probleme und soziale Bereiche. Sehr bekannt ist beispielsweise die Aktion von *JdR* «Grüner Planet», die auf die Verbesserung der ökologischen Lage in Regionen Russlands gerichtet ist. Diese und andere Richtungen der Tätigkeit des *Jugendringes* beweisen, dass *JdR* eine universelle Jugendorganisation ist.

Eine der wichtigsten Richtungen der Organisationen auf der föderalen Ebene ist die Spracharbeit. In dem oben genannten Konzept der Nationalpolitik der Russischen Föderation bis 2025 wird den Fragen der Bewahrung der Sprachen der Nationalminderheiten eine große Bedeutung beigemessen. Die Sprache ist die Grundlage der nationalen Kultur, das wichtigste Mittel der Aneignung des kulturellen Erbes. Neben der Sprache sind Traditionen wichtige Bestandteile der Kultur. Aber gerade die Sprache gilt als ein Bin-

deglied zwischen den Generationen, zwischen den Menschen und Traditionen [4].

Im Rahmen der Projekte des Jugendringes werden sehr oft die Mechanismen der sozialen Verantwortung benutzt, die die neuen Mitglieder an die Veränderung des sozialen Umfeldes adaptieren und dadurch die Konkurrenzfähigkeit der Mitglieder in den beruflichen und wissenschaftlichen Sphären erhöhen. Im Laufe von 15 Jahren hat *Jugendring* die ganze Reihe von Fachleuten vorbereitet, die sich mit den Fragen der Russlanddeutschen befassen, das sind Wissenschaftler, Politiker, Sozialarbeiter, Mitarbeiter der diplomatischen Vertretungen usw.

Die Beispiele vorbildlicher Adaptierung der jungen Russlanddeutschen zur gravierenden Veränderungen auf dem Territorium der Russischen Föderation nach dem politischen Aufbruch spiegeln deutlich die Aktualität der weiteren Entwicklung und Unterstützung der Jugendorganisationen der Russlanddeutschen wider [5].

Zum Schluss möchte ich betonen, dass man die Aktivitäten der Jugendorganisationen als der beste Weg zur sozialen Adaptierung der jungen Russlanddeutschen betrachten kann.

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### **DIE LEBENSQUALITÄT IM INTERNATIONALEN VERGLEICH**

Die Lebensqualität ist also trotz der Konjunktur dieses Begriffs kein Modewort, sondern ein Parameter, an dem sich wissenschaftlicher Fortschritt in allen Bereichen unseres Lebens messen lassen muss. Andererseits versuchen viele Menschen ein Land mit der höchsten Lebensqualität für Studium, Arbeit oder nur Freizeit zu finden. Deshalb wird dieses Thema immer aktuell bleiben. Das Ziel meiner Arbeit ist es, die Lebensqualität der Menschen in verschiedenen Ländern zu vergleichen, Unterschiede festzustellen, Kriterien zu nennen, nach denen ein Land, eine Stadt eingeschätzt wird.

In meinen Untersuchungen benutzte ich die Angaben der Mercer Vergleichsstudie und ihren Better-Life-Index, der von der Organisation für wirtschaftliche Zusammenarbeit im Jahre 2011 eingeführt war. Insgesamt beurteilt der Better-Life-Index elf Faktoren: Wohnsituation, Einkommen, Arbeit, Gemeinschaft, Bildung, Umwelt, Bürgerrechte, Gesundheit, Zufriedenheit mit dem Leben, Sicherheit, Work-Life-Balance.

Werden alle elf Faktoren gleich gewichtet, sind folgende Staaten am lebenswertesten: Australien, Kanada, Schweden, Neuseeland, Norwegen, Dänemark, USA, Schweiz, Finnland und Niederlande.

Laut ihrer Studie ist Zürich die Stadt mit der höchsten Lebensqualität. Der Platz zwei geht an Wien und Genf. An der dritten Stelle befindet sich Vancouver. Die lebenswertesten Städte in Russland sind Jekaterinburg und Krasnodar.

Moskau ist die teuerste Stadt der Welt gefolgt von Tokio und London.

Das Umwelt-Ranking ist auch einer der wichtigsten Punkte meiner Untersuchung. Das Ranking berücksichtigt 21 ökologische Aspekte wie etwa den Ausstoß von Treibhausgasen und die Wasserqualität. Auf dem Platz eins stehen die Finnen, gefolgt von den Norwegern. Platz drei geht an Uruguay. Leider steht Russland nur auf dem Platz 130.

Abschließend kann man sagen, dass die Lebensqualität in der heutigen Zeit ein Schlüsselbegriff zu sein scheint. Viele Forschungseinrichtungen benutzen den Better-Life-Index und führen auf seiner Basis ihre Forschungen. Die Untersuchungsergebnisse liefern wichtige Hintergrundinformation für die künftige Entwicklung der Beschäftigung und Sozialpolitik in allen Staaten der Welt.

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### **AUF DEM BAUERNHOF IN DEUTSCHLAND: WIE KANN MAN ALS BAUER IN DEUTSCHLAND LEBEN?**

Laut Wikipedia ist ein Landwirt „steuerlich jeder, der berufsmäßig Landwirtschaft betreibt, der den eigenen oder gepachteten Boden zur Erzeugung landwirtschaftlicher Produkte benutzt«. Die Tätigkeitsbereiche, in denen Landwirte arbeiten, umfassen die Pflanzenproduktion, die Viehwirtschaft, die Energieproduktion.

Um als Landwirt zu arbeiten, muss man die entsprechende Qualifikation nachweisen. Staatlich geprüfte Landwirte erwerben ihre Qualifikation an den unteren und höheren Landwirtschaftsschulen. Den Titel Landwirtschaftsmeister erhält man mit der staatlichen Meisterprüfung nach der Ausbildung an einer Fachschule.

Laut Statistik arbeiten immer weniger Menschen in der Landwirtschaft. Zwischen 2007 und 2010 ging ihre Zahl um fünf Prozent zurück. In Deutschland waren 2010 rund 1,1 Mio. Bauern in der Landwirtschaft tätig, mehr als der Hälfte in Familienunternehmen. Auch die Zahl der Bauernhöfe nimmt ab: 2012 gab es in Deutschland etwa 288200 landwirtschaftliche Betriebe. Das waren fast 4 Prozent weniger als im Jahr 2010.

Landwirte sind aus soziologischer Sicht interessant, weil sie als ein Beispiel für Anpassungsfähigkeit angesehen werden. Obwohl Landwirte oft wenig Geld haben, treffen andere typische Merkmale der Armut auf sie und ihre Kinder nicht zu. Die Einkommensarmut geht bei Landwirten in Deutschland nicht mit einer Unterversorgung in den Bereichen Ernährung, Wohnraumversorgung oder Bildung und Ausbildung der Kinder einher. Die Arbeitszeit von Landwirten ist saisonabhängig, was man bei der Bewertung der Familienarmut berücksichtigen muss.

Abschließend sei zu sagen, dass der Beruf Landwirt auch deshalb nicht so populär und beliebt ist, weil er viel Kraft, Zeit und Geduld erfordert. Wenn man als Landwirt arbeiten will, muss man das wirklich wollen. Nicht alle können so viel opfern.

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### **DIE DUALE AUSBILDUNG IN DEUTSCHLAND ENTWICKELT SICH ZUM EXPORTSCHLAGER**

Länderübergreifend hat sich die Erkenntnis durchgesetzt, dass es in Deutschland vor allem dank der dualen Ausbildung vergleichsweise wenig junge Arbeitslose gibt. Auf der ganzen Welt werden immer mehr junge Menschen dual ausgebildet. Welche Vorteile hat dieses Modell der Berufsbildung? Das Ziel meiner Arbeit ist es, dieses Problem zu untersuchen und festzustellen, warum gerade dieses Modell der Berufsausbildung so attraktiv ist, dass es so viele Länder, darunter auch Russland zu übernehmen versuchen.

Erstens: die duale Ausbildung verbindet die Theorie und Praxis besonders eng.

Zweitens: die Kombination von Praxis im Betrieb und Theorie in der Hochschule verspricht kurze Ausbildungszeiten, attraktive Staatgehälter und gute Aufstiegschancen. Drittens: die Unternehmen fördern ihren Nachwuchs mit ausbildungsintegriertem Studium.

Viertens: einen ersten Abschluss erlangen die Nachwuchsakademiker bereits nach zwei Jahren beispielweise als Wirtschaftsassistent oder Industriekaufmann.

In Rahmen dieser Forschung habe ich auch untersucht, welche Unternehmen in Russland ihre Fachkräfte nach diesem Modell ausbilden.

Deutschland ist einer der wichtigsten Handelspartner der russischen Föderation, mehr als 6 000 deutsche Unternehmen in Russland unterstreichen dies deutlich. Als erste Gegenmaßnahmen haben viele der deutschen Unternehmen in Russland innovative Ausbildungskonzepte auf regionaler Ebene umgesetzt, Schulungszentren eingerichtet und eine duale Ausbildung nach deutschem Vorbild eingeführt.

Deutsche Firmen wie Knauf, Volkswagen, Bosch, METRO oder OSRAM zeigen sich bei der Aus- und Weiterbildung von Mitarbeitern sehr innovativ und verfolgen dabei verschiedene Modelle. Die Ergebnisse der Untersuchung zeigen, dass das deutsche Modell der dualen Ausbildung in der Welt schon anerkannt ist. Smolensk oder Budapest, Barcelona oder Lissabon, Puebla oder Shanghai — auf der ganzen Welt werden immer mehr junge Menschen dual ausgebildet.

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### **POLITISCHE AKTIVITÄT VON STUDIERENDEN IN RUSSLAND UND IN DEUTSCHLAND**

Es besteht die Meinung, dass die Zivilgesellschaft in Deutschland besser entwickelt ist als in Russland. Die Zivilgesellschaft ist aufs Engste mit politisch engagierten Bürgern verknüpft. Das Ziel meiner Arbeit ist es, das politische Engagement der studierenden Jugend in beiden Ländern zu vergleichen.

Um festzustellen, wie hoch das politische Engagement der Studenten unserer Hochschule im Vergleich zu den deutschen Jugendlichen ist, habe ich einen Fragebogen entworfen und eine Umfrage durchgeführt. In unserem Institut wurden 45 Studierende verschiedener Fakultäten und in Deutschland 40 Studierende aus 3 Universitäten befragt.

Zu den politisch aktiven Bürgern zählen sich 19 % der Befragten in Russland und 54 % in Deutschland. An den Wahlen nehmen alle Befragten außer einer russischen Studentin teil. Die Mitgliedschaft in politischen Organisationen gab nur eine Person in Russland und 47 % der Befragten in Deutschland an (z.B. JLU, JG Metall, Democracy). Von allen Befragten gehört nur ein russischer Student einer Partei an («Anderes Russland»). An Meetings und Protestaktionen haben 25 % der Befragten aus Russland teilgenommen, in Deutschland ist dieser Prozentsatz viel höher — 62 %. In beiden Ländern halten sich etwa 66 % der Befragten an alle Gesetze und geltenden Vorschriften. Für die politische Situation in ihrem Land interessieren sich 72 % der russischen Studenten und alle Befragten in Deutschland. Die meist genutzten Medien sind das Internet, danach folgen TV- Nachrichten und Zeitungen.

Obwohl meine Umfrage kaum als repräsentativ gelten kann, entsprechen die Ergebnisse den offiziellen statistischen Angaben. Die Befragung ergab, dass die politische Aktivität der Jugendlichen in Deutschland etwas höher als in Russland ist. Das ist auch eines der Argumente für die Behauptung, dass die Zivilgesellschaft in Deutschland besser entwickelt sei. Die Teilnehmer haben auch einige Vorschläge formuliert, wie man das politische Engagement der Jugendlichen erhöhen könnte: z.B. durch mehr Transparenz der politischen Entscheidungsprozesse und eine intensivere Auseinandersetzung mit aktuellen politischen Themen in Seminaren und Vorlesungen. Zum Schluss möchte ich sagen, dass es zu einer der wichtigsten Aufgaben unseres Staates werden muss, das soziale und politische Engagement der heutigen Jugendlichen zu fördern.

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### **STRATEGISCHE SCHWERPUNKTE DES PERSONALWESENS: ERFAHRUNGEN DER DEUTSCHEN BAHN AG**

Die wichtigste Ressource der DB AG ist ihr Personal, deshalb ist die Personalstrategie ein wichtiger Bestandteil der Unternehmensstrategie. Schwerpunkte, die für den gesamten DB-Konzern gelten, sind in der Personalstrategie verankert, in die Konzernstrategie eingebunden und immer wieder auf dem Prüfstand stehen:

Dem Ziel des Vortrages sind folgende Aufgaben untergeordnet: Schwerpunkte der Personalpolitik der DB AG zu erörtern, die für die Verwirklichung der Personalpolitik bestimmten Projekte/Maßnahmen zu behandeln, einige Projekte der DB AG und RZD AG zu vergleichen.

Um den Anforderungen des demografischen Wandels und der internationalen Expansion des Konzerns gerecht zu werden, hat die DB AG fünf strategische Schwerpunkte genannt, mit denen sie ihre Marktposition festigen und ausbauen kann. Das Projekt **«Deine Baustelle»** hat zum Ziel, die Motivation, Leistungsbereitschaft sowie Entwicklungsmöglichkeiten der Führungskräfte zu sichern. Das Projekt **«Jugendtreffen»**, an dem Vertreter Deutschlands, Russlands, der Baltischen Republiken und der GUS teilnehmen, hat die Aufgabe, durch Internationalisierung neue Märkte zu erschließen.

Die oben genannten Maßnahmen und Projekte der Deutschen Bahn AG auf dem Gebiet des Personals bestätigen die Tatsache, dass die DB die deutschlandspezifische, weit reichende betriebliche Interessenvertretung der Mitarbeiter bei den Beschäftigungsbedingungen als Chance für eine konstruktive Zusammenarbeit wahrnimmt. Diese Vielfalt spiegelt sich in gemeinsamen Projekten wider. So wurde 2010 das Programm **«Junge Fachleute»** von dem Präsidenten der RZD AG Wladimir Jakunin und dem Vorstandsvorsitzenden der DB AG Rüdiger Grube initiiert. Junge Führungskräfte der DB AG und RZD AG tauschen ihre Erfahrungen aus, um möglichst effektiv international zu handeln.

Man kann daraus schließen, dass die guten Beschäftigungsbedingungen bei DB AG und RZD AG zu qualitativ hohen Leistungen führen und gleichzeitig die Attraktivität der Arbeitgeber steigern. Der DB-Konzern bietet umfangreiche Sozialleistungen und zahlreiche andere Vergünstigungen an. Diese fördern das Engagement der Mitarbeiter und tragen zur Sicherung der Arbeitsplätze bei.

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### TRANSNATIONALE UNTERNEHMEN ALS SUBJEKT DER INTERNATIONALEN BEZIEHUNGEN

Wenn wir an internationale Organisationen in der Weltpolitik denken, nennen wir in der Regel folgende: die UNO, die WHO, die NATO und a.m. Die Idee, dass die Unternehmen wie *DHL*, *Samsung* und *BMW* die internationale Politik auch beeinflussen können, fällt uns nicht ein. Und dafür gibt es zwei Gründe. Erstens ist dieses Thema in Russland nicht genug erforscht. Zweitens haben wir aus geschichtlichen Gründen wenig Erfahrung mit den transnationalen Unternehmen.

Nach überwiegender Ansicht gehören die juristischen Personen nicht zu der Struktur der internationalen Beziehungen. Jedoch, natürliche — und juristische Personen sind in voller Übereinstimmung mit dem Völkerrecht ein Teil des internationalen Privatrechts. Dieser Widerspruch ist leicht zu erklären. Der Grund liegt darin, dass die Quellen des Völkerrechts sowohl der Rechtsbrauch als auch beiderseitige und vielseitige Verträge sind. Im ersten Fall gilt es, dass die transnationalen Unternehmen selbstverständlich in die Zuständigkeit des Völkerrechts fallen. Es ist mit der Geschichte verbunden. Aus historischer Sicht hat die Ostindien — Kompanie die internationale Situation beeinflusst und war eine der Teilnehmer der internationalen Beziehungen. Im zweiten Fall werden die Regeln und Rollen der internationalen Unternehmen in den internationalen Beziehungen durch die Vertragspartner gebildet. Auf diese Weise nimmt das russische Unternehmen *GazProm* an vielen ökonomischen Verhandlungen teil und insbesondere an denen in Europa. Am wichtigsten ist hier, dass dieses Recht des Unternehmens *GazProm* in einigen Verträgen vorgeschrieben ist. Es ist klar, dass die Nationalstaaten ihre Kontrollmöglichkeiten bislang in den meisten Fällen nicht effektiv genug ausgeübt haben, wie dies beispielsweise in den UN «Norms on the Responsibilities of Transnational Corporations and Other Business Enterprises With Regard to Human Rights» zum Ausdruck kommt. Daran wird gleichzeitig aber auch deutlich, dass derartige Bestrebungen bislang noch keine mehrheitliche Zustimmung gefunden haben.

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### **LES ENJEUX DE L'IMMIGRATION SUR LE DÉVELOPPEMENT ÉCONOMIQUE ET SOCIOCULTUREL DES PAYS (À L'EXEMPLE DE LA FRANCE ET DE LA RUSSIE)**

Les flux migratoires ont toujours existé dans l'Histoire à l'intérieur d'un même pays. Pour mieux comprendre la situation des immigrés aujourd'hui, il faut considérer l'Histoire de l'immigration en France.

La France occupe une position médiane comparable à l'Allemagne ou au Royaume-Uni. Le nombre d'étrangers résidant en France avec une carte de séjour était, en 2012, de 2,5 millions: soit 70 000 de plus qu'en 2011.

Presque rien n'a changé depuis 2001 dans les attitudes des Français envers les immigrés ; la xénophobie existe encore, particulièrement parmi les membres des partis politique de droite.

La Russie est le deuxième pays en terme de nombre d'immigrés. Selon les données de l'ONU et les évaluations de la Banque mondiale qui en découlent, le nombre d'immigrés en Russie était de plus de 12 millions en 2010, ce qui la place effectivement à la deuxième position après les États-Unis. L'attractivité migratoire de la Russie ne cesse de croître. Au total, on recense en Russie près de 5 millions de migrants de travail, dont 3 millions sont des immigrés clandestins. Les effets économiques de l'immigration sont variés mais les spécialistes se concentrent trop souvent sur le seul marché du travail. Les immigrés ne sont pas que des travailleurs, ce sont aussi des consommateurs. La migration entraîne dans le pays d'immigration une hausse de la demande de biens et services et donc une augmentation de la demande de travail. L'immigration incontrôlée constitue un terreau pour l'extrémisme et menace la paix interconfessionnelle en Russie.

Les enjeux de l'immigration sur la vie culturelle et économique sont considérables: ils ont des conséquences tant positives que négatives.

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### **VERS UNE CYBERPOLITIQUE: LE NOUVEAU POUVOIR DES INTERNAUTES**

Dans la vie quotidienne un nouveau phénomène social, culturel et politique a apparu: la cyberpolitique, désormais intégrée à la vie interne des États ainsi qu'à leurs relations internationales. Le terme «cyberpolitique» est directement issu de l'anglais et signifie la politique utilisant les réseaux d'Internet. Ce nouveau phénomène joue en faveur du renseignement, de l'information, de la communication des organisations et des individus. On peut y voir les atouts suivants.

1) La naissance d'un parti politique d'internautes. Avec l'avènement d'Internet on peut s'attendre à la naissance d'un parti politique d'internautes comme une forme de démocratie. Mais dans le cyberspace le lien politique se virtualise, se déréalise, perd son côté réel. En effet, l'acte de naissance du parti d'internautes n'est pas prêt, mais la conception est apparue. Il est très probable que le parti n'ait pas de structure précise car l'administration devient inutile sur la Toile.

2) Grâce au Net, les internautes peuvent participer à la politique et suivre ce qui se passe dans ce domaine. C'est un moyen d'expression démocratique pour tous les internautes. Les blogs et les forums permettent aux jeunes d'exprimer leurs idées et de trouver d'autres jeunes qui sont du même avis. Ils peuvent aussi aller participer directement sur les sites des politiques. Et surtout ils peuvent eux-mêmes proposer des projets de loi.

Cependant, la fracture sociale est aggravée par les possibilités d'accès à Internet. En effet, certaines personnes non-connectées sont exclues des débats politiques.

La cyberpolitique est un nouvel outil de l'expression pour les citoyens. Internet et les réseaux sociaux ont créé un moyen d'information et de communication, qui influence la formation des idéologies des individus et des classes sociales. Il modifie les comportements et les modes de vie.

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### LES PARTICULARITÉS DE LA PERCEPTION DE LA COULEUR DANS LES PHRASÉOLOGISMES FRANÇAIS ET RUSSES

La couleur est très importante dans la vie de l'Homme. Différentes attitudes quant aux nuances des couleurs se reflètent dans des expressions imagées qui accumulent une information à caractère national. La connaissance des particularités nationales de la perception de la couleur peut faciliter les relations au niveau international. Dans cette recherche est examinée la perception de la couleur sur l'exemple des phraséologismes russes et français. Ces deux langues disposent d'une quantité inégale de mots pour la dénomination des nuances des couleurs et elles les utilisent différemment. En français, le groupe des désignations principales de la couleur comprend 11 mots et en russe, 12 (*bleu* en français désigne deux couleurs: bleu «clair» et bleu «foncé»).

Le français utilise plus souvent les dénominations de la couleur dans un sens figuré. La phraséologie française compte plus de 400 unités, tandis que le russe environ 70. En français, les désignations des couleurs sont utilisées dans l'ordre suivant: *blanc — bleu — rouge — noir — vert — jaune*; en russe: *noir — blanc — vert — bleu — rouge — jaune*. De plus, le russe a emprunté certains noms de couleurs (*bordeaux, lilas, orange, violette, grisaille*) et expressions (*oiseau bleu, terreur blanche...*).

L'analyse des phraséologismes français permet aussi de mettre en relief les groupes suivants: les expressions ayant un équivalent en russe (*blanc comme neige, La nuit tous les chats sont gris.*), les expressions sans équivalent dans la langue russe (*montrer patte blanche, être fleur bleue*), les faux amis du traducteur (*une nuit blanche, les bérêts verts*), les expressions dans lesquelles la couleur n'est pas la même qu'en russe (*être vert de peur, le vin gris*). On peut mettre en relief 7 documents «colorés» (*la carte bleue, la carte grise, la carte orange, la carte rose, la carte vermeille, la carte verte, la carte violette*).

Il existe également des particularités dans les variants du français en dehors de la France (*bleus* en Suisse signifie «permis de conduire», dans une *zone verte* en Belgique toute construction est interdite).

Pour comprendre une autre culture correctement, il est nécessaire de connaître les particularités nationales de la perception de la couleur et d'utiliser les connaissances données dans la réalisation de la communication interculturelle.

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### **LA POPULATION ÂGÉE DES TERRITOIRES ARCTIQUES DE LA REPUBLIQUE SAKHA (IAKOUTIE) À L'EPOQUE DE LA MONDIALISATION**

Les services sociaux de la population arctiques sont caractérisés par l'existence de problèmes sérieux, liés à une croissance naturelle négative de la population, par reflux de la population active, par non-conformité des services sociaux au caractère et dynamisme de séparation de la population, par l'état critique des objets d'infrastructure communale, par l'absence du système effectif de formation des cadres, par le déséquilibre entre l'offre et la demande des ressources en main-d'œuvre au sens territorial et professionnel, par la qualité inférieure de la vie de la population autochtone peu nombreuse. La gestion du système des services sociaux ne correspond pas au nombre, ni au niveau des revenus ni à l'état de santé des gens âgés vivant dans les conditions extrêmes climatiques de l'Arctique.

L'auteur de l'étude a effectué l'analyse de la population âgée de cinq régions municipales de Iakoutie, disposé dans la zone arctique sur la côte de la mer Laptev (Anabar, Bouloun, Ust-Iana) et la Est-mer de Sibérie (Al-laikha, Kolyma inférieur). La population des régions arctiques en fin de 2011 comptait 28,3 mille personnes (3 % de la population de la république). Dès 1989 la population des régions arctiques s'est réduite de 2,6 fois à cause de la migration négative de la population, notamment de la population active. Selon l'échelle du vieillissement démographique de l'ONU la population des ulus arctiques est passée au stade d'une «Population vieille». Dans l'étude on fait pour la première fois le pronostic de la population des régions arctiques jusqu'en 2025 en defférenciement la population au niveau de l'âge et du sexe. On fait la conclusion que dans la période pronostiquée la population stagnera au niveau actuel, la pourcentage des gens âgés augmentera, le nombre d'enfants et de la population active réduira.

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### ÉCOLE DE «MEMBRES ACTIFS» COMME MOYEN DE PRÉPARER DES LEADERS DES ORGANISATIONS DE JEUNESSE

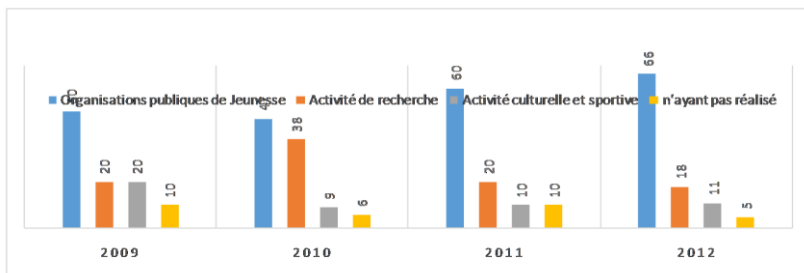
La société moderne se distingue par son développement instable, elle est saturée de diverses collisions et de conflits. Dans ces conditions, des jeunes possédant les qualités déterminantes d'un leader et ayant une position active dans la vie, ne pourront pas se perdre et trouveront leur place dans ce monde diversifié.

L'école des membres actifs est ouverte pour préparer des leaders et des membres actifs des organisations publiques de jeunesse, d'unions publiques et d'organisations de l'Université Fédérale du Nord-Est. Cette école contribue au renforcement de l'esprit corporatif, de la création de conditions pour la formation de la conscience civile et patriotique des étudiants de l'Université.

Pendant trois semaines 100 meilleurs étudiants sélectionnés dans notre université sont concentrés pour le développement du potentiel créateur des participants. Ainsi ils créent et présentent des projets sociaux et des idées perspectives dans le domaine du travail social. Evidemment, ses actions contribuent au développement social, culturel, spirituel et intellectuel des étudiants.

Ayant travaillé pendant 4 ans à l'école des membres actifs, en tant que modérateur, on peut observer la dynamique suivante: chaque année, on voit l'augmentation évidente de l'intérêt des étudiants dans la réalisation de leurs projets. Il apparait que les promotions de cette école occupent des postes clés, au sein de l'appareil gouvernemental et à la barre de certaines institutions concernant la science, l'éducation, le sport et la culture.

Dynamique des promotions de l'école «de membres actifs».



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### **LE PROBLÈME DE L'ANGLICISATION DU FRANÇAIS ET DES AUTRES LANGUES À L'ÉPOQUE DE LA MONDIALISATION**

Dans le monde contemporain où la langue anglaise est un moyen de communication internationale, il est difficile de préserver la langue nationale contre les anglicismes qui rivalisent avec les langues nationales dans des domaines aussi variés que la musique populaire, les transports, internet, le secteur bancaire, le cinéma et la télévision, la science ainsi que le sport.

Cependant, si certains emprunts sont utiles parce que le français ne dispose pas d'équivalents, par exemple: baseball, blazer, rail, short, steak, etc., d'autres viennent interférer avec les expressions et les mots français qui existent déjà. Ces emprunts sont inutiles et nuisent même à la clarté de l'expression.

L'utilisation des anglicismes est à la mode. Les milieux d'affaires et les jeunes empruntent activement des mots anglais, tout comme les stars du show-business, l'élite politique et intellectuelle.

12 % des mots dans la langue française sont les anglicismes, et leur nombre augmente chaque jour. Aujourd'hui, la langue russe moderne a plus de 1000 anglicismes.

L'État français protège sa langue contre l'invasion des anglicismes. Le gouvernement français a adopté en 1975 la loi, dite loi Bas-Lauriol, interdisant l'utilisation des termes anglais dans les documents officiels, dans la publicité et au sein de l'administration publique.

Comme en France, les hommes politiques russes s'alarment et parlent activement du problème de la large pénétration et diffusion des anglicismes dans la langue russe.

Chaque année dans le monde «meurent» au moins vingt-cinq langues, ce qui fait disparaître des couches entières de la culture et de l'histoire. Selon les linguistes, si le processus se poursuit à ce rythme, dans cent ans la moitié des six mille langues actuelles va s'éteindre.

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**LES RELATIONS ÉCONOMIQUES  
INTERNATIONALES: L'EXEMPLE DE LA FÉDÉRATION  
DE RUSSIE ET LA RÉPUBLIQUE FÉDÉRALE D'ALLEMAGNE**

L'un des traits distinctifs de l'économie mondiale de la seconde moitié du XX siècle est le développement rapide des relations économiques internationales. Il y a un élargissement et un approfondissement des relations économiques entre les pays, groupes de pays, les groupes économiques, les entreprises privées et les organisations. Ces processus sont présentés dans l'approfondissement de la division internationale du travail, l'internationalisation des relations économiques et financières, la globalisation de l'économie mondiale, l'augmentation de l'ouverture des économies nationales et de leur complémentarité ou convergence, le développement et le renforcement des structures régionales et internationales.

La République fédérale d'Allemagne est à l'une des premières places parmi les plus grands partenaires commerciaux de la Russie. Les produits dominants sont: la production de l'ingénierie des transports, l'énergie électrique, la manutention, la pompe et la compresse, la métallurgie et les machines d'usinage de métaux, les équipements électriques, les médicaments et le matériel médical, les machines agricoles et les équipements pour l'industrie alimentaire. Ces produits sont essentiels pour la rénovation des équipements de haute qualité et la diversification de l'économie russe.

En mai 2011 s'est le 90e anniversaire de la signature de l'accord provisoire russo-allemand, en vertu de laquelle les deux pays ont échangé des missions commerciales et ont renoué des relations commerciales et économiques.

La coopération entre deux pays se développe très activement dans divers domaines. La représentation commerciale accorde une attention particulière à l'interaction entre les partenaires allemands et les partenaires russes dans le marché de la haute technologie: dans le domaine de l'aviation et de l'espace, de l'énergie renouvelable, de la technologie de la transformation profonde des hydrocarbures, de la production de pièces détachées de voiture, de la télévision numérique, de l'informatique, des nano- et biotechnologies.

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## **LE «E-LEARNING» AU SERVICE DE L'ÉVOLUTION DU SYSTÈME ÉDUCATIF**

Nous vivons au XXI<sup>e</sup> siècle, celui des technologies de l'Information et de la Communication. Le progrès scientifique et technologique influe notre vie, change notre vision et notre perception du monde.

L'application des nouvelles technologies de l'Information et de la Communication dans le domaine de la formation a conduit à la création de cette nouvelle réalité appelée le «e-learning».

Le «e-learning» est un ensemble des solutions et des méthodes qui permettent d'obtenir une éducation par des moyens électroniques. Quels en sont les avantages? Ce sont l'accès facile à un large panel de l'information, la flexibilité du temps de formation ce qui permet d'apprendre à son propre rythme, apportant une économie de temps, d'argent et de transports.

Le «e-learning» dans l'enseignement est un marché en expansion. Selon les statistiques, le e-learning est pratiqué par 80 % des établissements aux Etats-Unis. En Turquie, plus de la moitié des étudiants font leurs études à distance. La Russie, à sa tour, occupe la 71<sup>e</sup> place en matière d'accès et d'utilisation des nouvelles technologies dans l'éducation.

Les établissements d'enseignement supérieur de Novossibirsk offrent également la possibilité d'obtenir une formation en ligne.

Le e-learning prend de l'ampleur aujourd'hui. Il représente en effet une solution idéale pour de nombreuses personnes qui ne peuvent ou ne veulent pas suivre des cours en présentiel et permet aux gens d'avoir un rythme individuel pendant leur formation, de faire leur choix personnel des cursus et d'associer leurs études et leur travail. Les nouvelles technologies aidant (internet, skype...), cette formule devient de plus en plus interactive et facile à suivre.

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## **ÉVOLUTION DES FLUX D'IMMIGRATIONS ET LEURS IMPACTS SUR LA SOCIÉTÉ FRANÇAISE**

Bien des pays d'Europe subissent l'afflux des immigrants et la France n'est pas une exception. En France, l'immigration est un phénomène très ancien. Elle concerne initialement des personnes de classes supérieures jusqu'à la Révolution industrielle, venir notamment de l'entourage des souverains. Puis on voit s'intensifier l'immigration de travailleurs en réponse au malthusianisme des Français, sensible dès le milieu du XVIII<sup>e</sup> siècle. Des vagues d'immigration de plus en plus fortes suivent les phases de croissance économique: 1850—1873, 1896—1930 et 1945—1975.

L'aspiration à l'amélioration des conditions de vie et le regroupement familial faisaient venir des immigrants en France. Les immigrés sont originaires des pays limitrophes (Belgique, Italie) jusqu'à la première décennie du XX<sup>e</sup> siècle. Mais la décolonisation fait détourner les flux traditionnels de migrations. L'immigration connaît une forte croissance non européenne. Cependant, la globalisation a amené à la fermeture de plusieurs usines, ce qui est à l'origine de la hausse du chômage qui a touché le plus les immigrés.

De nos jours, l'immigration vers la France se fait principalement en provenance du Maghreb et de l'Afrique noire. Mais leurs aspirations sont loin de la situation réelle. Les revenus des immigrés sont parmi les plus bas, ils sont deux fois plus nombreux à ne pas être diplômés et trois fois plus nombreux à vivre sous le seuil de pauvreté que les non-immigrés. Pourtant, dû à la situation sociale égale, leur formation scolaire est proche de ceux des Français natifs.

Le passage d'une immigration de travail, essentiellement masculine, à une politique de regroupement familial au milieu des années 1970 a entraîné une féminisation croissante de la population immigrée et a fait accentuer l'isolation des groupes d'origines étrangères. Les immigrés constituent 11,1 % de la population, ce qui fait de la France l'un des pays de l'Union européenne qui compte le plus de personnes issues de l'immigration (1<sup>re</sup> et 2<sup>e</sup> générations) parmi la population active. Ce fait met en question l'identité même des Français.

La politique de multiculturalisme et celle du melting pot se sont soldées par un échec. L'immigration mène à la formation de la société multiculturelle, car la majorité des immigrés ne partagent pas les valeurs et les normes de la culture traditionnelle française mais préservent leur propres traditions ce qui fait creuser le fossé socio-culturel entre les populations d'origines différentes.

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### **LES JEUNES ET LE BÉNÉVOLAT**

Le bénévolat est une activité volontaire sans rémunération. La principale règle des bénévoles est de tout faire avec un grand cœur et ne pas attendre de bénéfices personnels ou de récompense.

Aujourd'hui se développe activement le mouvement bénévole qui devient une partie intégrante d'une société moderne et civilisée. De plus en plus de jeunes du monde entier s'engagent dans le bénévolat.

Les bénévoles sont impliqués dans divers domaines de la vie comme le sport, la culture ou les loisirs, l'humanitaire, la santé, l'action sociale, etc.

Les principaux types d'activité bénévole sont la collecte de fonds au profit d'organisations caritatives, la distribution des aliments et de la nourriture, l'exécution de divers services ou l'aide au transport, le bénévolat dans le domaine de l'éducation. La protection des droits de l'homme ou la protection de l'environnement sont également d'importants domaines du travail des bénévoles.

La Turkménie et le Libéria ont le plus grand pourcentage de bénévoles de la population générale. En 2012, les États-Unis étaient en première position avec quelque 100 millions de bénévoles.

En France métropolitaine, le pourcentage de bénévoles issus de la population générale est de 30 %. La part de la jeunesse dans le bénévolat est environ 20 %.

Une activité très populaire en France est le bénévolat dans la restauration de monuments architecturaux.

Le bénévolat russe date des années 1990. Durant les trois dernières années, le nombre de jeunes bénévoles en Russie a considérablement augmenté. Aujourd'hui en Russie le taux des bénévoles s'élève à 20 %.

À Novossibirsk, différentes organisations de bénévoles ont été aussi créées.

Le bénévolat contribue à améliorer les services communautaires offerts aux enfants, aux personnes âgées, aux handicapés et à l'ensemble de la population. Il fournit également des occasions d'apprentissage aux bénévoles eux-mêmes et ouvre la voie à l'acquisition de nouvelles compétences. Et par conséquent, notre gouvernement se doit de promouvoir activement ce type d'activité pour pouvoir impliquer des gens dans les projets et les programmes de bénévolat.

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## СЕКЦИЯ КИТАЙСКОГО ЯЗЫКА

Мария Шадрина

### ОСОБЕННОСТИ КИТАЙСКОЙ МОЛОДЕЖИ

中国年轻人的特点

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后贝加尔国立大学

中国的八九十年代是一个飞速变化的年代，各种从未想象过的事物竞相涌现。出生于这个时期的年轻人没有关于过去几十年改革和变动的苦痛记忆，却经历着这个国家的高速经济增长，以及随之而来的消费主义和全球化。所以，他们的生命价值和世界观跟前辈的不一样。而且他们与其它国家的年轻人有些不同。我们将在后面列举现代中国年轻人的一些特点：

1. *见识广更开放*。现代中国年轻人渴求增见识，他们对外面的世界更开放。很多学生想到国外从事经济或工程学研究，但会回到中国追求他们的事业。他们想为自己及他们的国家要些什么，将决定中国同西方的关系。

2. *不愿吃苦更加自主*。吃苦是中国文化的传统美德。但对中国的年轻劳工来说，这已不是一个光荣的标志。他们的自我意识增长的一个因素是教育水平的提高。越来越多的年轻人雄心勃勃，非常乐观，更有权利意识。

3. *倾向在国内发展*。中国正积极鼓励其企业集团到海外扩张，但这项努力正面临一个难以逾越的障碍，因为很多管理人才不愿到海外工作。人事政策、国内的良好发展机会，家庭联系及对其他文化缺乏兴趣的综合因素，是人们不喜欢去国外发展的主要原因。

4.网络化生存。中国年轻人,像其它国家的青年一样,在学习,工作,娱乐中频繁地实用网络。他们通过现代通讯工具与人交往,了解外面的世界。

5.行为现代观念传统。中国年轻人正日益现代化,但他们没有丢弃中国的传统价值观,比如对家庭的责任感、中庸或和谐之道,以及对亲情的看重。简言之,中国的新一代没有变成西方人。

我们通过以上的叙述可以看出,中国的年轻人现代化了。这是渴望向前发展和更多了解世界的一代。他们更加开放,更加自主。但他们没有西方化。中国年轻人具有明显的民族主义情绪。他们对他们国家的崛起感到兴奋,想在中国发展,保持他们国家的传统价值观。

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**СИМВОЛИКА ЦИФР В КУЛЬТУРЕ И БЫТУ КИТАЙЦЕВ**

中国的文化中数字的象征意义  
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世界上每个民族都有数量概念，所以任何一种语言都有数词。数字，除了向人们传达数量信息外，还与各民族的哲学理念、历史背景、吉凶事件、谐音文化等紧密相连，形成了丰富的文化内容，所以它既是数量符号也是文化符号。中国人非常重视数字的象征，人们觉得它似乎有一种超自然的力量，有些数字能给人带来福气和好运，而有些数字却能招灾引祸。数字文化是中国文化的一个重要内容。中国人对数字有独特的文化理念和好恶感情。下面我们对几个数字略加分析，看一看它们所包含的文化内涵。

老子说过«一»是一切的本源。在中国文化中，数字五是神秘的数字。「六»对中国人来说，是个非常吉利的数字，俗语说：«六六大顺»。人们喜欢 66、666、6666 等号码，它象征顺顺利利、万事顺利。八，因为它的发音与«发»字谐音，寓意事业蓬勃发展、万事顺利、繁荣富足，所以人们特别喜欢«八»。

数字9在中国文化中是天的象征，意味着无限量的多。它还被称为《皇帝的数字》。

皇帝这是天的儿子，因此中国人认为9是最幸运的数字。

在西伯利亚国立交通大学学习的中国留学生之间我们进行了调查，问他们关于数字的象征7个问题。此问题提到手机号码、银行卡密码、车牌号码、结婚纪念日等等。研究表明，中国留学生在生活中非常重视数字的象征，其中最流行的为«六»数字。应该指出的是因留学

生对俄罗斯的文化有些知识，在某些情况下，他们能了解俄罗斯文化中数字的意义。

对中国数字象征意义的研究有助于更好的了解中国传统文化，数字象征与世界观，人们的日常生活，历史及传统，语言的特点紧密相连。

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## Yan Xiang Qian

### КОНФУЦИАНСКАЯ МЫСЛЬ В СОВРЕМЕННОМ КИТАЕ

闫湘茜

《现代中国的孔夫子思想》

山东师范大学

孔子是全世界民族的光荣。孔子，是中国古代伟大的思想家、政治家和教育家，同时也是«世界十大文化名人»之首。可以说，他的儒家思想对中国、朝鲜、日本乃至全世界产生了深刻的影响。

近年来、「国学热」在中国兴起，作为中国传统文化第一人的孔子理所当然的成为热点。电影《孔子》、电视剧《孔子春秋》、「百家讲坛」栏目的《论语心得》开始还原孔子的一生。而«孔子热»也延及全球，据粗略统计，全世界的孔子学院已经超过400所，外国学生学习中国的语言和文化，接触中国文化的精髓，同时也促进了中国优秀传统文化在世界范围内的传播。在«孔子热»的大潮下，可以说，在中国，每个年龄段的学生都学习孔夫子的思想。《两小儿辩日》是小学课本的著名篇目，而中学课本里的《论语十则》是学生必须背诵的内容，在很多大学，已经开设了选修课，《孔子世家》《孔子礼仪文化》《孔子思想道德鉴赏》等等。这些课程，通常，一周上两次，每节课大约九十分钟，同学们在有限的的时间里学到了无限的知识。汉语系的学生必须深刻学习孔夫子思想，这会作为他们期末考核的内容。另外，学校的很多道路、建筑，名字来源于《论语》《大学》等，比如，«自强»路，«格物»路，«文心»楼。特别值得一题的是，我们还专门在学校里竖立了孔子塑像。塑像像真的一样，虽然严肃，但是给我们温和谦恭的感觉。塑像竖立在校的中央广场上，学生每天都会经过这里，受到了很好的熏陶。

说到孔夫子，不得不提他的故乡曲阜，西方人士称曲阜为「东方的耶路撒冷」。孔子最喜欢的学生颜回和儒家文化传承者孟子也是生活在这里。每年的教师节，盛大的拜师礼会在曲阜举行，在这一天，人们一起诵读经典《论语》，还一起祭拜先师孔夫子，去孔庙祈福。学生向老师行鞠躬礼，为了感谢他们的教导之恩。老师会把寄语写在卡片上，通常会写希望他们学习进步，心情愉快，身体健康之类的话语。在这样的氛围中，大家相互学习相互祝福，同时都感受到了孔夫子高尚的道德品质。

在我的日常生活中，不知不觉，我也受到了孔夫子思想的熏陶，并且我也可以运用学到的孔夫子思想的知识解决生活中遇到的问题。「知之为之，不知为不知，是知也」「温故而知新，可以为师矣」，这些著名的论语名句教育我应当正确对待学习中遇到的困难问题，积极寻求老师同学的帮助，并且不断复习巩固学过的知识。而在人际交往中，我牢牢记住「己所不欲，勿施于人」的原则，怀着一颗善良的心与人交往，这样我交到了各种才华横溢的朋友。毫无疑问，孔夫子思想给我带来了思想行为上的变化和进步。

总之，研究孔夫子思想是重要的，具有现实意义的，因为孔夫子思想是中国文化的精髓，而世界上越来越多的人学习孔夫子思想。孔夫子的思想是生生不息的，孝、仁、礼有着重要的现实意义。对于塑造人的品格，道德，修养很重要，我们应当深刻学习并广泛利用。

Wang Liying

ИСПОЛЬЗОВАНИЕ МЕТАФОРЫ В ВЫРАЖЕНИИ  
КОЛИЧЕСТВА В АНГЛИЙСКОМ И РУССКОМ ЯЗЫКАХ

王丽莹

在俄汉语中如何用隐喻的手法表达数量

山东女子学院

隐喻是一种普遍现象，人们每时每刻都在使用大量的隐喻。英国修辞学家理查兹曾经说过：「我们日常会话中几乎每三句话中就可能出现一个隐喻。」在日常生活中人们也会经常用隐喻的手法来表达数量。

数量可以理解为是某一事物的确定特征，通过数量，我们可以把一个事物分成均匀的几部分，或者把这几部分汇成一个整体。数量是事物的必要特征，它可以在语言中被表达出来。

在学习俄语的过程中，我们就经常会遇到这样的情况：在借助于联想、隐喻、换喻和其他修辞手法下，词语的意义会形成两种或者多种转义，这样词语的原义被扩大了。

隐喻似乎是伴随语言而生的，哪里有语言哪里就有隐喻。这是因为隐喻是语言表达思想的有效工具。不论俄语还是汉语，隐喻在不同事物之间的相似性可以使人们通过联想，深入了解本体，形象描述抽象、复杂的概念。「这样一来，隐喻起到了化未知为已知，化抽象为具体，化深奥为浅显，化平淡为生动的神奇效果。」

用隐喻的手法表达数量在俄语中非常普遍。例如：град писем（纷纷而至的书信），туча комаров（一团乌云似的蚊子），гора посуды（堆成山的餐具），море слёз（泪涌如泉），лес воспоминаний（无尽的回忆）。

用隐喻的手法表达数量在汉语中也经常被运用。比如：

1. 人山人海 (Гора людей и море людей): 《西湖老人繁胜录》: «四山四海; 三千三百; 衣山衣海; 卦山卦海; 南山南海; 人山人海»。《Воспоминания старика на озере Сиху》. Четыре горы, четыре моря, три тысячи триста, южная гора, южное море, гора людей, море людей. 明朝施耐庵在《水浒传》第五十一回中也有描述: «日有那一般打散, 或是戏舞, 或是歌唱, 赚的那人山人海价看»。В главе 51 в романе «Речные заводи» Ши Найань читаем: Каждый день на улице жители китайских городов занимаются кунфу, представляют китайскую традиционную оперу и драму, танцы или поют, гора людей море людей на них смотрит.

2. 花海 (Океан цветов): 每逢国庆节, 天安门广场就是一片花海的世界。По национальным праздникам, площадь Тяньаньмэнь океан цветов.

3. 浆果海(Море ягод): 我们走进林荫草地, 那里是一片浆果海。Мы зашли на поляну, а там было море ягод.

用隐喻的手法表达数量可以展现文化的内涵, 同时也能传承文化的功能, 文化的很多蕴义可以通过隐喻更加广泛的被传播和使用, 然后影响一代又一代人们的思想。

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Wei Xiao

## СРАВНИТЕЛЬНЫЙ АНАЛИЗ РУССКОЙ И КИТАЙСКОЙ КУЛЬТУРЫ ПИСЬМЕНОГО ТЕКСТА

山东女子学院

卫晓

中俄文化中的书写文字比较

如果要研究中俄文化中书面文字的比较，首先要知道语言和文字的关系

语言和文字

众所周知，语言是人类最重要的交际工具，是人们进行沟通交流的各种表达符号。人们借助语言保存和传递人类文明的成果。语言是民族的重要特征之一。而文字是语言的载体。

就像果戈里曾经说的：应该温柔诚实地对待语言，因为它是上帝给人类最好的礼物。

塞缪尔·约翰逊也表达了自己的观点：语言是思想的外衣。

语言只是一种工具，通过它我们的意愿和思想就得到交流，它是我们灵魂的解释者——蒙田（法）《随笔集》

人类有了语言，就可以积累知识，形成文化。有了文字，就可以记录语言，交流信息。语言把人和动物区分开来，文字把人类社会的原始阶段和文明阶段区分开来。文字更打破了语言在时间上和空间上的限制，将语言传送到远方，扩大了语言的交际功用。

2. 让我们先来看一下汉字的发明和发展历程

汉字是在中国范围内具有千年历史文化背景的表意文字体系。

它同字母不同，每个汉字都有自己特有的内涵。

关于汉字的传说有很多，流传比较广泛的是《仓颉造字》相传，仓颉《始作书契，以代结绳》。在此以前，人们结绳记事，即大事打一大结，小

事打一小结，相连的事打一连环结。后又发展到用刀子在木竹上刻以符号作为记事。随着历史的发展，文明渐进，事情繁杂，名物繁多，用结和刻木的方法，远不能适应需要，这就有创造文字的迫切要求。仓颉日思夜想，到处观察，看尽了天上星宿的分布情况、地上山川脉络的样子、鸟兽虫鱼的痕迹、草木器具的形状，描摹绘写，造出种种不同的符号，并且定下了每个符号所代表的意义。他按自己的心意用符号拼凑成几段，拿给人看，经他解说，倒也看得明白。仓颉把这种符号叫做«字»。

### 汉字的发展历程

在公元前十四世纪在中国出现了第一个奴隶制国家，就在这个时期出现了最早的汉字记载。

经过几个世纪的发展在人们的生活应用中汉字逐渐演变了。汉字的演变过程是：甲骨文，金文，小篆，隶书，楷书，草书，行书。

印度前总统说过，世界上有一种最美的语言，它每一个字都是一幅美丽的画卷迷人的诗歌，这就是汉语。汉语在传承中国悠久文化的同时也丰富了世界人民的眼睛。

### 3. 孔夫子和论语

孔子是中国著名的教育家哲学家。

«论语»是一本以记录春秋时孔子和其弟子及再传弟子言行为主的汇编，这些以书面文字的形式记录了中国古代的世界观人生观世界观，为我们描绘了一段丰富多彩的古代教育的画面。

### 4. 俄罗斯文字的创立

斯拉夫文字的创始人是一对希腊传教士兄弟—基里尔与梅福季（Кирилл и Мефодий）他们在公元863-866年间曾在东欧地区传教。

为了斯拉夫民族地区传教活动的顺利开展，基里尔与梅福季以希腊格拉哥里字母为原形，创建了一份斯拉夫教会字母表，即后人所称的«基里尔字母»。

这个字母表构成了现代俄语和如今斯拉夫各国文字的基础。除此以外，东正教会将每年的5月24日定为«民族文字日»也叫圣基里尔、梅福季日。

5. 普希金是俄罗斯著名诗人、剧作家和散文家。被成为«俄罗斯文学之父»。普希金的诗歌在俄罗斯文化发展史上永远绽放着灿烂的光芒。在俄罗斯的书面文字的发展和创作上发挥了卓越的贡献。

下面，我想跟大家展示一些古今中外关于书籍的谚语：书籍是人类最好的朋友。·书籍是人类进步的阶梯。·面包喂饱身体，而书籍给思想供给营养。·用笔写出来的东西是斧头砍不掉的

在中国也有很多关于文字，书籍的名言警句：上古结绳而治，后世圣人易之以书契，百官以治，万民以察。读书破万卷，下笔如有神。最后，我想说，古书给我们每个人传递着岁月的沉淀和时代的精华，我们应该借助古人的智慧来更好的学习、工作、生活。

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РАЗГОВОРНЫЙ ЯЗЫК В РУССКОЙ И КИТАЙСКОЙ  
КУЛЬТУРЕ

山东女子学院

吴佩华

中俄文化中的«口语»

口语的基本解释：日常口头交谈时使用的语言(区别于«书面语»)；属于或适于日常会话的通俗语言。

口语是口头交际使用的语言，是最早被人类普遍应用的语言形式。所有的民族都有口语。口语通常是通过声音传播的。根据需要，文学作品中也常以文字记叙口语。

口语灵活多变，多因场合与发言者不同而被自由使用。因为发言者与听者同在现场，有时这种发挥不但不影响听者理解，反能更生动地体现发言者心态，或使语言简洁化。与口语相对，书面语是在口语的基础上发展出来的，用于书面表达的语言。口语成为书面语言后则比较固定，语法更严谨，有利于准确地流传。

据考察，古代中文（古文、文言文）与口语（白话）的差别是相当大的。这自有它的历史背景。近代的白话文运动令口语式的写作得以普及。

俄罗斯民族属于斯拉夫民族中的一员，在斯拉夫文字的形成过程中，受到了希腊字符和拉丁字符的直接影响， Кирилл 和 Мефодий 简化了希腊字母而创立了西里尔字母，后经几次演变最终形成了今天的西里尔字母。

汉语中关于«说话»的俗语：人为什么有 2 只耳朵一张嘴,就是为了多听少说。祸从口出。见人只说三分话。言多必失。一言既出驷马难追。沉默便是不说话，不回答。



在汉语中关于《沉默》的俗语：沉默是金。智者沉默寡言，愚者滔滔不绝。

沉默便是同意。不在沉默中爆发，就在沉默中死亡。在《老子》一书中有这样一句名言：大音希声，大象无形。即最美的音乐是没有音乐，最美的形象是没有形象。

高山流水—中国汉语成语，出自战国·郑·列御寇《列子·汤问》，比喻知音难觅。也比喻乐曲高妙。这也是个非常有名的故事，至今仍广泛流传。

经过一段时间后口语和书面语差别就有加剧的趋向，原因是口语不断随时间与地方而变化，而书面语相对稳定。经过教育的人会从书面语学习采纳严谨的语法用于口语，而书面语经过一段时间后也需要改变以适应口语的变化，否则懂书面语的人会越来越少。语言学家从书面语文献和现代口语的差别中可以研究语言的历史发展变化。

*Научное издание*

# **СОВРЕМЕННЫЕ ТЕНДЕНЦИИ МИРОВОГО СОТРУДНИЧЕСТВА**

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