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Сборник включает материалы IV международной студенческой научно-практической конференции на иностранных языках «Современные тенденции мирового сотрудничества», которая проходила в Сибирском институте управления — филиале Российской академии народного хозяйства и государственной службы при Президенте Российской Федерации 13 марта 2015 года. В работе конференции приняли участие студенты вузов Белгорода, Екатеринбургa, Москвы, Нижнего Новгорода, Новосибирска, Омска, Тюмени, Якутска и др.

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

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ВВЕДЕНИЕ

Процессы глобализации и растущая взаимосвязь стран в современном мире актуализируют роль иностранного языка в профессиональной деятельности. Сегодня специалист любой области со знанием иностранного языка должен быть конкурентоспособным, т. к. он ему необходимо самостоятельно вести переговоры с зарубежными партнерами, стажироваться в иностранных компаниях, изучать информационные источники на иностранном языке, заниматься исследовательской работой в крупных научных центрах за рубежом и т. д.

12—13 марта 2015 года в Сибирском институте управления — филиале РАНХиГС прошёл II Международный научный студенческий Форум на иностранных языках: «Глобальные изменения: взгляд молодёжи» для студентов (специалистов, бакалавров и магистров) 1—5 курсов всех направлений подготовки и специальностей высших учебных заведений и средних школ.

Форум состоял из двух мероприятий:

— 12 марта 2015 г. — II Межвузовская олимпиада по иностранным языкам «Молодёжь — стратегический ресурс развития российского общества»;

— 13 марта 2015 г. — IV Международная студенческая научно-практическая конференция на иностранных языках «Современные тенденции мирового сотрудничества».

В работе Форума приняли участие 206 участников (из них 187 очных и 19 заочных) из 15 городов России: Архангельск, Барнаул, Белгород, Братск, Владивосток, Екатеринбург, Казань, Москва, Нижний Новгород, Новосибирск, Омск, Томск, Тюмень, Челябинск, Якутск, а также студенты из Китайской Народной Республики. В состав жюри входили не только преподаватели кафедры иностранных языков Сибирский институт управления — филиал РАНХиГС, но и преподаватели из других вузов России во главе с заведующими кафедр иностранных языков, а также 10 зарубежных гостей из Великобритании, Германии, Италии, Китая, США и Франции.

В первый день Форума (12 марта 2015 года) состоялась II Межвузовская олимпиада по иностранным языкам «Молодёжь — стратегический ресурс развития российского общества» на 5 секциях на английском (3 секции), немецком и французском языках. Участники прошли 2 тура: аудирование аутентичного текста и монологическое высказывание на иностранных языках по теме Олимпиады. Члены жюри отметили высокий уровень знания иностранных языков и умение молодых

людей не только рассказать предложенную тему о современно молодёжи, но и аргументировано и логично высказывать своё мнение на иностранных языках.

В рамках Олимпиады прошла лекция на английском языке «US National Parks», которую провела Дженнифер Л. Депто, специалист в области преподавания английского языка из США.

Во второй день Форума (13 марта 2015 года) состоялась IV Международная студенческая научно-практическая конференция «Современные тенденции мирового сотрудничества» на английском, немецком, французском и английском языках. На 8 секциях обсуждался широкий круг вопросов, таких как международные отношения и социальные трансформации в эпоху глобализации; государственное управление и управление персоналом: лучшие практики зарубежных стран; текущие экономические направления на глобальном и местном уровне; язык социальной коммуникации и его роль в современном обществе; мораль и общество и др. В своих докладах студенты представили как оценку современной ситуации в нашей стране и на местном уровне, так и анализ зарубежного опыта. По результатам работы Конференции были выбраны победители и призеры, и планируется издание сборника тезисов лучших докладов конференции.

Благодарим представителей Сибирского банка ОАО «Сбербанк России», школе иностранных языков «Юнисити», ЗАО аудиторско-консультационной группы «Развитие бизнес систем» в Сибирском федеральном округе и Новосибирского филиала образовательного центра «ИФ Инглиш Фэст СНГ» за активное участие во II Международном научном студенческом Форуме на иностранных языках: «Глобальные изменения: взгляд молодёжи» и надеемся на дальнейшее сотрудничество.

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

Оргкомитет

РАЗДЕЛ I
СЕКЦИЯ АНГЛИЙСКОГО ЯЗЫКА

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THE PROBLEMS OF XENOPHOBIA IN MODERN WORLD

Over the years the problems of xenophobia is one of the most difficult problems of society. Hate crimes are the most striking manifestations of xenophobia, they have become a part of everyday crime reports. Xenophobia literally means fear of foreigners and strangers. It is often used to refer to hatred or contempt rather than fear. Xenophobia has always been present in the outlook of individual groups and communities as a whole. The objects of xenophobia vary from age to age, from country to country, but its psychological mechanism — an alternative to ‘we — they’ — is versatile and continues to work on prehistoric primitive patterns. In the XII century in France among the major xenophobic objects were Jews, lepers and homosexuals. At the beginning of the XXI century in Russia it was immigrants, homosexuals, drug addicts and AIDS patients.

There are several areas in xenophobia — social, racial, religious and territorial. Regardless of the reasons, there is a tendency to xenophobia in modern world, usually from childhood. It should be noted that it often occurs through national pride and the feeling that we are better than anyone else. In the second half of the XIX century the word stigma began to be used in a figurative sense as a ‘label, shameful tag’. Categories of xenophobia are located around these stigmas and their main directions. It causes isolation, xenophobia hinders the development of a constructive intercultural dialogue and the progress of mankind. Its manifestations are fraught with violence, conflict, confrontation and terrorism.

Now we have extreme examples of these troubles, not only ruthless terrorist attacks (New York, Kashmir, Jerusalem, Moscow), but war. Starting from the 80-s, there have been wars in nearly 30 countries around the world. It is especially worrying that 90 % of people that die are civilians. The fight against xenophobia is only possible when people know exactly what they are fighting against.

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THE MYSTERIOUS ENGLISH OF SOCIAL NETWORKING SITES

Nowadays social networking opens a new era of language history. A particular internet-slang has sprung up in a number of languages worldwide, but the forerunner was an English netspeak arisen at the same time with the first websites created to communicate. The aim of this report is to investigate English speech on popular social networking sites.

According to the dictionary, netspeak means the jargon, abbreviations, and emoticons typically used by frequent internet users. When studying Englishmen's profiles on a popular social network called "Tweeter" we discovered some novel changes of the literary language.

First of all, a typical feature is figures replacing both morphemes and whole words. Then, it is possible to clap eyes on grammar mistakes which make this speech similar to chat. For instance, substandard use of the auxiliary verb "to be", lack of the Passive Voice and complex tenses, dropping articles and prepositions. Social networking is undoubtedly the hastiest and the most casual way of communication. Because of that people from all over the world, including British, usually turn down capital letters and punctuation marks. Besides that, smileys, echoic words and different abbreviations seem to be an absolutely international modification of the internet-language. Actually, there are some extra dictionaries of those words. Therefore, it can be stated that most of the English netspeak tendencies have got shared by the other internet-languages.

There is no doubt that social networks are a fertile field for the new lexemes to appear. Neologisms from the internet come in general use in real life, for instance, verbs like 'to tweet', nouns like 'selfie', etc. That is a complicated matter to claim if these words have positive or negative effects on the English language. In my opinion, the greatest advantage of the netspeak is the fact that it helps to level out international and translingual differences, and simplifies foreigners' communication.

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BRICS IN THE CONDITIONS OF SANCTIONS

The BRICS is a group of five countries with rapidly developing economies, the head of these countries have meetings on a regular basis to discuss strategically important issues.

The world economy is a complicated system which includes a set of various elements, based on international perishable and non-perishable production, its distribution, exchange and consumption. From this international economic relations are formulated.

Unfortunately, political relationships are the main factors of economic interaction and stability. Owing to recent events, economic relations between Russia and many western countries have been hugely disrupted. However, Russian course of foreign trade cooperation has been reoriented towards the East after the world financial crisis of 2008.

Today the BRICS is a huge economic block, whose GDP exceeds 25 % of the world's total GDP. In comparison with western economies the BRICS seems to be growing much quicker.

For Russia, their partners in BRICS have become a strategic, cooperation which hopefully will become stronger due to the considerable decrease in trade with the EU.

All the member countries of the BRICS are not a fan of the modern western financial model and wish to stabilize their own economies and finances. They do not want to break ties completely but they want to limit the influence of western policies.

The BRICS understand their potential and all members are keen to integrate with each other for a common goal and also to have a real effect on the world stage. The BRICS is creating its own financial reserves that can be utilized for emergencies.

The BRICS has become a good example of multiple diplomacy amongst its member states.

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THE ROLE OF FOREIGN LANGUAGES IN REGIONAL STUDIES

Regional studies as a science explore global processes and regional peculiarities from an interdisciplinary perspective. It focuses on different aspects, such as ethnic composition, religion, economic and cultural development, geopolitical processes, etc. In fact, regional studies embrace the whole world, and knowledge of foreign languages is vital for it. Language is the mirror of culture, which reflects not only surrounding reality, but also social consciousness of a nation, their mentality, way of life, customs and traditions, system of their values, their world-view and outlook.¹

Ideally, experts who research regional developments should have a good command of three languages as a minimum: English, alongside with one of the European languages (German, French, etc.) and a language of the region of study. On top of that, most universities offer programs in regional studies based on this standard format. As experience shows, students of regional studies can demonstrate reasonably good knowledge of languages. In order to evaluate their opinions about the role of foreign languages in regional studies a survey was held among students. 51 % of the interviewees are convinced that the diversity of languages is the key to multi- and inter-disciplinary regional studies and comprehensive knowledge of cultures. 38 % of respondents consider it sufficient to know English as a global language. 8 % of the interviewed students doubt that knowledge of languages is vital at all for regional studies, while 3 % find it difficult to give an answer.

In conclusion, it should be noted that in any respect knowledge of languages is considered by students to be one of the sources of multi- and inter-disciplinary perception of and approach to the region of study. On the other hand, whether it is necessary to know many languages is quite a different issue.

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¹ Тер-Минасова С. Г. Война и мир языков и культур. — Москва, 2008. — Стр. 21—23.

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THE FUTURE OF BRICS FINANCIAL AND ECONOMIC COOPERATION

The BRICS is one of the key elements of the emerging multipolar world. The participants of the ‘five’ permanently confirm adherence to the fundamental principles of international law and strengthen the leading role of the United Nations. Brazil, Russia, India, China and South Africa do not accept the pressure and infringing of the sovereignty of other countries.

Nowadays the main task is the establishment of complex trade and economic cooperation. It will allow full use of the complementary nature of our economies, markets and scientific-technical potential. We must remember that the BRICS is almost three billion consumers. Business has been successfully developing in the activities of the BRICS countries.

Statistics that demonstrates the power of the BRICS at the same time illustrates weaknesses of the giants of the developing world. Economic growth in these countries today has slowed significantly, compared to the period of the ‘Golden decade’, which began in 2000. So, China’s economy by the end of 2012 had increased by 7.8 %, and it was the worst result since 2000, although during 2003-2007 the country’s GDP annually added at least 10 %. The other members of the BRICS can’t boast the best state of affairs.

The BRICS countries failed in avoiding problems caused by the financial storm, which abates but never stops for five years. Slower growth in developed countries hurts the BRICS, all the members of which are export-oriented. New realities are particularly vulnerable for Russia, Brazil and South Africa — the countries that are the most dependent on fluctuations of raw material prices. India’s and, first of all, China’s economies are diversified to much greater extent.

Team members develop their economies through the means and methods that are not only complementary, but often assume rivalry. For example, such raw power as Russia and Brazil are interested in the growth of prices of minerals, at the same time both China and India, as the world’s leading consumers of raw materials, suffer from this.

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SHAKESPEAREAN LANGUAGE AND ITS IMPACT ON ENGLISH

Last year probably the most famous of all Englishmen had his 450th birthday. William Shakespeare is called the greatest author in the English language of all time because of his profound and lasting impact on the language itself. His works are the most plentiful literary source of the English phraseology. There is even a number of Shakespearean dictionaries of sexual and love language, language of insults and theatre created to explain in a better and easier way the obscure expressions.

Without even realizing it, we fill up our everyday speech with Shakespearean words and phrases. Writers of those days were not able to express their fresh ideas which appeared due to wars, diplomacy and new fields of knowledge. Therefore, they made neologisms by borrowing words or phrases from other languages. Also, at that time a change in the pronunciation of the English language had been in progress, which was called the Great Vowel Shift¹. That is why those sonnets and plays may seem sometimes totally unreadable. Nevertheless, new vocabulary and phrases enriched the English language and made it more colorful and expressive. For instance, Shakespeare has about 17,750 words in his 38 plays and 154 sonnets, where 1,700 are used for the first time. He created these words by changing nouns into verbs, verbs into adjectives, adding prefixes and suffixes, and devising words wholly original. ‘Addiction’, ‘fashionable’, ‘manager’, — all of these words were invented by the genius.

Thus, Shakespeare made the greatest contribution to English. Through his poetry English is shown as rich, vibrant and eloquent language with infinite expressiveness and emotional power. His influence on the English language is invaluable. Recent public opinion poll in the UK has revealed that the overwhelming majority consider Shakespeare as a “Lord of Language” and a national pride.

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¹Gager, Valerie L. *Shakespeare and Dickens: The Dynamics of Influence*. Cambridge University Press. — 1996. — P. 253.

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THE COMPARATIVE CHARACTERISTICS OF THE NATIONAL STEREOTYPES OF THE BRITISH AND RUSSIANS

The aim of the article is to investigate and compare national stereotypes of the English and Russians. The problem under study is of great importance for several reasons: people of Great Britain and Russia have to overcome cultural gaps, to get to know the peculiarities of customs, traditions and way of life of two nations.

According to James L. Hilton “stereotype is a thought that can be adopted about specific types of individuals or certain ways of doing things.”¹ Nowadays widely held beliefs of different nations are formed by the mass media that often brings more harm than good. But repetitive messages of distorted information develop negative perceptions. We studied the blogs of American and British young people and came to the conclusion that a lot of negative stereotypes concern Russian spies, alcoholics, organized crime, bad manners and the lack of public smiling. The Russians keep believing in Chicago mafia, American selfishness, British arrogance and Afro-American discrimination. The most curious point about it is that lots of respondents never encountered foreigners, so they couldn't make their decisions on the basis of their own experiences. So, many stereotypes are associated with ignorance.

The most apparent difference is the way we choose the *small talk* as “conversation about everyday and unimportant social matters”². The ability to choose the correct topic for conversation is relevant in interaction with representatives of another culture.

Thus, negative stereotypes discredit any country and its people. Traveling, educational activities as well as concerts, performances, meetings and various festivities promote breaking stereotypes. Tolerance should be a tool to overcome cultural gaps.

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¹ Hilton, James L.; von Hippel, William (1996). "Stereotypes". *Annual Review of Psychology* 47 (1): 237–271.

² Hornby A.S. *Oxford Advanced Dictionary of Current English*

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NARCISSISM IN MODERN SOCIETY

Narcissism is a personality disorder in which people are excessively preoccupied with personal adequacy, power, prestige and vanity, mentally unable to see the destructive damage they are causing to themselves and to others in the process.

Narcissism is increasingly being regarded as one of the biggest socio-cultural problems of the contemporary era.¹ It relates to ‘consumer culture’, ‘celebrity culture’, ‘new media’, and social networking. This phenomenon is determined by today’s culture promoting excessive pride in one’s appearance, abilities, talents, accomplishments, entitlement and financial comfort. Mass media (and the cult of celebrity that it engenders) plays a major role in the promotion of narcissistic fantasy, identity and security.

Weakening of family ties leads to exposure and manipulation by the media, schools, groups of peers, political leaders. Orientation to external authorities leads to dissolution in idealized personalities, who are perceived as an extension of the self.

In modern foreign psychology various classifications of narcissism are well represented. Normal adult narcissism is considered to be a normal way of adaptive self-regulation, infantile narcissism reflects normal (according to the age) structure of the ‘I’ and the infantile self-regulation by meeting the needs of the age, pathological narcissism reflects a deficits structure of the ‘I’, of almost all aspects of normal narcissism (Kernberg, 2000).²

One of the ways to deal with narcissism is to maintain the importance of moral values.

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¹ Соколова, Е.Т. Нарциссизм как клинический и социокультурный феномен // Психологический журнал. — 2009. — № 1., Попов, Ю. В. Современная клиническая психиатрия / Ю. В. Попов, В. Д. Вид. — СПб.: Речь, 2002.

² V. Bursten, 197Z, Erich Fromm, 1975; DM Svrakic, 1987; F.-W. Deneke, 1994; T. Millon, 1997; Kernberg OF 2000; H. Kohut, 2002, 2007

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CHILDREN RIGHTS PROTECTION IN RUSSIA AND ENGLAND

Children rights protection is becoming more urgent nowadays. Children rights Commissioner, whose main duty is to secure minors, often states that this institution is still imperfect in Russia. Ex-president of the Russian Federation D. Medvedev said that this sphere of law should be regulated in details because children were the most vulnerable category of society. It is clear that there are a lot of omissions in Russian legislation concerning children rights. We cannot but agree that it is the sphere we are affected as citizens. Thus, we decided to compare English legal system as the model of Anglo-Saxon law and Russian legal system as a part of Roman law. The purpose of our comparison was to analyze where children are more protected, because England in contrast with Russia started regulation of children rights several decades ago.

Any society does make everything to protect children rights. But there is a huge gap between theory, legislation and real life both in Russia and England. Some problems are common, e. g. provision, implementation and protection of children rights. However, quantitative and qualitative features of these problems differ noticeably.¹

In the beginning of our work we decided to analyze some cases including children as a party. But in the beginning we confronted with procedural problems. It was a great deal to try to file a complaint. This was a teaching exercise of complexity and intricacy of our system.

On the other hand, while comparing positive sides of each legal system were revealed. For instance, England has a special institution known as juvenile justice which has been operating cohesively for many years. There is also Children Act 1989 which regulates relationships involving young ones, whereas Russia has more systemized laws in that sphere.

To sum up, we came to the conclusion that it is necessary to refine law in both countries. Russia as a constitutional state should take into account positive aspects of English experience in order to enrich its legal system.

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¹ Lobanova T. V. — Legal standing of a child in Russia and England: synopsis. — Volgograd, 2006. — P. 25—26.

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THE PROBLEMS OF INNOVATION IN SMALL BUSINESSES

Creating innovative economy in Russia is the most important task of the state policy and strategic goal for the country's development. Russia ranks No.87 in terms of innovation, according to the ranking of the Global Innovation Index 2013.

A minor part (about 1 %) of small businesses in 2013 were engaged in organizational work of technological innovation, besides, it is worth noting that there is still a high proportion of small enterprises dealing with manufacturing (1.14 %). Slightly less than 0.8 % of enterprises have implemented technology and marketing innovation; about 0.4 % deal with technological and non-technological (organizational, marketing) innovations.

Purchase of machinery and equipment, research costs, new products development, services and methods of production, new production processes were the most expensive technological innovation of small businesses in 2013.

The main factors that hinder development and innovation in small and medium-sized businesses are: lack of financial support from the state, high cost of introducing innovations to the production cycle, high risk, low capacity of the enterprise, not enough qualified personnel.

According to a survey of 500 small and medium innovative enterprises, the following key obstacles to innovation activity were identified: lack of own funds for development (37.7 %), lack of financial support from the state (27.9 %), high costs in implementing innovation (15.4 %) and high interest rates on loans and other borrowings (8.1 %).

To sum up, according to the investigations of innovation activity of small business, essential importance of supporting innovative projects in the stages of conception can be underlined, that is, the need to support research and development procedures. Small businesses need access to comprehensive information and innovations to ensure the interaction of the enterprise with customers, suppliers, competitors, markets and technologies.

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RUSSIAN — SPANISH CULTURAL DIALOGUE: UPS AND DOWNS

The article is devoted to the discussion of unity and diversity of cultures in the context of globalization through the example of Russian-Spanish cultural dialogue. In the context of clash of civilizations threat globalization has produced such social innovation as a desire for the dialogue of cultures. Culture should proceed political and economic cooperation. So, functioning of any modern and civilized state is almost impossible without systematic development in cultural field. Progress in cultural cooperation between nations is one of the most crucial components for the international prestige on the global stage.

Cultural contacts between Russia and the Kingdom of Spain were not fruitful during F. Franco's government and bilateral negotiations appeared only after his death (1975). Ideological frames established by the former Soviet Union created specific difficulties and obstacles for leaving abroad. Bilateral relations were reformed with the emergence of 'perestroika' in order to expand Russia's political activity with foreign countries. Now multiple achievements have been obtained within bilateral relations. Among others the most popular direction of cultural collaboration is Ibero-American Cultural Festivals and Summits.

The novelty of the current research is based on Russian and Spanish media source observation, i. e. the proportion of news items concerning Russian-Spanish dialogue. The theme of the dialogue has acquired practical significance recently. The dialogue is a complicated process and does not mean the issue of one civilizational identity or culture, it arises under various worldviews. Therefore, the governments appreciate established contacts and resources for further development (e. g. mutual interests of nations, rich cultural heritage). They modernize the present dialogue, because cultural cooperation will help deepen citizens' understanding of current partnership.

Nevertheless, for the future development it is vitally important for both countries to avoid conflict situations via peaceful measures and support what was created many years ago.

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THE LAST LINGUA FRANCA?

The Emperor Charles V remarked in the 16th century that he spoke Latin with God, Italian with musicians, Spanish with his troops, German with lackeys, French with ladies and English with his horse. In most books about English, the joke would be turned on Charles that the language he dismissed as uncultivated is now a colossus bestriding the world.

Nicholas Ostler, a famous linguist, says that no language's triumph is permanent and unassailable. Like empires, languages rise and fall, and English will be no exception.¹

English is the first truly global lingua franca, if by 'global' we mean 'used on every inhabited continent'. But in the world of the past, many other languages had similar functions. The ancient world had Arabic, Greek, Latin. French and Russian were lingua francas too.

English, in some opinions, will be the last lingua franca. In future there will not be any other single language. Thanks to advances in computer translation, everyone will speak and write in whatever language they choose, and the world will understand. It may sound fantastic.

The learned language is not valued for its own sake, but only for the benefits that are seen to flow from it. Old empires break up and their lingua francas are abandoned (like Russian in many former Soviet republics).

The number of students in China studying English is enormous. The reason is not admiration for English, but the practical need to use it to get ahead in business and science. But if the English language becomes 'inconvenient', another will take its place. With the rapid expansion of higher education in regions such as China, it is not hard to see which languages are waiting in the wings. That particular development seems unlikely in the nearest future, but who knows what the next 50 or 100 years will bring?

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¹ Ostler, N. Empires of the word: A language history of the world. — Harper Collins, 2005.

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VIRTUALIZATION AS A SOCIAL PHENOMENON

Virtualization is a social form for organizing interaction disregarding time, physical or geographical space, physical body, co-presence, age, ethnicity or gender. Virtual reality (VR) can be found in various fields, for example archaeology, fine arts, games, music, exposure therapy, training, manufacturing, transport, urban planning, etc. The most popular VR is the Internet and social network.

Virtualization causes radical changes in interaction patterns as it empowers an average individual to act in his or her sole discretion and leads to a new form of cultural expression. Individuals in a virtual society not only consume information but also create new meanings, values and behaviors that they embody later in real life. Virtualization provides opportunity for young people to self-realization, self-presentation, obtaining the approval of the group.

Besides, it has conscience-raising potential and can lead to a rebirth of collective imagination. Virtualization changes social order and becomes one of the factors of socialization of a modern person.

On the other side of it, true virtualization requires absence of reality. There is no accountability as individuals or groups are shielded from real consequences of their actions. So moral engagement is limited and human relations become trivialized.

The illusory fantasy world functioning under the laws of reality make the virtual world extremely attractive. This effect manifests itself in the ability to create a virtual world and to enjoy impunity when violating the laws. Most young people transfer social norms created in a virtual world on real relationships, thereby, violating the established normative foundations of the society. Among other social challenges of virtualization are alienation and escape from reality.

Thus, being an objective and inevitable process, virtualization has its positive and negative aspects and needs further scientific consideration.

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MODERN HUMAN RESOURCE MANAGEMENT: INTERNATIONAL EXPERIENCE

The personnel are considered to be the main resource of any organization. Nowadays, different models of management intertwine in the practice of human resource management: American, Japanese and Russian.

Japanese management model is the most efficient in the world. One of the most distinctive features of Japanese management is the system of life-long staff recruitment. If an employee leaves an organization by himself or is dismissed, it has a significant impact on his future career. Thus, Japanese management model is characterized by interweaving of interests of an organization and an employee, as well as the atmosphere of equality.

A completely different management model has developed in the United States. All management activities in US companies are based on initiative, individual responsibility and individual career. In American model an employee may at any moment leave the organization. Thus, the comparative analysis shows that the role of management is largely dependent on psychological and socio-cultural factors, which are specific for each country.

According to A. P. Egorshin¹, the main problem is that there is no particular management style as such in Russia; there has only been economic rebound since the Soviet period. In his opinion, Russian society should address international practices of human resource management and borrow some positive points.

The situation is that Russian factory workers have to be at one workplace for years that reduces their interest in work, suppresses initiative and prevents professional advancement.

Thus, to solve the above-mentioned problem of Russian management, many things can be borrowed from Japanese management experience.

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¹ Егоршин А. П. Управление персоналом. 4-е изд., испр. — Н. Новгород, 2003. — 720 с.

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CHINA IS THE ONLY BRIC IN THE WALL

Today there are several trends that are familiar to anyone who reads the news. It is known that unemployment is high, economic growth is slow. But no less significant shifts are changing the economy and reshaping the global financial order.

New rising super-economies that were going to eclipse the old guard of America, Europe, and Japan hit a BRIC wall. Economic growth in BRIC countries has been disappointing, and the economic outlook for developing economies in general has changed in the last few years between the end of a commodities boom and a slowdown in Chinese growth which, nevertheless, remains high compared with that of its counterparts. Russia, Brazil and India, tigers of the 2000s have slowed to 2 or 3 % growth — about the same rate as rich countries. China is the last BRIC standing. Although it has experienced a mild slowdown, too, it is still powering ahead at a robust 7.5 % rate.¹

The fundamental difference between China on one hand and Russia, India and Brazil on the other is that the former are competing with the west for “intellectual capital” by seeking to build top-notch universities, investing in high, value-added and technologically intensive industries and utilising successful diasporas to generate entrepreneurial activity in the mother country. Chinese officials, for example, are committed to developing 100 world-class universities, with a focus on science and engineering. China is in the process of developing a world-class infrastructure that strengthens its competitive position.²

China definitely faces challenges but it is taking the steps necessary to generate sustainable economic growth. Instead of the rise of a new economic order, we should be talking only about the rise of China.

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¹ Luciana M. China Only BRIC Country Currently Worthy of the Title - O’Neill // The Wall Street Journal. — 2013.

² Noah S. Economic Trends That Rule the World Today. // The Atlantic. — 2013.

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PROBLEMS OF UNSC REFORM

Despite the fact that UN is a unique tool to maintain international peace and security, ineffective actions of UNSC, crisis of the security system, intensive role of the USA have determined necessity of its reformation. The heads of Governments and Secretariats understand this necessity. The resistance arises at the stage of discussing and following realization. Original ideas do not have a point in the result of the compromise of all the members.

Only five countries have the right of *absolute veto* against any measure in UNSC and the most prolific users are Russia and the USA, so the rest of the countries are changing on a basis of rotation. Therefore, these five permanent members dominate in Security Council and have an essential tool to use it in foreign policy. The expansion of SC will be onerous, it will lead to the weakening of the system and, furthermore, the quantity of members cannot be increased. Actually, Russia and the USA do not oppose the accession of, for example, Germany or Japan, however, membership should be provided for other Asian and African countries followed by them, that is not accepted by the members of SC. Since the structure of actual SC does not present the real image of alignment of forces, the main mass of member states are discontented.

The number of non-governmental international organizations, private foundations and regional councils detracts the topicality of UN with bureaucracy and sometimes insignificance. Where organizations are more prepared in technical way, they demonstrate effectiveness and result. However, in propagation of the messages they remain middling.

Some members illegally invade other countries neglecting international regulations. Unsupported invasion of the USA under the Bush's administration resulted in the deaths of thousands civilians. Inviting conflicting sides to take part in meetings of SC is discussed nowadays because the process of making a decision has to guarantee democracy.

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COMPARATIVE ANALYSIS OF RECRUITMENT POLICIES IN EUROPEAN COUNTRIES AND RUSSIA

Nowadays many Russian companies are facing difficulties in hiring process. Finding the most relevant recruitment criteria is still acute and topical for Russian researchers (O. V. Valieva, N. A. Nikiforova and others) as well as for European ones (M. Armstrong). The objective of this article is to compare the policy of recruitment in European countries and Russia and to give recommendations for Russian HR managers.

We have analyzed the survey conducted among HR managers from European countries such as England, Germany, France, Italy and Spain.¹ The results show that to choose the best candidate for a job European employers use a lot of criteria such as test result, foreign languages, special skills, working experience and education among which the most important ones are education, special skills and working experience.

As for Russian companies, the most significant criteria are age of a candidate, which can't exceed 35-40 years, and working experience.² Siberian Chemical Combine, a Novosibirsk company, can be viewed as an example. The HR manager from this company calls several criteria: education, working experience, which is to be from three to five years, and personal qualities, such as responsibility and attentiveness.

To sum up Russian companies should start first of all with more thorough approach to looking for suitable human resources, and perhaps they could start doing it by using the European model of recruitment since European HR managers consider special skills to be more significant rather than age or personal qualities.

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¹ Segalla M., Sauquet A., Turati C. Symbolic vs Functional Recruitment: Cultural Influences on Employee Recruitment Policy // European Management Journal. 2001. — С. 34.

² Валиева О.В. Управление персоналом: конспект лекций. — М.: А-Приор, 2009. — С. 84.

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COMPLEX TRANSPORT MODELS FOR NOVOSIBIRSK ECONOMIC DEVELOPMENT

The problem of how to improve the situation with traffic flows in metropolises is one of the most pressing issues of today. This problem couldn't be solved without understanding a city as a number of separate infrastructure objects which are divorced from each other. It is obvious that a city is an integral system. On this basis, to solve the above stated problem, researchers suggest macro-models of urban complexes and urban agglomerations where inter-related transport districts are defined.

In Novosibirsk, the Scientific and Research Laboratory of Information Technologies on Transport of Siberian Transport University is trying to find its own solution. The traffic flows model of the city is being created under 290-13 state contract, Sept. 30, 2013 between Municipal State-Run Enterprise of Novosibirsk "Gorelectrotransport" and Siberian Transport University. The aim of the project is to create a transport system model to manage the transport complex of Novosibirsk.

There is a number of alternatives for using such a model: 1) full assessment and forecasting potential demand for the movement of people and freight; 2) forecasting traffic volumes and passenger flows with their detailed description by transport type and purposes of travel; 3) defining priority directions for the development of the transport complex; 4) designing alternatives for the development of the transport complex; 5) traffic flow optimisation.

It has been found that researchers were facing some difficulties while developing the model. Estimation of correspondence between transport districts to design a proper matrix is one of them.¹ The matrix of correspondence is understood as a traffic flow model where a specific topology of the street and road network or agglomeration is concealed. In conclusion one may say that this matrix forms the basis for the detailed model of traffic flows distribution within the street and road network.

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LATIN AMERICAN INTEGRATION IN THE CONTEXT OF GLOBALIZATION

Latin American integration plays a significant role in the development of the whole region not only in the economic, but also in the political and even ideological spheres. The research aims at studying how globalization influences the development of Latin American integration.

One of the main issues of the research is the confrontation between two different views on the development of integration in the region: the idea of Pan-American integration by North American countries (mostly the USA) and the alternative idea of integration by headmost Latin American countries (Brazil and Argentina). Both these ideas took place in the creation of NAFTA and MERCOSUR respectively. While the integration in the region began in the 1960s with the creation of LAFTA¹, only in the 1990s it became the essential part of the development of the whole region and the main agenda for American countries. The key term in the research is neoliberalism.

Also, the investigation aims at answering the following questions: what is the role of Latin American integrations in the globalized world, what is the impact of globalization in the development of integration, its significance and uniqueness.

The alternative view of Latin American countries on the USA Pan-American plan is a big part of its independent economic and political development. Only MERCOSUR has collective GDP of more than \$3.4 trillion² and, therefore, plays an important role in the region and in the whole world. Studying this issue helps to understand the economic and political ideology of Latin America and its view on further development of the world system and especially developing countries.

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² База данных ВВП стран мира // The World Bank Database [Электронный ресурс]. — URL: <http://data.worldbank.org/indicator/NY.GDP.MKTP.CD>

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PRODUCT PLACEMENT AS EFFECTIVE MARKETING TOOL

Product placement began in the 19th century and now it remains a relevant and important type of advertising. Product placement or embedded marketing is developing rapidly in the television industry.

Product placement (PP) is an implicit method of advertising. PP is an advertising approach that intentionally inserts products into entertainment programs such as movies, TV programs and videogames. Its aim is to show the advertised product or its logo and to mention it in dialogues making the audience want to buy the product.

The goal of our research is to analyze product placement in the television industries of three countries (Russia, the USA and Argentina) and reveal the most effective one.

To begin with, Popeye the Sailor Man was created in 1929. One of Popeye's habits was eating spinach to become stronger. Apparently, Popeye's popularity helped boost sale of spinach: the consumption increased by 33 percent in the United States between 1931 and 1936 as Popeye gained popularity, saving the spinach industry in the 1930s. This was one of the first shining examples of PP on television which helped the producers of canned spinach to increase the sales.

To make a comparative analysis of the product placement use in the television industry of these three countries, we have examined three series: 'You are the one', 'Molodezhka' and 'Sex and the City'.

After having watched these TV-series and some other ones, we came to the conclusion that product placement is more effective in the United States. Clothing and shoes of such famous brands as Manolo Blahnik, Prada and Chanel are represented in every episode of 'Sex and the City' as a part of the props.

On the whole, product placement is increasingly becoming a popular way for companies to get their products noticed by viewers in every country. To be effective, it should be inconspicuous, should not irritate the viewers and stimulate buying.

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GLOBALIZATION: TEENS' VIEW

One of the main trends in the development of societies of many nations is globalization. It affects all sectors of society and changes them to meet the modern reality. The results of globalization are economic unions, mass migration, etc.

In the field of law, globalization is manifested by the formation of a single legal space in the world. This is the responsibility of international law that must be followed in every country. In the political sphere, globalization is the formation of a single political community around the world and in everyday life mass culture displaces national traditions.

Also globalization affects and transforms moral standards, changing the idea of good and evil. To sum up, the results can be identified as advantages and disadvantages of globalization. Pros: increased competition promoting the further development of new technologies, creation of a basis for solving the basic problems of humanity, etc. Cons: many conflicts, dependency of some countries on the others, strong influence of corporations on politics, etc.

In our view, globalization leads to 'anmonopolar world', which should not be allowed because it destroys national interests of many countries, including Russia. The same view is held by supporters of anti-globalization, they oppose certain aspects of globalization.

To learn the opinion of young people about globalization, we conducted a survey among 60 students of our school. It can be concluded, that most of the young people know what globalization is and do not see anything wrong with it for the world and for our country. The rest either oppose globalization or are not interested in the problems of their country and globalization at all.

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THE KURIL ISLANDS DISPUTE

The present paper is devoted to the territorial dispute over the Kuril Islands that caused a rift in Russo-Japanese relations. By this day the disagreement has continued to be a barrier to a Russo-Japanese Peace Treaty, which would officially end the state of war between the two countries. The aim of the research is to analyze possible solutions to resolve the conflict.

In 1813 Japan and Russia entered into negotiations concerning the border between the two countries. In 1855 it was finally established between Etorofu and Uruppu. In 1875 the Treaty of Saint Petersburg was signed, whereas Japan relinquished all its rights in Sakhalin in exchange for Russian cession of all its rights in the Kurils to Japan¹. By the term of the Treaty of Portsmouth, that ended the Russo-Japanese War of 1904-1905, Russia ceded its leases to the southern half of Sakhalin to Japan. After the World War II Japan capitulated and the Kurils were declared the property of the Soviet Union. According to the San Francisco Peace Treaty of 1951, Japan renounced “all right, title and claim to the Kurile islands”². The Soviet Union refused to sign the treaty. In 2006 Russia’s Putin administration offered Japan the return of Shikotan and the Habomais but Tokyo rejected the offer and sought the return of all four territories.

Tokyo and Moscow have a clear interest in solving the territorial row. The first reason is the rapid rise of China. The second is Japan’s bid in competition with China to gain access to Russian energy resources. Russia in its turn would welcome Japanese investment. Thus, the bilateral interest between the two countries is constantly growing and we may suggest that eventually this will accelerate the negotiation process.

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¹ Kuril Islands [Электронный ресурс]. — URL: http://www.newworld-encyclopedia.org/entry/Kuril_Islands#Japanese_Administration_in_Kuril_Archipelago.

² Southern Kurils or Northern Territories? Resolving the Russo-Japanese Border Dispute [Электронный ресурс]. — URL: <http://www.law2.byu.edu/lawreview4/archives/1992/3/cal.pdf>

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THE IMPACT OF GLOBALIZATION ON THE SYSTEM OF INTERNATIONAL SECURITY

As globalization is the most debatable problem in modern society, the aim of this research is to demonstrate its influence on foreign affairs and international security. The process of all-embracing globalization started in the late 20th century and it continues to gather pace up to now. Globalization penetrates into all spheres of human activity and exists on different levels, including the international one. Thus, it is closely connected with international relations and influences the whole system of international security.

The impact of globalization is rather controversial. Economic globalization has resulted in emerging a great number of transnationals, becoming influential and obtaining opportunities to conduct independent power politics. This situation undermines the foundation of the modern system of international security which is based on the UN Charter and does not mean the existence of alternative subjects of foreign policy except sovereign states. It challenges the state-centric model and makes the states take into consideration the interests of nongovernmental actors.

Another serious implication of globalization, not less important, is that it creates absolutely new challenges to international security, namely, terrorism which is becoming global, presenting a real threat to the world community because it is rather difficult to combat it and often there are no clear paths for retaliation. One more challenge to international security is that the benefits of globalization are spread unevenly. As a result, it increases tension between countries, some of them get a lot of profit from globalization and some feel shortage of it. Nowadays we have a new division of the world, the so-called “North-South problem”. This situation symbolizes the asymmetry of the world order.

According to the research made we can come to the conclusion that globalization is an ambiguous phenomenon. It has created new challenges to international security and made it vulnerable. Thus, it becomes obvious that the system of international security ought to be modified to meet successfully the requirements of globalization.

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LAW AND MORALITY IN SCHOOLCHILDREN'S POINT OF VIEW

Law and morality present the main important norms and rules for our modern society. Most people understand the laws but not everyone performs them and is acquainted with the differences between legal regulations and moral imperative. Let's explore the situation.

First of all, our aim was to find out how far-famed the definitions of morality and law are for different age groups of students/pupils of secondary school. In addition, we developed the hypothesis that the students of the 10th-11th grades treat the laws more seriously and attentively than the pupils of the 5th-9th grades. Secondly, the experiment was carried out as an inquiry of the 5th-11th grades schoolchildren and included two tasks. The first task was to write the definitions of morality and law; the second task was to correlate the definitions with suitable situations. Thirdly, the answers of pupils have been analyzed and presented as the bar graph.

The results of the first task were the following. Most pupils of the 5th-10th grades couldn't write the definitions of morality and law although it was allowed to write their own conceptions. The reason could be lack of reading and special vocabulary.

In comparison with the first task the result of the second one was much better as the pupils observed the commonplace situations and kinds of norms and were interested in performing the task. The deduction is that students of the 10th-11th grades interpret legal regulations more seriously than pupils of other grades due to the peculiarities of the age group, i. e. teens' opinions and their ability to be responsible for the actions.

To conclude, it appears that most pupils of the 5th-7th grades are not acquainted with moral and legal rules and their peculiarities. The reasons are the specific of their age and the frivolous attitude to the inquiry. Our hypothesis has been proved and the conclusion is that parents should explain their children since early childhood what is allowed and what is prohibited; otherwise the educational moment will be missed.

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THE SITUATION AS A MEANS OF DEVELOPING COMMUNICATIVE SKILLS OF JUNIOR PUPILS

The English methodologist A. Hornby assumes that knowing foreign languages is needed in certain situations. For this reason, they become the initial point of learning, and these situations should be anticipated in class. According to E. I. Passov, teaching foreign-language speech is directed to exploit the language in new communicative situations. The above statements make us consider the topic actual and up-to-date.

S. A. Korzina reckons that a verbal situation is a constituent part of the communicative process. It is “a situation of reality, which can cause verbal feedback”. The situations are close to children’s everyday life. Consequently motivation for communicative process increases.

While practicing at school we succeeded in creating situations of elementary communication between learners. Through the use of such situations (e. g. “In a hospital”, “In a shop”, “At the cinema”) the language is learnt inseparably from real life. This is a condition for creating a communicative intention. Pupils activate the vocabulary studied before. Words are no longer static. Situations create natural need to speak. Schoolchildren acknowledge the aim of being involved into the communicative process, and they consciously speak more. Pupils simultaneously develop mental and speaking skills. Also, situations “generate the necessity of solving mental and verbal tasks”.

Having analyzed scientific literature on this point, we came to a conclusion that situations make learners develop speaking skills in a natural way. When conducting lessons at school, we noted that situations enable pupils to communicate more freely.

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THE PECULIARITIES OF FOREIGN DIRECT INVESTMENTS IN RUSSIAN-CHINESE ECONOMIC COOPERATION

Nowadays foreign direct investments (FDI), as an aspect of Russian-Chinese economic cooperation, are an urgent issue to be discussed, as they make a crucial impact on Russian economy.

The research is aimed at investigating the distinctive features of major Russian-Chinese FDI projects. Some of the key issues to be studied are the following: main directions of investment activities, their share in the economies and the factors that influence the amount of FDI.

The study reveals that Russian direct investments occupy 13 % of GDP, while in China the percentage is equal to 20 %.

Moreover, China entered the top 10 largest foreign investors in Russian economy; Chinese FDI amounted about 17 % of the total direct investments in the European economies. The main directions of China's investment activities in Russia are oil and gas sector (95 %), manufacturing (4 %), and engineering and transport (1 %).

There was a significant increase of 518.2 % in the inflow of Chinese direct investments in Russia. In 2013, they amounted \$4.1bln. There are some reasons why Russian economy is very attractive for Chinese investors: firstly, it is an abundance of natural resources, secondly, a possibility to benefit from a large commodity market, thirdly, a negative impact of European sanctions, which stimulated Russian-Chinese economic cooperation.

However, Russia has quite small amount of FDI in China. In 2013 they reached about \$22 mln, which is 26 % less than in 2014. The most attractive industries are manufacturing, construction and transport.

The research shows, that the amount of Russian investments in Chinese economy is not very substantial, mostly due to the slowdown in Russia's GDP growth. Besides, return on invested capital tends to decrease, and finally, funds from Russia do not come directly to China, but through the affiliated companies.

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THE ADVANCES OF FACEBOOK AS A MEANS OF SOCIAL COMMUNICATION

Nowadays, social communication occupies one of the essential parts in our life. The ability to communicate across time and space has greatly expanded due to advances in technology. Therefore, the customer is exposed to various digital devices and such web services as social networks. Our study will focus on the largest social network and consider its role as a means of social communication.

Facebook is the most popular social network in the world. Less than 10 years, its audience was 1.3 billion people. More than 720 million people visit the site every day.¹

The major factors contributing to the popularity of Facebook are easiness to access and a variety of services it offers. For example, a mobile application Facebook Home has been downloaded more than 1 billion times.

Millions of people with common interests can easily find each other and join together in large groups. Such groups may engage in propaganda of the lifestyle and customs than before could boast only media. Moreover, users can unite millions of people in a short period of time. There are cases when such groups influenced the revolutions. The growing concern with the popularity of this network causes the blocking of Facebook in several countries around the world.²

Thus, in spite of the fact that the Facebook is developing very rapidly, such advancement has not reached its limit. Due to its versatility, the site has firmly entered the lives of many people.

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¹ Constine J. Facebook Beats In Q2 With \$2.91 Billion In Revenue // TechCrunch [Электронный ресурс]. — URL: <http://techcrunch.com/2014/07/23/facebook-q2-2014-earnings/>.

² Tsotsis A. To Celebrate The #Jan25 Revolution // TechCrunch [Электронный ресурс]. — URL: <http://techcrunch.com/2011/02/19/facebook-egypt-newborn/>.

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THE INDIANS AND THE LAW OF WAR

The topic of this work is “The Indians and the law of war” in the lectures by F. Victoria. The aim of this paper is to identify the main provisions of these lectures. It is also necessary to formulate the principles of the just war, to analyze ideas and to determine their impact on international law. The main part of the work consists of three sections. There are different views on the war with the Indians. The ideas of F. Victoria are stated in the lectures “About the Indians and the law of war”. The reaction of the scientific community and the influence on the development of international law are presented in the ideas of F. Victoria. The lecture “About the Indians and the law of war” played an important role in the development of international law. The lawyer tried to solve the problems connected with the geographical discoveries. Some of the ideas are relevant even nowadays.

The main provisions of the lectures are the following: Indians are free, reasonable people. They cannot be enslaved on the grounds that they are not supporters of Christianity. None of the representatives of the authorities can get power over Indians and fight against them. The war against the Indians is possible only in case it hinders to preach religion of the Spaniards. Victoria advocated the equality of people and the right to own land of indigenous peoples.

The next aspect is the concept of just war. Waging just war helps to avoid unnecessary losses. The war should be the last resort, it is necessary to ensure the safety of civilians. The war should be declared. The goal of the just war is protection. The winner of the war is obliged to behave modestly.

F. Victoria is one of the founders of international law, he contributed to the development of the theory of just war, addressed the issues about the rights and status of indigenous minorities. Most of his ideas are still relevant now.

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THE REVERSE SIDE OF MODERN TECHNOLOGIES

The research is devoted to the topical question of humanity — the use of slave labour. Many people think that nowadays this problem does not exist anymore, but is it really so?

Have you ever thought who the people making things that you wear and use — Nike shoes, Apple iPhones or iPads are? How do these people live and work?

Factories like Foxconn and Pegatron, which produce components for Apple iPhone and iPad, are famous for its slave labour conditions. Hundred thousands of workers live in packed rooms with anti-sanitary conditions, work 80 hours a week, get low salary. Exploiters take away their IDs, so workers cannot quit the job. They do not have any rights. Besides, suicides and child labour are highly popular at those factories. Imagine a young Chinese girl who commits a suicide after working 16 hours assembling your iPhone. But workers are not forced into factories. They go there themselves to earn money. Moreover, there are many other examples, where people from the Third-World countries suffer in the same working conditions.

Globalization has negative effects, one of them is uneven distribution of income. People who work at the factories cannot afford to buy things they produce, they suffer from poor working conditions and constitute 99 % of the society. But their chiefs, who are just 1 %, have another problem—they do not know what to do with a huge amount of money.

In conclusion, I would like to stress that not everyone benefits from globalization. There always exists a reverse side of any process. Slave labour is one of the urgent problems to be considered and solved. Who is responsible for this? Who will account for this? How to tackle this problem?

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THE PROBLEM OF SHIFTING BALANCE BETWEEN THE RULES OF LAW AND MORALITY IN MODERN SOCIETY

When there are not enough criminals, one declares so many things to be a crime that it becomes impossible to live without breaking laws.¹

There is a presumption that the rules of law originate from morality as a system of rules of conduct. Thus, in the course of history, a legal system has been formed and finally turned to the system of rules of conduct protected by the state law. But nowadays there is a problem that rules of law do not correspond to the rules of morality anymore.

Morality is a matter of choice of the individual, because it has no formalized form supported by society only. That is an abstract system of subjective evaluations. Thus, the violation of moral rules, as opposed to one of the legal rules, does not entail legal liability. Because of that, nowadays legal responsibility represents some analog of the 'price; that the law breaker must pay rather than punishment.

Thus, the question arises. Why do the rules of law, originally based on the norms of morality and having the support of society, cease to be 'the pale' beyond which a man may not step, and become the frontier beyond which you cannot go without paying a statutory 'payment' (a fee, personal restraint, deprivation of rights, etc) now? T. Shidlovskaya in her thesis states that the meaning of the values of freedom, justice and the rule of law in their practical application reveals rare.²

Perhaps, the point is that the state is more likely to choose such measures to solve state problems that directly affect the privacy of individuals.

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¹ Аyn Rand, Atlas Shrugged, 1957

² Шидловская Т. Ю. Соотношение права и морали в правотворческом процессе. дис. ... канд. юрид. наук : 12.00.01. М., 2005. 229 с.

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EFFICIENT FORMATION OF THE GOVERNOR'S PUBLICITY

Publicity of the governor is a significant component of the image in any political conditions. Loyalties in relation to “the federal center”, reliability, conformism are put in the forefront in estimates of the governor. Publicity of the governor is a result of his activity and the behavior which became the property of the public thanks to activity of various distribution channels of information¹.

The main goals of the given research are: 1) to reveal the main criteria of assessment of publicity in the opinion of the public; 2) to analyse the results of the research; 3) to find the best option of publicity formation. One of the methodological approach of the research was a survey. The target audience was 84 people. During the survey six criteria of publicity assessment were revealed by the public:

1. Bright personal qualities (86 %)
2. Effective image, effective PR (64 %)
3. Ability to express interests of people accurately and brightly (50 %)
4. Ability to define features of a political situation precisely (36 %)
5. Demonstration of high confidence in the correctness (18 %)
6. Bright figurativeness of the personality, charm (11 %)

On the basis of the criteria the ideal model of the governor's publicity was made up. The model of ideal publicity of the governor will help effective activity of the press service, the team of the governor which carries out activity in an information field.

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¹ Джефкинс Ф., Ядин Д. Паблик рилейшнз / пер. с англ. под ред. Б. Л. Еремина. М. : ЮНИТИ- ДАНА, 2003. 253 с.

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LOCAL GOVERNMENT AUDIT

Local government is supervised on the constant basis by central government. Different measures are taken to direct its activities. A lot of inspectorates exist at the requirement of central government and they control different aspects of local government. One of such inspectorates is the Audit Commission.¹

The Local Government Finance Act 1982 established the Audit Commission for Local Authorities in England and Wales. It is a non-departmental public body responsible for regulating the finance of local councils. This is the Commission that protects the public purse.²

The analysis of the original sources shows that a major component of the Audit Commission's work with local government (namely councils) is comprehensive performance assessment. These councils getting an excellent score are having enhanced authority. But as for the councils ranked the lowest in the 'poor' category, they are regarded as candidates for intervention. The author's attention¹ is focused on the fact that under the system, the worst councils' activity is introduced by central government to intervention measures: seeking external support, deputing services to other providers, realizing improvement plan.

In conclusion, the system used in the UK assumes receiving 'earned autonomy', whereby the most effective councils should obtain adequate freedoms to reward their performance, while the worst ones should be picked out for intervention. The information obtained about the audit of local authorities in the UK seems to be helpful for teaching students and relevant for local government bodies in Russia.

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¹ Stevens, A. The Politico's Guide to Local Government P. — London, 2006. — P. 99—137.

² Audit Commission: Protecting the public purse [Электронный ресурс]. — URL: <http://www.audit-commission.gov.uk>, свободный. (дата обращения: 18.02.2015).

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USING AUTHENTIC VIDEO TO FORM PRIMARY SCHOOL PUPILS' SOCIOCULTURAL COMPETENCE

According to the Federal State Educational Standard of Primary Education, pupils should acquire the ability and readiness for foreign-language interpersonal and intercultural communication with native speakers. The main aims of our research were to study the development of sociocultural competence and evaluate the effectiveness of using authentic video courses at English lessons as a means of developing sociocultural competence of primary school pupils.

The study of the research works of Lapkin, Shadrikov, Cheremushkina, Ermolayev, Zimnya, Losev, Solovova, and the analysis of our own practical experience showed that the use of authentic video courses at English lessons in primary school is one of the most effective methods for developing sociocultural competence. Pupils get acquainted with lingvo-cultural material: traditions, the way of life of their peers in other countries and extralinguistic speech behavior of native speakers such as gestures and facial expressions, which ensures better perception and understanding of oral speech. Watching the video, pupils acquire experience in hearing native speech and receive information about the language and culture in a lively conversation in a natural pace for native speakers, which also certainly develops listening skills, skills of dialogue and monologue speech, intonation skills, expanding vocabulary. A variety of voices of actors develops pupils' understanding of speech in all its diversity. The video courses used at the lessons should meet topics, age and interests of pupils and their foreign language level.

We came to the conclusion that authentic video courses is a perfect training tool which lets pupils see native speakers, learn the culture and hear real speech. All this contributes to the formation of sociocultural competence. In carrying out experimental research, we also noted that the use of authentic video courses in the classroom activates children and makes them ready for effective work at the lesson.

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INTERNATIONAL PRACTICE OF CITIZENS BUDGET REALIZATION

At the present time the idea of increasing the transparency of public finance is to enhance the participation of citizens in setting priorities for public spending. The main instrument of its implementation is the Citizens Budget (CB). CB is one of eight key financial documents of the country. The global trend of the last few years is increase of the citizens' interest in the disclosure of its financial policy. CB is created on the basis of the draft budget or approved budget. According to the International Budget Partnership, CB is the simplified version of the budget document, which uses informal language and accessible formats for citizens. In some countries (for example, the USA) guides to Annual reports are published, but such documents cannot serve as a substitute of CB.

Open Budget Survey data for 2012 indicate that the current situation with publication of the CB in the world is much worse than with the publication of other key budget documents. However, in a comparative perspective the situation is much better. Some of the richest and most noteworthy experience in creating and publication CB include the experience of the Treasury of South Africa. Site of the agency presented budget documents for the period from 1999 to 2013. Since 1997 a review of the budget and the budget message began to be published, since 2000 — the so-called 'People's Budget'. The advantages of the CB of South Africa include the active use of social advertising, receiving feedback from the public (via SMS), the density, approval of key areas of financial policy of the state in simple headers, etc. Russia has just started to form CB and so it can borrow from foreign experience adding national peculiarities.

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DEGRADATION OF WESTERN MORALITY IN THE XXI CENTURY

Morality is the differentiation of intentions, decisions, and actions between those that are good or right and those that are bad, evil or wrong. In the debates about human values, one of the most debated topics today is whether so-called Western values of democracy, capitalism, and individual freedom ought to be embraced all around the world.

The ideas of Nazism are becoming wide-spread in Western countries. Neo-Nazism is the name for a modern offshoot of Nazism. It is a radically right-wing ideology, the main characteristics of which are extreme nationalism and violent xenophobia. The neo-Nazi movement is by far the strongest in Germany, but groups are well known in other countries as well. Nazism and Neo-Nazism conflicts not only with Western morality, but also with the European Convention on Human Rights (Article 14 Prohibition of discrimination).

The second example of the Western values degradation is legalization/decriminalization of so-called 'soft drugs' and even injection drugs.

The third example of Western values degradation is the propaganda of same-sex relations among juveniles and legalization of same-sex marriages. Morality is a catalyst of sociocultural evolution but same-sex relationships contradict to morality.

The last couple of hundred years western counties consistently went to the complete abandonment of its Christian roots, and after the World War II, this process has acquired a total character. The XXI century is the period of actual de-Christianization of Europe, it is a completely conscious process implemented as a new ideology. The Western world has lost the sense of morality. The fundamental human values based on religion, have been transformed into the free market values.

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THE DEVELOPMENT OF RELATIONSHIPS BETWEEN CHINA AND THE USA UNDER THE INFLUENCE OF TAIWAN ISSUE

Taiwan is a strategically important geopolitical and economic center of East Asia. Any changes in the status of the problem of Taiwan have a deep interest for countries of the region because they directly affect the regional balance of power. The aim of the research is to analyze prospects for developing relationships between China and the USA under the influence of Taiwan's issue.

The island of Taiwan was mainly inhabited by Taiwanese aborigines. The Qing Dynasty of China later defeated the kingdom and annexed Taiwan. It was ceded to Japan in 1895. The Republic of China was established in China in 1912. At the end of the Chinese Civil War in 1949, China and Taiwan were divided by a sovereignty dispute. In 1954 Taiwan gained a security guarantee from the U. S. — at least for the time being.

Despite normalization of relations with China, which was finally achieved in 1979, after 8 years of arduous negotiations, Taiwan was not "left alone in the jungle". Finally in 1979, the official U. S. ties with Taiwan were cut. Since the election of Ma Ying-jeou as the President of Taiwan in 2008, the dynamics of relations between these three countries have been more stable than ever.

Taiwan can significantly define the character the U. S.-China relations acquire in the next decades. The U. S. is concerned that Taiwan can draw the U. S. into a conflict with China. China will continue to develop its military until it feels secure, and the U. S. should concentrate its efforts alleviating this concern.¹

It can be thus concluded that while China has a strong interest in peaceful relations with the USA, an advance of pro-independence sentiment in Taiwan would increase the possibility of a conflict between China and the United States.

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¹ Roy D. Taiwan's 2001 Elections: Chen Up, KMT Chen Up, KMT Down, PRC Disappointed. *Asia-Pacific security studies*. Volume I— Number 2. Hawaii, 2002. — P. 3.

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THE GOVERNMENT MEASURES AGAINST POLITICAL LIES IN THE INTERNET

The aim of the given report is to increase the interest in the problem of government protection of the Net's lie about politics in Russia. The influence of the Internet has been studied for many years. The Internet is a key for globalization and provides the most used and popular information.

The quantity of this information is growing on and the quantity of the influence of the Net is also growing up. Trying to reach popularity bloggers usually begin spreading lies, false information. This information is like a disease. There are a lot of examples of popular bloggers who spread false information about the politics.

Nowadays on-line gossips are closely connected with politics. It becomes really dangerous because of human aggression. Talking about politics people express their opinions impudently and roughly. Nobody cares that the only one wrongly used word connected with politics can destroy thousands of lives. So our government has to control the stream of information.¹

We conducted a survey that confirmed the aforesaid. The students of the Siberian Institute of Management of all years responded. According to our research, 100 % of the students use the Net every day. What is more, 75 % of them do spread information in the Net. They all claim that they spread only the truth but no one will ever tell us about his or her lies.

In conclusion, we want to stress the importance of the problem of a lie in the politics. Our government should direct bloggers to tell the truth to the Internet users. To stop any lie we offer creating a project which will make our government deal with bloggers to build a new Russia relieved from any lie.

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¹ Железняк С. «Цивилизованное государство не должно ограничивать свободу интернета»: интервью пред. ком. ГД по информ. политике, информ. технологиям и связи С. Железняк / С. Железняк // Журналист. — 2011. — № 11. — С. 12—14.

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THE IMPACT OF RUSSIA'S PARTICIPATION IN MAJOR INTERNATIONAL CULTURAL AND SPORTING EVENTS ON ITS ECONOMY

Nowadays, our country is involved in a large number of projects and various international events. There are various discussions about their necessity and the role in economic development of the country. Some people argue that it's the waste of money.

The goal of the research was to examine the impact of Russia's participation in major international cultural and sporting events on its economy.

Recently, Eurovision, Universiade, Olympic Games and the FIFA World Cup have become the most sensational events in Russia. The main unifying factor is that they all have a very strong influence on the economy of our country and, unfortunately, it's not always positive.

We studied the economy of these four events in our country and analyzed what benefit were gained from them.

The Universiade resulted in many new sports centers around the country. As for the Eurovision Song Contest, it's remarkable that it was watched by the millions of spectators all over the world. We can't but mention the first Russian winner in the history of this event — Dima Bilan. Sochi, a new city with new sport centers, was rebuilt after the Olympic Games. A huge amount of tourists from all over the world came there. Eight new football stadiums appeared and we see the popularization of football in our country after the FIFA World Cup.

Thus, we can say that Russia's participation in major international cultural and sporting events has positive effect on its economy and attracts attention to the country's image.

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FEATURES OF SHOCKING ADVERTISING IMPACT ON CONSUMERS IN COMMERCIAL AND SOCIAL CONTEXT

Shockvertising as a term has been adopted and frequently discussed in recent years. However, its effect on the audience remains yet to be investigated due to the “double-sided” nature of the phenomenon. Shockvertising works by showing something attractive or controversial that draws the attention of the audience; at the same time, the advert exposes elements that rouse emotions, which are considered negative. Embarrassment, fear, disgust are just some of the emotions roused through its campaigns.

It has been used for many years around the world, but has recently been questioned as to whether or not it is still a productive method of advertising. In order to find out how effective shockvertising is nowadays, we conducted a survey among the students of Russian and American universities. The research shows that 85 % of the American students think of this kind of advertisement as a good way of capturing consumers’ attention, while 50 % of the Russian students believe that shockvertising should be banned in the public sector. This study also shows that shockvertising, if used properly, solves acute social problems of the country. 70 % of the Russian students think that a shocking content can make a positive change in addressing the problem of smoking and drinking among teenagers. At the same time, 80 % of the USA students believe that it can prevent child abuse. Besides, both sides agree that shockvertising is not acceptable in the commercial sphere, when you need to bring awareness to a certain brand. In order for a shock appeal to be a successful method of advertising, advertisers must be wary of what the public wants. It is still possible for “shock” tactics to work, but advertisers must understand how to approach the situation.

Shockvertising is not for everyone. Used effectively, it can send a message that elevates a business entity’s profile and positions its brand as forward-thinking. Used ineffectively, shockvertising can backfire and cause long-term brand damage. The future still looks bright for “shockvertising”, as long as it is used in moderation in fitting circumstances.

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STUDENTS' ATTITUDE TO THE CAREER CHOISES IN SIBERIAN INSTITUTE OF MANAGEMENT

The country's transition to market "rails" and economic crisis have led to changes in labour-market. Firstly, the level of unemployed population today is four million people, and secondly, over 60 % of Russians do not work in the specialty they gained at university¹. Recent researches, conducted by the recruitment agency Headhunter, show that 30 % of young people make choice of their profession unconsciously and about 25 % of students are sure they will not work in their profession².

To study the situation at a local level and to see what the attitude of a modern student to the choice of profession is, 560 students of the Siberian Institute of Management (the branch of RANEPА) were interviewed. The survey consisted in the following questions:

1. Did you choose your profession consciously?
2. What was the main reason for choosing the profession?

The survey revealed that the overwhelming majority of students (66.6 %) chose their profession consciously. About 70.1 % of the students are going to work according to the chosen profession, and only 29.9 % of the interviewed don't aim to work in the chosen sphere. The second question showed the following results: 56 % of the respondents were guided by their own desires and preferences; 10.4 % of the students found the job prestigious; 9.5 % followed the advice of their parents and/or friends; 5 % of the respondents were motivated by high salary and availability of education, and only 3.7 % pointed out that the main reason was the possibility of advancement and professional growth.

So, the vast majority of the students of Siberian Institute of Management chose profession competently, and they wish to associate with it in their future life.

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¹ Belova I. A. About Career Guidance. — Moscow, 2013. — P. 26—28.

² Headhunter's statistics. [Электронный ресурс] — URL: <http://neohr.ru/is-sledovaniya> (дата обращения : 24.02.2015).

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NATION STATE IN THE ERA OF GLOBALIZATION: THE BRIGHT FUTURE OR THE END OF THE WORLD?

Globalization covers all areas of society. It influences and changes the world we live in. In the past, nation state was the main principle of political organization. However, is it the same at the times of globalization and most importantly, will we have the concept of the nation state we know today in the future?

There are various opinions among experts about the role of a state nowadays. For example, one claims that globalization is incompatible with the existence of nations process¹. It is aimed at the elimination of national communities. Another idea is that in an age of total war, of instant global communications and fast, cheap travel, the nation state is a quaint, even dangerous anachronism².

Despite that, the nation state still plays a significant role among governing powers because it integrates the governing powers and forms a structure where power is distributed upwards to the international level³. This synthesis of the globe and the nation state as the fundamental units of sustained political activity is another way of thinking about the process of globalization.

Analyzing these contradictory arguments, it is difficult to make predictions for the future of the nation state. It is not evident that we will reach a 'fully integrated' global economy or a 'decline of state'. The nation state has proven itself very durable throughout history. The world is still, in territorial terms, made up of separate states, each of which enjoys certain basic sovereign rights. Moreover, each state still has its own interests to advance and defend.

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¹ Mnatsakanyan M. Globalization and the Nation State: Three myths // So-cis. — 2004. — № 5. — P. 138.

² Dhanapala J. A Cartography of Governance: Exploring the Role of Environmental NGOs // The Colorado Journal of International Environmental Law and Policy. — 2001.

³ Ibid.

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THE ROLE OF THE FAMILY IN THE SPIRITUAL AND MORAL EDUCATION

Spiritual and moral education is one of the important aspects of the multifaceted process of personality formation, the development of individual moral values, benefits, etc. The first vital lessons a child gets in the family and, certainly, the first tutors in life of every young man are parents. It has long been established that for a child everyday joys and sorrows, successes and failures are a source that generates kindness and sensitivity, careful attitude to the people. Life plans and human ideals are shaped within the family.

Parents face two major challenges. Firstly, they have to be the bearers of spiritual and moral culture and way of life that they seek to instill in their children. Secondly, they need to create and continuously maintain the atmosphere in which the original child striving for good is formed and secured. Family, including his mother, father, children, and grandparents ideally, on the basis of kinship relationships develops the experience of the past and the present, and it also serves as a bridge to the future. Significant contributions to the spiritual and moral, labor education are made by grandparents. They instill respect for elders, family traditions, love for their land through folk songs, tales, proverbs. The attitude to money should be paid attention to. I agree with the thinker Nasiraddin Tusi, who said about education: ‘We need to teach children degrading gold and silver, as they bring more harm than the most venomous snake’. Spirituality and understanding of children disappear when there are conflicts in the family. In families where a shout and corporal punishment, abuse and violence against children are manifested regularly, all conditions are created first for mental disorders, and then for the antisocial behavior of children.

In conclusion, I can say that the family as a social unit is an integral part of society. And society is characterized by the same spiritual and material processes, as well as family life. The higher the culture of the family is, consequently, the higher the culture of the whole society is.

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THE KOREAN WAVE: A SUCCESSFUL PROJECT OF SOUTH KOREA'S SOFT POWER

The key objective of any state's foreign policy is to ensure external conditions for successful internal development. Formation and use of an attractive image of a country can be considered as one of the major factors of success in the international arena. Soft power is a method of forming the image of a foreign country. The aim of the research is to identify soft power tools on the example of the 'Korean wave' and to assess their effectiveness.

Researchers argue that there are two weighty resources of soft power of South Korea today: 1) successful experience of rapid modernization and democratization; 2) the 'Korean wave', that is most popular in different regions of Asia.

Since in this paper we consider the cultural component of soft power, the subject of our research is the 'Korean wave'. The reasons for the success of the 'Korean wave' are as follows:

1) *The creation of political institutions and developmental strategies.* In 1990 the Ministry of Culture developed a '10-year plan for the development of culture,' with six main areas.

2) *State support.* The MFA of the Republic of Korea campaigns to spread the Korean culture on the territory of other states.

3) *State funding.* Since the late 1990s the Korean government has begun to support the cultural sector actively. Since 2006 the 'White Papers' of the South Korea MFA have contained a section named 'Distribution of Hallyu (the Korean wave)'.

The tangible results of the successful South Korean strategy of soft power through the "Korean Wave" include increasing international cultural exchanges and tourist flows to South Korea, the spread of the Korean lifestyle, the inflow of foreign students into universities in the Republic of Korea, great economic effect as well as avoiding diplomatic conflicts. Nevertheless, it is worth noting that the greatest impact of the 'Korean Wave' has hit the neighbors of South Korea — China and Japan.

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NEW COMMUNICATION TECHNOLOGIES: CHALLENGES AND OPPORTUNITIES

Information plays an important role in modern society and it has become one of the integral parts of our everyday life. New communications technologies are a constant in our society. In fact, people receive 65 megabytes of information every day¹. It means that new technologies arrive fast and very often in a confused and disorganized way.

The goal of this research is to consider communication strategies of the International Student Forum “Manage the Future!” at our University and choose the most effective one.

To begin with, communication can include both internal and external channels. University video resources and its website, official University print communications, online advertising and social networks were examined for receiving reliable data.

We conducted a survey of the students of our Institute to find out their opinions on the discussed problem. It revealed that personal contacts and social networks are leading sources of information, which amount about 50 % of the rating. More than 80 % of the respondents are going to participate in the event but only as passive participants.

In conclusion, we can say that the ad campaign of the International Student Forum was informative and persuasive but it didn't encourage the students to participate in this event. Traditional media resources inside the University fade into insignificance; being ineffective, they aren't often used. The most effective communication channels appeared to be students' personal communications, social networks and teachers' agitation that indicated students' good communication skills.

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¹ Gilbert M. The extent of the information revolution in the digital age / M. Gilbert // Science. — 2011 — № 6. — P. 17—18.

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LEVELS OF MORAL CONSCIOUSNESS OF A PERSON

In this article the author considers the problem of the level of moral consciousness in relation to gender (scientific and sociological study of the features of the socio-economic and cultural roles of men and women, the influence of gender on social existence.) and other socio-psychological characteristics of personality formation in early adolescence.

This article examines theoretical approaches of several authors to studying various aspects of moral consciousness. For example, L. Kohlberg identified three levels of moral development of a person: 1) pre-conventional level (when the child is guided by their selfish motives); 2) conventional level (for a given orientation to external standards and requirements); 3) the level of autonomous morality (focus on the internal system of internalized ethical principles). Consideration of the formation of social emotions is based on the position that morality is formed and is manifested mainly in relation to other people. Of particular importance for the development of the emotional sphere is empathy (the ability to understand the emotional state of others). It is necessary to take into account gender-specific stereotypes in education of representatives of different sexes. Educating boys, parents, for example, focus on stiffness determination. In adolescence, both girls and boys begin to match their needs, interests and values with their real abilities and capabilities. For example, in high school, most of them choose their future profession; school begins to prepare them for entrance exams. In this article the author presents the results obtained in the study of levels of moral reasoning of adolescents.

Concluding, we can say that the hypothesis of a link between the levels of moral reasoning and motivation of adolescents is confirmed. But the hypothesis about the relationship between the level of moral reasoning and personality traits has not been confirmed.

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**SOME ASPECTS OF THE RELATIONS
BETWEEN THE CONCEPTS OF LAW
AND MORALITY IN THE ACTIVITIES
OF A MODERN LAWYER**

Some unwritten laws are harder than all written (Seneca).

Today there are a lot of researches devoted to the problem of relationships between the concepts of “law” and “morality”. However, it still needs more detailed study. For example, we should study the sphere of the activity of such socially responsible profession as a lawyer.

The activity of lawyers always inspired deep respect and lawyers were admitted to the elite. There are a lot of increased moral requirements meant for legal professionals. This is the result of special trust from the society and responsible nature of their functions.

It is well known that sometimes morality and law collide. Unfortunately, even the most perfect law may not be the epitome of morality.

Practice shows that the activity of law enforcement bodies and other legal bodies helps people form their opinion about such facts as to what extent the state is legal and to what extent its bodies act fairly and lawfully.

In modern times there is a huge number of ethical codes in the Russian Federation, such as the Code of Judicial Ethics, the Code of Ethics of Public Prosecutors and so on. It sets forth the basic moral norms of a professional conduct for lawyers, such as honesty, responsibility, impartiality. However, will these principles help to solve problems in practice?

What if some of their moral beliefs are contrary to the law? The answer is obvious — a lawyer hasn't to break the law. However, it is necessary to think about possible ways of combining “moral” and “legal”. Such ways will help lawyers to find harmony between these concepts. In its turn, it will completely facilitate the activity of the lawyer. The first way is to evaluate the moral side of all legislation of the country. Then, we should remember that legal and moral education are closely related. Therefore, it seems necessary to create such a reference book which would contain the examples of solutions to specific situations. Nowadays identification and analysis of such ways are one of the primary tasks.

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INTERCULTURAL COMMUNICATION AS A PLEDGE OF INTERNATIONAL STABILITY

Modern society is characterized by the rapid growth of globalization and intensification of international communication in the world. It is conditioned by the necessity of mutual decisions of urgent political problems, integration into economic process and penetration of modern technologies in all spheres of human life. There are many scientists who study intercultural communication: V. Manapova, N. Ikonnikova, S. Huntington. Accordingly, it is important for people all over the world to provide such international communication which would exclude different kinds of misunderstandings. It allows to accelerate the process of regulation of disputable political and economic situations (Mass media keep reminding us of Nikita Khrushchev's words "We will dig you!" quoting Karl Marx's work "Socialism the Gravedigger of Capitalism").

A lot of misunderstandings in business communication between representatives of different nations are mostly connected with the low level of knowledge of cultural traditions and the national way of life as a whole. This problem is widespread in the Russian Federation. Our educational programs which are designed for managers, state and municipal workers (people, who are in charge of conducting negotiations with partners from other countries) contain few hours for learning a foreign culture. It is very important to train specialists taking into account their future professional interaction with partners of a particular country. Cultural studies have to be an obligatory part of educational program for the students majoring in public administration.

It is proposed to introduce a new approach into the educational system which allows producing knowledgeable, experienced specialists capable of solving global problems without language or cultural barriers. Acquiring professional knowledge, ability to speak at least one foreign language, developing communication skills and cultural studies have to be a must in the curriculum of higher educational institutions for the public administration students.

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REGIONAL POLICY: EXPERIENCE OF THE EUROPEAN UNION

The European Union's Cohesion Policy is a policy with the stated aim to improve the economic well-being of regions in the EU and also to avoid regional disparities. Modern EU regional policy is geared towards making regions more competitive, fostering economic growth and creating new jobs.

We can distinguish three stages of its development and gradual evolution from a simple redistributive policy to cohesion policy which means more targeted support to regions:

I. Preliminary stage (1951 — 1975) when the first idea of EU regional policy, its main institutes and mechanisms were set and the redistributive policy took place;

II. Intermediate stage (1975 — 1988) is known as a time when the mechanisms started to work to the full extent contributing to the implementation of a common structural policy;

III. Actual stage (1988 — present) is a time when specific targets, priorities and principles which provide the unity and targeted support to regions (especially to new EU member states) were formulated.

As it was mentioned, a redistributive policy was replaced because of its ineffectiveness with a cohesion policy, the essence of which is to promote its internal potential in troubled regions. So the concept of equalization has been replaced by the concept of effectiveness.

The purpose of the last is not a subsidy of a determined amount of money to "poor" regions but investment in transformations of regional economic structures.

Today in Russia a redistributive policy functions but it could be improved if some of the features of the cohesion policy would be used. The first is elaboration of criteria that can be used to differentiate regions into groups. The second is to set goals and work out programs for each group to which funds should be addressed.

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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 have changed greatly in the last 50 years¹. 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 husband and wife. Marriage and family being inextricably linked have some differences². One of 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 the 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 been gaining its popularity. Today marriage is often followed 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 period³].

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¹ How Stuff Works [Электронный ресурс]. — URL: <http://people.howstuffworks.com/marriage.htm>

² Preserve Articles [Электронный ресурс]. — URL: <http://www.preservearticles.com/201104296022/248-words-short-paragraph-on-marriage.html>

³ Gardner, J. Law and morality. — University of Oxford, 2008.

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PROBLEMS OF GETTING REGIONAL SOCIOLOGICAL INFORMATION IN THE FIELD OF MANAGERIAL DECISION-MAKING

Sociological information is often used in the field of managerial decision-making. Sociological information is quantitative and qualitative characteristics, statistics about various aspects of society. First, it reflects the human element of social control (the mood of the people, their values and other orientations, level of anxiety, level of motivation, and others). Secondly, it includes ratings of politicians, political parties and movements, the data used during election campaigns or work with the image.

Getting sociological information for managerial decision-making in the region is difficult for civil servants. Currently, there are few resources which give such information. This fact complicates the process of managerial decision-making. 80 % of civil servants order sociological surveys in specialized centers, but it is very expensive.

The goal of the given research is to suggest the framework of the Internet portal which can help getting sociological information for managerial decision-making. The main method of the research is a survey of 80 civil servants of Novosibirsk. The result of the survey confirmed the existence of above-mentioned problems and lack of getting sociological information and opportunities of different resources. I think the given research and proposals will increase efficiency of activity of public servants. The feedback between the population and government of the Novosibirsk region can be established more effectively.

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PEDAGOGICAL FACILITATION AT FOREIGN LANGUAGE CLASSES

Subjectivity in education becomes the key point of its real humanization. It is the way for a teacher and a pupil to discover and realize their potential abilities. The main task of any teacher is to provide intercommunication with the pupils and contribute to their development. Facilitation suggests stimulating influence of a certain group of people on the behavior, activity and the way of communication of other people.

When analyzing theoretical literature and watching teachers work we came to a conclusion that lack of facilitation causes communication barriers at foreign language classes. According to O. V. Kozina, a facilitating teacher must be able not only to listen to a pupil but also to understand and encourage a pupil, and make him interested in the subject. Facilitating function of a teacher in class gets realized in verbal forms. The above function means a high level of a teacher's communicative abilities. S. Romashina claims that pedagogical effect of a teacher is accompanied by the system of didactic communicative influence of a teacher on the pupils. It is considered to be an effective way of controlling a pedagogical process. A Teacher's important task is creating favorable psychological atmosphere.

To sum up, the essence of facilitation at foreign language classes is to make studying easier, to create opportunities for sensible attitude of a pupil to cognition of the world.

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AN ETHNOPSYCHOLOGICAL PECULIARITY OF THE RUSSIAN CRIMINAL CODE: AN INTERESTING OBSERVATION

This thesis demonstrates a bright example of the connection between the “unique feature” of the Criminal Code of the Russian Federation and the cross-cutting theme of ‘sudba’ in Russian linguoculture. This untranslatable word can be approximately translated as ‘fate’, ‘destiny’ or ‘plight’. Thus, T. G. Stefanenko in her works notes that “the way of action in the struggle between the good and the evil, that characterizes Russian mentality, is the lack of action”¹. Also, the scientist underlines this feature as the fundamental cultural constant, largely determined by the semantic universe of the Russian language. This linguistic aspect was studied by A. Wezhbitskaya, who concluded that inactivity before the power of sudba is one of the ideas causing psychosemantic specificity of the Russians’ self-consciousness and world perception. She writes that the Russian word ‘avos’ (like English words ‘maybe’, ‘perhaps’) is the quintessence of the theme of sudba which means in this context the “uncontrollability of events, existence in the unknowable ... world”².

This ethnopsychological peculiarity manifests itself in Article 26(2) of the Russian Criminal Code according to which a crime shall be deemed to be committed thoughtlessly, if a person has foreseen the possibility of socially dangerous consequences of his actions (inaction), but expected without valid reasons that these consequences would be prevented. Volitional moment of criminal thoughtlessness implies that a person hopes that socially dangerous consequences will not occur due to the intervention of an external factor (manifestation of the sudba theme). That’s why a person does not take any actions to prevent socially dangerous consequences, although the possibility of its occurrence is foreseeable. T. B. Nedopekina in her dissertation notes that in French, Danish, Austrian, Korean and Poland criminal codes this sort of guilt does not exist³. Except for Russia, this criminal law concept is mainly reflected in the post-soviet countries, which were subject to the influence of the Russian legal culture.

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¹ Stefanenko T. G. Ethnopsychology. — Moscow, 2009. — P. 78

² Wezhbitskaya A. Language.Culture. Cognition. — Moscow, 1996. — P.79

³ Nedopekina T. B. Criminal negligence. — Saratov, 2010. — P. 23

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WOMEN AND INTERNATIONAL POLITICS

Modern conditions of the world development and paradoxes of globalization affect women's position. Opening new opportunities, globalization constrains progress in achievement of gender equality. It is well-known that ensuring of women rights promotes democracy strength, increases level of welfare, stability and tolerance.

For the last fifty years the greatest progress was made in providing the political rights of women. Today there are very few countries where women cannot vote or be elected to state positions. However, their presence at the governments is still very insignificant.

For example, the research conducted in a number of countries confirms that 10–15 % of men are more inclined to the use of military force. It also testifies that more cooperative style of decision-making, which isn't based on coercion or use of force is inherent in women. However, experts also warn that getting high-level political positions by one or two women cannot have any impact on the decision-making course. Political style changes only when women are presented in a rather large number about 30-35 %.

So why don't women actively participate in such spheres as politics or diplomacy? There are different reasons: women find the role of a mother and a wife more preferable than the role of a politician; men hold control of key positions in power and aren't going to share it.

One of the significant spheres of diplomacy where women actively prove is moral policy which is a nonviolent policy, prevention and resolution of conflicts in ethnic environment and hot spots, and also increasing level of safety in regions. Therefore, emergence of such organizations as the "International center of national diplomacy of women", which united women living in conflict zones for their active connection to domestic and foreign policy, and also to process of settlement of the conflicts within national diplomacy, is especially important. The humanitarian component of foreign policy and diplomacy, the solution of such questions as safety around the world is probably the sphere where a female diplomat can prove out.

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INTERNATIONAL MORALITY

International relations are regulated by different norms: moral, legal, political, interests of states, etc. International law is a set of rules generally regarded and accepted as binding in relations between states and nations.

Morality is the differentiation of intentions, decisions, and actions between those that are good or right and those that are bad, evil or wrong. It exists and acts as a system of ideals, principles, norms, which carrier is a more or less prominent social institution. The biggest of them is the international community, which is inherent in international morality. It is largely formed on the basis of various generally accepted national systems by adapting their rules to regulate interstate relations. Overall, therefore, it is common to all mankind and reflects the achieved level of civilization.

An important place in international morality takes simple morals, basic rules of any human communication. These include: assisting needy countries, respect for each other's interests, loyalty to one's word, respect for the dignity of the state, the humane treatment of people. The main historical task is ensuring the survival of humanity.

Some scientists distinguish a special type of international morality — interstate morality. It should perform regulatory and critical functions. Interaction of morality and law is of legal nature, i. e. morality is given legal force and it becomes the norms of international law; and the rule of law requires some moral standards, without converting them into legal norms.¹ An example is the International Court of Justice which applies morality exactly as it is prescribed by law.

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¹ Дмитриева Г. К. Взаимодействие морали и международного права : автореферат дис. ... д-ра юрид. наук: 12.00.10 — Международное право / Моск. юрид. ин-т. — М., 1991. — 49 с.

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UNIVERSITY STUDENTS' READING INTERESTS IN MODERN RUSSIAN SOCIETY

Modern student life is full of different events such as lectures, chatting with friends, the Internet. However, all of these activities should not prevent young people from reading literature. At present, the question of a book's educational effects on students becomes especially important. Many scientists, teachers, and parents say that youth don't like reading books.

The paper aims to investigate students' attitude towards reading books and their preferences in literature.

A survey of 128 students of the Siberian Institute of Management revealed that reading plays a crucial role in personality development. It's interesting that 28.9 % of the respondents try to read books every day; 25 % of students read books once a month; 12.5 % of the students write that they don't have time for reading. 97 % of all the respondents believe that new media won't replace books in the future. They are sure that reading books helps to develop man's mind, educates people, making speech beautiful and correct.

Students prefer reading books of different genres and authors. Obviously, youth preferences in choosing literature have changed in comparison with the beginning of XXI century¹. Our research shows that the leading reading interest of youth is modern literature with philosophical approaches, life stories about the relationships between people, science fiction and novels. Books are considered to be more interesting than magazines and newspapers. Students rarely read classic literature and they enjoy reading for pleasure.

In conclusion, reading books is one of the important components of the contemporary world as the means of introduction to the culture and broadening of outlook. On the whole, reading books is becoming a fashionable social activity for students in Russia today.

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¹ What are young people reading today? [Электронный ресурс]. — URL: http://nasha-molodezh.ru/society/chto_chitaet_molodezh.html

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COMMUNICATION PROBLEMS

In our lives we often face difficulties in communication and don't pay attention to them, forgetting that such problems have some important reasons. So, the subject of communication problems is rather relevant.

To research causes, types of problems and ways to overcome them, we conducted a questionnaire in our academy. It consisted of 14 questions. 40 people were asked. As a result, we learned that 75 % of the respondents have different troubles in communication.

First of all, the following causes of the problems were discovered: isolation and fear of being misunderstood; inability and unwillingness to listen and to hear a partner; disrespect; lack of interest or inability to express it; personal dislike; high self-esteem or low self-esteem; unwillingness to empathize with a partner and to understand his feelings; psychological trauma; an incorrect posture, gaze, facial expression or gestures; invasion into personal space.

Moreover, we have worked out the most common types of communication barriers: physiological barrier, syntactic noise, ambient noise, semantic barrier, social and cultural barriers, psychological barrier.

As a result, analyzing the suggestions of the respondents, we discovered the methods of overcoming difficulties: 1) don't interrupt the interlocutor; 2) learn to listen and to hear; 3) relax during a conversation; don't be afraid to express your opinion; 4) read the book on the art of communication and join a special interest club; 5) be interested in a conversation; 6) be tolerant; 7) if a problem occurs constantly, visit a psychologist; 8) be patient and make pauses; 9) don't confront an interlocutor and don't become personal during an argument.

Thus, it was proved that people may have difficulties in the process of communication. Some of the main types and causes of communication problems were analyzed and the ways of their solutions were offered. In conclusion, we want to say that everyone should learn to communicate effectively. 95 % of the respondents confirmed it.

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HUMANITARIAN INTERVENTION OF THE USA DURING THE PRESIDENCY OF BILL CLINTON

Socio-economic and political changes in society, the state and its subjects and institutions, operating in the global arena, dictate the need for the formation of completely new ways of interaction between these systems. In this connection the only question is “Which way is the most productive for an enhancement of international relations?”

The history shows that the USA have chosen “humanitarian intervention” as the most productive way of the solution to international conflicts. Its glow was reached during the presidency of Bill Clinton when Yugoslav Wars took place for about ten years and when one of the most ambiguous operation was held, NATO bombing of Yugoslavia.

The operation is still a topic of discussion in many political circles: on the one hand, it was said to be an act of intervention; on the other hand, it was not authorised by the United Nations and many critics claim this act was illegal.

There is no monosemantic opinion about the collocation “humanitarian intervention”: critics have divided into two camps, public opinion varies from allowable to unacceptable, and disputes about the question do not cease even now.

Topicality of the question is connected with processes occurred in the global arena: this policy of the USA is still held and influences society and political elite all over the world. And many of these processes have found a reflection in actions of Clinton’s administration.

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PIDGIN AS A LANGUAGE OF COMMUNICATION

Language is the main means of communication. However, people with different native languages may not always understand each other. So, pidgin was invented for this purpose.

Pidgin is a simplified language that develops as a means of communication between two or more groups that do not have a common language. It is often used in situations such as trade, or where both groups speak languages different from the languages of the countries in which they live. Pidgin is not a native language of any language community, but instead it is taught as a second language. Pidgin can be constructed from words, sounds or body language of several other languages and cultures. Pidgin, typically, has low prestige in comparison with other languages.

Pidgin usually emerged when representatives of European civilization contacted with colonized people, or as a lingua Franca in trade relations. Typically, these formations are primitive and remain the only means of interethnic communication. The vocabulary of this language usually does not exceed 1500 words.¹

Currently a slang language is also called pidgin, for example, in Hawaii. Youth specifically uses pidgin as it is easier and funnier for them. In the Hawaiian Islands pidgin is a mixture of Asian languages with English. It uses only simple verb tense forms.

The examples of pidgin are the Kyakhta language, fanagalo, contact languages based on Spanish.

Thus, a pidgin is a simplified means of linguistic communication and allows people or groups of people to communicate with each other, having no similarity in their languages. Pidgin has no rules, as long as both sides can understand each other.

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¹ Belikov V. I. Pidgin and creole languages. — Moscow, 1998.

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RUSSIAN RUBLE: CURRENT STATE AND PROSPECTS OF DEVELOPMENT

Nowadays the Russian Federation national currency is extremely unstable. The whole 2014, especially the second half of it, turned out to be a nightmare for the ruble, investors don't consider it to be reliable or stable enough anymore.

Oil prices drop influenced Russian economy dramatically, while sanctions, imposed by Western countries because of the Ukrainian conflict, reduced Russian banks' and companies' possibilities of borrowing money abroad. The result is low consumers' demand of Russian national currency.

The negative consequences of this situation were quite obvious in the end of 2014 and even more during the first weeks of 2015. The inflation rate increased dramatically (e. g. in January 2015 it was 3,9 % in comparison with 0,59 % in January 2014), food prices rise turned ordinary shopping into a challenge¹.

Another category that suffered a lot besides Russian consumers is those borrowers whose loans were in foreign currency. Now due to enormous dollar and euro growth in comparison with the ruble, their loans' value together with interest is much higher than they expected.

It is also important to mention that ruble decrease influenced foreign countries as well. The main touristic destinations, which were so popular among Russians, not so long ago, are experiencing huge lack of visitors. Moreover, those countries whose export was dependent on Russian market don't know where to deliver their out of the shell life products and how to cope with profit losses.

The main question is how to overcome this difficult economic situation and what the prospects of the ruble itself are. It is obvious that the government should do its best in politic and economic sphere in order to do away with the crisis.

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THE UKRAINIAN CRISIS: A NEW COLD WAR CONFRONTATION

Modern international relations face a lot of difficult challenges which demand fast and reasonable decisions. The conflict in Ukraine in 2014, for the first time for the last twenty four years after the collapse of the USSR, has led to sharp conversion of the world order in political, as well as in social, cultural, and economic spheres. This is the conflict which the whole world does not simply watch, but also gradually and serially interferes in.

Modern international relations exist in conditions of serious imbalance of forces. The bipolarity which remained after the end of the Cold War gradually loses its power. It is characterized by the USA behavior in its aspiration to world supremacy, economic hegemony and suppression of the main opponent — the Russian Federation. Analyzing actions of the USA after the Cold War, it is possible to notice regular violation of the basic principles of international law and permanent collision with Russia's interests in various conflicts. A strategic imperative of Russia is to have deeper buffer zone on the Western borders. Therefore, Russia always treated Belarus, Ukraine, Baltic and other countries of Eastern Europe as its strategic partners. They have great importance for Russian national security. The USA was interested in the formation of the westernized government in Ukraine. The success of westernized forces in Ukraine would allow constraining Russia. But such foreign policy can't remain unpunished without influence on the internal policy of Ukraine. The internal Ukrainian conflict has acquired a world scale in which other states are involved. Economic and political struggle of Russia, America and Europe obviously proves that the Ukrainian crisis is a bright point of a "new cold war" confrontation. Like in the first Cold war there is no direct confrontation between the two powers, but there are some "third" centers of conflicts in which their interests collide.

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LEGAL ENTITIES IN RUSSIA AND GREAT BRITAIN

People all over the world create ideas and develop them starting their own business. There are a huge number of articles on the Internet advising how to do it. If you read them, you will certainly find statements like “choose a legal structure for your business” or “decide which form of ownership is the best for you”. The main idea is that you should know the types of legal entities of the country where you want to start up your business.

As for our country, there are two types of business entities that represent the base of legal structure. They are limited liability companies and joint-stock companies. People used to think that stock companies could be either open or closed, and it had been like this until the State Duma of the Russian Federation revised Civil and Commercial laws and made significant amendments related to legal entities in the Civil Code of the Russian Federation. They came into force on September 1, 2014.

One of the most important changes is that corporate companies are now divided into public and non-public. A public company is a joint-stock company whose shares and convertible securities are placed by public offering or are publicly traded on the conditions prescribed by security laws or whose charter and corporate name contain an indication that the company is public.

In Great Britain, as well as in Russia, the limited company is the most common legal form in use for running a business. Public limited companies usually start their activities as private limited companies but later go public as this gives them the advantage of raising funds. They attract stricter regulation than private companies to ensure transparency and protection for the public investor.

To sum it up, it is important for business people to realize that, although the details vary from country to country, the legal entities in Russia and Great Britain are mostly alike.

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CHINA: THE KEY TO ECONOMIC SUCCESS AS AN EXAMPLE FOR RUSSIA

The main focus of this research is the reasons for fast economic development of People's Republic of China and possibility of their adaptation to the Russian reality. In the last decades China has made a great leap in the economic sphere. The combination of directive and market methods in practice has led to the creation of one of the most perspective economies in the world.

One of the reasons for economic success is the creation of economic zones. Another key point in modernization of China's economy is foreign investments.

Realizing the futility of further development of their export growth strategy, the Chinese government considers the creation of the innovation-oriented state as their basic goal in the economic sphere.

The transfer of China's experience to Russia is rather questionable because Russian realities are fundamentally different from the Chinese ones. Nevertheless, it is necessary for Russia to collaborate with China, as it is an economically perspective partner. Thus, our country could increase the productivity of its economy by adopting the Chinese experience in the development of innovative technologies, as well as by studying the methods of government incentives for innovative producers. It would be also useful to learn their system of putting innovations into practice from the initial stage of research and development to implementation and production.¹

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THE CREATION OF STANDARDIZED EDUCATIONAL PLATFORMS IN THE USA

In the 20th century many developing countries experienced growth of educational facilities available due to the entry of institutions from the West. There is a rise of massive standardized education platforms in the United States and across the world.

However, is the spread of American models of higher education appropriate for other countries?

To begin with, it is worth introducing the origins of USA's strategy. Since the end of the Second World War, American models of higher education have been regarded as an important instrument of its "soft power". This view rests on three assumptions. The first is that international students who attend American campuses will bond with people and institutions in this country. The second is the belief that American universities will promote Western ideas of freedom of speech through academic and cultural exchanges. Finally, these exchanges are expected to facilitate the opening of foreign markets to American business.

Nowadays major emerging market countries such as, for instance, China, Brazil and Nigeria are actively improving access to education for their citizens. These countries respect elite American higher education in its best-known 20th-century forms: liberal arts college, research university and professional school.

To sum it up, countries are voluntarily implementing policies to change their educational systems to make their students more competitive in the global marketplace¹. No doubt, the United States will maintain its leading role in educational sector in the decades ahead. More standardized education platforms will emerge.

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LANGUAGE AND COMMUNICATION: NEW TRENDS

The word communication has been derived from the Latin word ‘communis’ which means to share. The history of communication dates back to ancient times. Speech which revolutionized the human communication was developed 200,000 years ago; symbols were introduced about 30,000 years ago while writing about 7,000¹. The last revolution in social communication was made by mobile phones and the Internet.

The Internet is of great importance nowadays. The impact of Internet development on languages and ways of communication is evident. We want to emphasize that language is related to the way people communicate. They adapt their languages to suit new computer mediated technologies. Significant platforms of Internet interaction include text messaging, emails, chat groups, virtual worlds, the Web, etc.

It should be noted that the communicative style of the Internet language has its own characteristics and features. Based on this fact some experts identify a new field of linguistics — Internet linguistics.

The Internet and SMS text messaging provide communication at a faster pace. As a result, new words, abbreviations and acronyms have emerged. Both abbreviations and acronyms have practical reasons — to reduce the time and effort needed to communicate through the Internet.

The Internet language presents a combination of both spoken and written languages. This special type of language is characterized by the dynamic nature and it contains elements not found in natural languages. For example, various emoticons and symbols allow participants to interact with each other and especially to express their feelings.

To conclude, we want to say that the Internet and its related technologies continue to create new and different forms in language and social communication.

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¹ Diring David, *The Book Before Printing: Ancient, Medieval and Oriental*, Courier Dover Publications, 1982.

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FUTURE TECHNOLOGIES: HUMANITY VERSUS MACHINES

Everyone knows that humans and machines are different. Machines are the creation of humans, and they were created to make humans' life easier. But humans depend more and more on machines for their day-to-day things. Machines have created a revolution, and no human can think of a life without them.

Robots came into the world as a literary device whereby the writers and film-makers of the early 20th century could explore their hopes and fears about technology. Since moving from the page and screen to real life, robots have been a mild disappointment. They do some things that humans cannot do themselves, like exploring Mars.¹

Nowadays, we create devices that make our life much easier but it can become too easy. For example, the Nissan Leaf electric car. One of the world's largest motor manufacturers is working with scientists based in Switzerland to design a car that can read its driver's mind and predict his or her next move.²

I'm afraid that there will be devices that will allow us to do nothing. It is the war between humanity and machines and it has begun.

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² Mind-reading car could drive you round the bend [Электронный ресурс]. — URL: <http://www.theguardian.com/technology/2011/sep/28/nissan-car-reads-drivers-mind>

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RELIGION AND POLITICS IN THE UNITED STATES

Religion nowadays remains one of the most important spheres of social life. It affects thousands of people, their perception of the world and, as a result, it influences their political consciousness and their political behavior. Therefore, religion influences political decisions taken by the government.

In the development of the political process of the USA religion plays a significant role. As a social factor, it operates the adaptation of different political ideas through the tenets of belief. Foreign policy is also connected with religious factors. In the world of globalization, the USA defines its role as an international leader, “chosen” to deliver democracy to other countries.

The USA is exceedingly religious in comparison to some other developed countries. That is clearly shown in such statistics: 65 % of Americans say that religion is important in their lives, when only 17 % of Swedes, 19 % of Danes, and 24 % of Japanese may say the same.¹

The separation of church and state is a legal and political principle derived from the First Amendment to the United States Constitution, but despite this, national politicians hardly ever give public speeches without mentioning religion. The president repeatedly asks God to bless America, sends his prayers to victims of disasters and reminds Americans how important it is to have faith in God and in the country.

Furthermore, the Pew Research Center research shows that though American people see that religion started to play less significant role in their lives, they think it is an ill tendency and they want churches to express its opinion on political issues. Moreover, the percentage of people wanting churches to endorse political candidates has grown in the last two years.²

Finally, the choice of people at the election depends on the confession of the candidate. Thus 53 % of Americans would refuse to vote for an atheist as a president.³

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PRIVACY IN THE AGE OF VIDEO SURVEILLANCE

Law enforcement is taking advantage of outdated privacy laws to track Americans like never before. New technologies can record your every movement, revealing detailed information about how you choose to live your life. Without the right protections in place, the government can gain access to this information — and to your private life — with disturbing ease.¹

A little noticed surveillance technology, designed to track the movements of every passing driver, is fast proliferating on America's streets. Automatic license plate readers, mounted on police cars or on other objects, use high-speed cameras to photograph thousands of plates per minute.

Location information can be very sensitive. If you drive your car around the United States, it can reveal if you go to a therapist, if you go to church, attend an alcoholics' anonymous meeting. And when that information about you is combined with the same information about everyone else, the government can gain a detailed portrait of how private citizens interact. This information used to be private.

Thanks to modern technology, the government knows far too much about what happens behind closed doors. This poses a serious civil liberties threat. History has shown that once the police have massive quantities of data, tracking the movements of innocent people, it gets abused, maybe for blackmail, maybe for a political advantage, or maybe for simple voyeurism.²

The question is what the government should do? As the technology spreads, the law enforcement agency policies should adhere to some principles. First of all license plate readers may be used by law enforcement agencies only to investigate hits. The government must not store data about innocent people for any lengthy period. Law enforcement agencies should not share license plate reader data with third parties.

In a free and open society such as ours, privacy plays a critical role.³

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² Global set of conferences [Электронный ресурс]. — URL: www.ted.com, Global set of conferences

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HONESTY AS A PRINCIPLE OF CORPORATE RELATIONS

Honesty is the first chapter in the book of wisdom. — Thomas Jefferson

Honesty is one of the basic human values and a key criterion for successful human relationships. From the legal point of view, honesty is the duty to act bona fides (in good faith). Law doesn't defend unfair persons.

Legal entity exercises rights for the purposes specified in constituent acts. The bodies of the legal entity act on behalf of legal entity. But in fact the control for its operation is exercised by people included in the collective executive bodies or by the director.

There is a general rule that the person authorized to represent interests of the corporation by law must act reasonably and in good faith. To my mind the director is always faced with the choice between personal interest and his duties to the company. This choice is partially determined by his moral principles and legal conscience.

In England the necessity to enact duty of loyalty into law was pointed as early as in 1896 in the case *Bray v Ford* by Lord Herschell: "There is danger, in such circumstances, of the person holding a fiduciary position being swayed by interest rather than by duty, and thus prejudicing those whom he was bound to protect".

Law establishes presumption of actions in good faith. The regulation of this principle varies in different legal systems. In Great Britain the director must avoid a situation of the conflict of interests and must not abuse the confidence of the company and his powers¹. In Russian corporate law the term 'affiliated persons' helps to restrain directors from the conflict of interests. Affiliated persons should be considered as a united person of law. According to my research of judicial practice courts started to consider that persons could be affiliated not only by act of law but also de facto.

Honesty is a matter of fact which is required to be determined in every case, there is no way to give the statutory definition to the term.

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¹ Section 175 of Companies Act 2006 [Электронный ресурс]. — URL: <http://www.legislation.gov.uk/>; <http://www.legislation.gov.uk/ukpga/2006/46/section/175>

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THE PROBLEM OF POVERTY AT THE GLOBAL AND LOCAL LEVELS

Poverty is general scarcity or dearth, or the state of one who lacks a certain amount of material possessions or money. Absolute poverty is the level of poverty as defined in terms of the minimal requirements necessary to afford minimal standards of food, clothing, health care and shelter. Relative poverty is defined contextually as economic inequality in the location or society in which people live.

The international poverty line is the level of income of \$2 a day. Another milestone of \$1 per day is cross-border pauperism.¹ The extent of absolute poverty in the world is staggering because at the last year's Economic Forum it was reported that about 1.5 billion people live on about a dollar a day and the income of about 2.5 billion people is less than \$2 a day.² In different countries there are extremely different living conditions. In Russia, the level of poverty in the last decade has considerably decreased. Over the past 10 years, the poverty rate in the country declined from 17.7 percent to 12.6 percent of the population. In South Korea, poor people are the people who earn less than 10 million wons per year. In 2012, about 15 % of South Koreans received less than 10 million wons a year.³

It is one thing when 'I am a poor man' is said by an Indian or a resident of Central Africa and it's another thing to hear this phrase from a German or a Belgian. So it makes sense to say that poverty is different. There are a number of objective reasons for mass poverty in many countries. Somewhere we need to make peace. Somewhere else we have to take steps to limit fertility. And almost everywhere we need to boost production and modernization of economics, as well as material support to those who find themselves on the brink (allowances, subsidies and similar benefits).

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¹ WorldPoverty [Электронный ресурс]. — URL: <http://world-poverty.org/>

² Грицюк М., Маркелов Р. Прожить на доллар [Электронный ресурс]. — URL: <http://www.rg.ru/2013/01/21/bednost-site.html>

³ Shah A. Causes of poverty [Электронный ресурс]. — URL: <http://www.globalissues.org/issue/2/causes-of-poverty>

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PROBLEMS OF MODERN FEMINISM

In search of gender equality feminism was founded. Feminism is a range of ideologies and movements that share an overall purpose: to establish, define, achieve equal social, economic, and political rights for women. The 1st lunge was in the nineteenth and early twentieth centuries, promoting women's right to vote. The 2nd one was associated with the ideas and actions of the women's liberation movement which began in the 1960s. The 3rd wave of the movement is a reaction to and a continuation of the perceived failures of the second-wave of feminism in the 1990s.

We completely agree with the original aim of the movement for woman's emancipation — make it possible for woman to be human in the truest sense, all artificial barriers have to be broken. We will speak about it in relation to European society and our Russian society. 'Feminism', 'emancipation' are extremely popular words among modern women. They have opportunities to work anywhere, have the same rights as men. But the course of history cannot be reversed. Today feminism is different from the past one related to our society.

The problem is the change of roles between sexes, the emptiness of the existing conception of woman's emancipation. One of the natural female roles is to be a mother, a hearth-keeper. 30 % of children are born in Russia in a single-parent family, or rather single mothers. Statistics from other countries is not much different from ours: in the US — 33 % of mothers of all newborns are unmarried women, in Iceland — 64 %, in Sweden — 54 %.

Men are ready to give their natural duties to women. They have become more feminine and women — more brutal. We made a research among young people at the age of 20-25 years. There were two questions: 1. What are consequences of woman's emancipation nowadays? 2. Feminism — is it a tragedy or a successful step to wonderful future? The result of the questionnaire shows us that 75 % of men feel their insignificance as males. Young girls believe that modern feminism movement is a tragedy. We should change our perception of male and female roles, find a new way of behavior and communication between sexes.

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INFORMATION WARS IN THE MODERN WORLD WITH SPECIAL REFERENCE TO THE UKRANIAN REFUGEES IN RUSSIA

Mass media plays a crucial role in the contemporary world. Today the problems of information wars have become increasingly significant because of globalization, the rapid development of information technology that helps politicians exploit media space, processes of mass communication and audience. The term ‘information-psychological wars’ is also widely discussed nowadays.

The goal of this research is to analyze media coverage of the Ukrainian crisis and migration flows of refugees. Controversy has been a relevant element in the coverage of those issues in Russian and foreign media.

The analysis of such newspapers as *Kommersant*, *Slon* (the Russian Federation), *China Daily* (China), *Unian* (Ukraine), *The New-York Times* (USA) and others, has shown that there are no migration flow data in Ukraine (the number of refugees varies from 5 000 to 800 000). The official refugee status of Ukrainian citizens is highly disputed and there is no strong opinion on a given issue.

The same situation can be seen in the reports of international organizations. State Border Guard Service of Ukraine does not provide any information on the migration possesses at all. We can say that the most believable source of information on Ukrainian refugees and their status in the Russian Federation is the Federal Migration Service of the Russian Federation (FMS).

In conclusion, Russian mass media can strengthen its role at the international level if a long-term strategy is worked out by the experts. It has to be internally and externally directed to avoid misunderstandings.

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PROCRASTINATION AS A SOCIAL THREAT

Procrastination in psychology is the practice of performing less urgent tasks in preference to more urgent ones, or doing more pleasurable things instead of less pleasurable ones, and thus, putting off impending tasks to a later time.

At the end of the 20th century urgency of the problem has increased significantly. There are some reasons for it.

Firstly, the working conditions have changed — many jobs suggest the need for self-organization providing quite a long time to finish a task. Another reason is a marked development of individualism which replaced group commitment, particularly in Russia, and induces emotional hunger. And the third reason is the development and availability of computer technology offering a variety of pastime and amusement able to compensate emotional hunger, in particular social networking and chat rooms.

There are several theories attempting to explain the phenomenon of procrastination. According to one of the theories — the theory of stress or motivation (Brownlow and Reasinger, 2000) — a person worries if he or she can fail at an important task, and unconsciously tries to delay the moment to show the results.¹ Another theory blames perfectionism, (Steel, 2007) which manifests itself in an attempt to achieve the best results and to ignore time limits.

Thus, the solution to procrastination centers around deploying some skills of emotion management.

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¹ Brownlow S., & Reasinger R. D. (2000). Putting off until tomorrow what is better done today: Academic procrastination as a function of motivation toward college work. *Journal of Social Behavior and Personality*, 15, 15–34. Режим доступа: <http://web.csulb.edu/~djorgens/brownlow.pdf> — Загл. с экрана.

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FEATURES OF THE MOVEMENT OF GOODS FOR PERSONAL USE BY INDIVIDUALS ACROSS THE BORDER OF RUSSIA AND GREECE

In the modern world international tourism is booming, international education programs are becoming urgent and the number of business trips outside Russia is increasing. It results in the increase of traffic offenses.

The goal of the research is to analyze the main features of the movement of goods for personal use by individuals across the border of Russia and Greece.

At the entrance from Russia to Greece individuals can have some problems, such as the lack of information about the number of transported alcohol; banning the transportation of foodstuffs in their hand luggage; prohibition of pills transportation without a prescription, local fauna, shells from the sea, olive oil, and others goods. Individuals can face the following problem: not saved cash-memo or opened package at the moment of passing the customs control in Russia from the duty free shops in Greece, which entails the payment of customs duty from 10 to 15 % of the cost of purchased products. If an individual refuses to pay this customs duty, the goods are confiscated or constitutes an administrative report is written in accordance with Part. 1, Art. 16. 1 CAV RF.

The author offers the following proposal for reducing these offenses:

— add new sentences to the legislator Part 1 of Article 16.1 of the Administrative Code: supplement paragraph 1 of Article 6 paragraph 2 of the CC CU as follows: "... as well as through the information on the procedure for the movement of goods for personal use through customs border to the public on television and radio, dissemination of information to travel agencies....".

Thus, this obligation for the customs authorities and travel agencies can change the situation and the individuals won't face such problems at common borders.

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РАЗДЕЛ II
СЕКЦИЯ НЕМЕЦКОГО ЯЗЫКА

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DEUTSCHE ERFAHRUNG FÜR DIE LÖSUNG VON PROBLEMEN IN NOWOSIBIRSK?

Großstädte, in denen heutzutage über 30 Prozent der Weltbevölkerung leben, locken immer mehr Menschen an. Dabei sind Metropolen Orte mit einer hohen Konzentration an Problemen.

Novosibirsk ist mit 1,5 Millionen Einwohnern die drittgrößte Stadt Russlands. Laut Umfragen bewegen die Einwohner von Novosibirsk der schlechte Zustand der Straßen, Staus und nicht ausreichende Parkplätze, mangelhafte Müllentsorgung, hohe Wohnpreise und Kommunalgebühren, Schneeabseilung im Winter, wenige Parks und Grünflächen. Junge Befragte halten es für wichtig, positive internationale Erfahrungen zur Lösung dieser Probleme zu erforschen und umzusetzen.

Das Ziel meiner Arbeit besteht darin, die Probleme von Novosibirsk und von Großstädten Deutschlands zu vergleichen und einige Ideen zur Lösung dieser Probleme vorzustellen.

Deutsche Großstädte und die größte Stadt Sibiriens haben einige gemeinsame Probleme: zu viel Straßenverkehr und Staus, zu wenig Parkmöglichkeiten, hohe Mieten, Kriminalität. Viele Probleme, z. B. die Qualität von Trinkwasser, gute Gesundheitsversorgung, städtische Grünflächen, Müllverwertung werden in Deutschland erfolgreich gelöst. In einigen deutschen Städten werden zukunftsorientierte ökologische Projekte umgesetzt: Recycling von Brauchwasser, regenerative Energie-Erzeugung, urbane Landwirtschaft.¹ In der letzten Zeit treten in deutschen Städten Aspekte in den Vordergrund, die mit der Lebenszufriedenheit der Bürger zu tun haben: Qualität der Bildung, Integration der Ausländer, Anpassung der Infrastruktur an alternde Bevölkerung, autofreie Mobilität.

Ich bin der Meinung, dass wir trotz finanzieller Schwierigkeiten positive Erfahrungen Deutschlands und anderer Länder bei der Gestaltung der Stadtpolitik berücksichtigen müssen.

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¹ Urban Audit [Электронный ресурс]. — URL: http://www.nuernberg.de/imperia/md/statistik/dokumente/veroeffentlichungen/berichte/umfragen/lebensqualitaetsumfrage_2012_staedtevergleich.pdf

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DIE BESONDERHEIT DES BAYERISCHEN DIALEKTS

Die Sprache ist ein wichtiger Teil eines jeden Volkes. Die Amtssprache in Deutschland ist Deutsch. Jedoch gibt es in verschiedenen Teilen der Bundesrepublik eigene Dialekte. Zum Beispiel den bayrischen Dialekt.

Die bayrische Sprache ist die Sprache, in der Vertreter des bayrischen Stammes redeten, den König Karl der Große an der Donau führte. Der bayrische Dialekt ist in drei großen Sprachgruppen unterteilt: das Nordbayrische, das Mittelbayrische und das Südbayrische. Bayrisch hat eine weiche und liebevolle Aussprache. Das ist der Antipode zum dramatisch klingenden Berliner Dialekt, wie die Bayern immer Antipoden zu den Preußen waren.

Im Jahr 2009 hat die UNESCO die bayrische Sprache als gefährdet und schützenswert eingestuft. Der Bayrische Dialekt und Deutsch unterscheiden sich sehr voneinander. Zum Beispiel zeigen die deutschen und bayrischen Präpositionen „von“ und „vo“ die phonetischen Merkmale der diatopischen Varietäten. Direkte Unterschiede werden erkenntlich durch die Präsenz der Eigennamen in den Dialekten, wie bayrisch „Minga“ und deutsch „München“, welche durch die Abtrennung von der deutschen Sprache geformt wurden¹. „Hallo, ich bin Peter und ich komme aus München“, — das ist Deutsch. Und auf Bayrisch sagt man: „Serwus/Habèderè/Griaß Di, i bin/bî da Pèda und kumm/kimm vo Minga“. Also, es ist nicht so einfach, wie es aussieht.

Momentan wird der Unterricht in den österreichischen und bayrischen Schulen auf Standarddeutsch durchgeführt, bei gleichzeitig großer Bedeutung des bayrischen Dialekts. Bayrisch ist die Muttersprache für 14 Millionen Menschen in Deutschland und für fast 8 Millionen in Österreich. Nach letzten Umfragen in Deutschland finden die meisten Deutschen den bayrischen Dialekt attraktiv. Unglaublich, aber wahr.

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¹ Helmut Berschin. Ade, Pfiatdi und Tschüss: So sagen die Bayern Servus Münchner Merkur. — 2012. — S. 3.

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OUTSOURCING ALS MÖGLICHKEIT, WETTBEWERBSFÄHIG ZU BLEIBEN?

Was bedeutet Outsourcing? Der Begriff ist vom englischen Begriff „outside resource using“ („Nutzung externer Ressourcen“) abgeleitet. Dieses Konzept ist keine Erfindung der Neuzeit, sondern geht bis in das 18. Jahrhundert zurück. Nachdem Adam Smith die Prinzipien der Arbeitsteilung einführte, folgte wenig später auch die Auslagerung von Aufgaben, hauptsächlich als Mittel der Effizienzsteigerung. In den vergangenen Jahren weitete sich das Outsourcingkonzept auf alle Bereiche der Wirtschaft aus. Heute bringt das Outsourcing viele Vorteile mit sich. So kann fast jedes Unternehmen ein Projekt in Auftrag geben und erhält kurze Zeit später das fertige Ergebnis. Im Vordergrund steht vor allem die Einfachheit. Fast jedes Unternehmen nutzt die Möglichkeit des Outsourcings und arbeitet mit externen Serviceanbietern, wie Programmierern oder Webdesignern, zusammen. Das ermöglicht dem Unternehmen, die Fixkosten zu senken, die Flexibilität zu steigern und sich auf Kerngeschäft zu konzentrieren¹.

Aber wie steht es eigentlich mit dem Outsourcing in Deutschland? Im Vergleich zu den USA oder Großbritannien, wo das Outsourcing sehr gefragt wird, stehen viele deutsche Unternehmen dieser Idee auch heute noch skeptisch gegenüber. Das hängt damit zusammen, dass die Firma in dem Outsourcing-Prozess von einem externen Dienstleister abhängig ist. Insbesondere gilt als negativer Aspekt vor allem Datenschutz. Dennoch gelangen immer mehr deutsche Unternehmen zu der Erkenntnis, dass die Konzentration auf das Kerngeschäft der Schlüssel zum Erhalt der Wettbewerbsfähigkeit ist. Die großen deutschen Konzerne wie „Henkel“, „Bayer“, „Deutsche Telekom“, „Süddeutsche Zeitung“, „Lufthansa“ haben bereits die Aufgaben und Prozesse an externe Outsourcingpartner abgegeben. Für Unternehmen wird es dadurch einfacher, Geschäftsprozesse auf globaler Ebene zu automatisieren, zu standardisieren und zu verbessern.

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¹ Deutsche Startups [Электронный ресурс]. — URL: <http://www.deutsche-startups.de/2012/11/28/marcel-peschel-outsourcly-interview/>

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ANGELA MERKEL: GESTERN UND HEUTE

Angela Merkel ist Bundeskanzlerin der Bundesrepublik Deutschland seit fast 10 Jahren, sie ist eine der berühmtesten Politikerinnen unserer Zeit. Laut einer Umfrage unter den Bürgern in Deutschland im Sommer 2014, erzielt Angela Merkel gemeinsam mit Außenminister Frank-Walter unglaubliche Popularität.¹ Die Deutschen waren zufrieden, dass die Politik der Regierung von Angela Merkel darauf abzielt, das rasche Wirtschaftswachstum aufrecht zu erhalten, aber auch, die Krise in der Eurozone zu überwinden. Auch im Zusammenhang mit den Ereignissen in der Ukraine, unterstützten 70 % der Deutschen im Juli 2014 Merkels Entscheidung, die Sanktionen gegen Russland zu verschärfen. Die Situation hat sich schon im November 2014 geändert, als die Ergebnisse von Sanktionen offensichtlich wurden. Es ist bekannt, dass Bundeskanzlerin kategorisch gegen Russland eingenommen ist, und dass sie nicht von ihrer offiziellen Positionen abweichen will. Aber hier widersetzen sich die deutschen Industrieunternehmen, deren Geschäftsführer sagen, dass die Sanktionen den deutschen Unternehmen mehr Schaden zufügen. Daher ist die Anzahl von Merkels Unterstützenden auf 58 % gesunken.²

Russland und die Sanktionen sind nicht der einzige Grund, warum die Deutschen negativer auf Frau Merkel und ihre Politik reagieren. Die Regierung mit Merkel bemüht sich darum Einwandern ein Recht auf legalen Aufenthalt in Deutschland zu geben und macht Migrationspolitik. Die Bürger protestieren auf Kundgebungen, wo sie Strategien ausgeben, um Angela Merkel des Amtes zu entheben. Obwohl noch viele Leute Angela unterstützen, werden 2017 neue Wahlen stattfinden, für die Angela Merkel kandidieren wird. Aber ob sie zum vierten Mal die Kanzlerin der BRD wird, ist noch unbekannt, weil alles von der Situation nicht nur im Deutschland selbst, sondern auch in der ganzen Welt abhängt, und davon wie die deutsche Bevölkerung darauf reagiert.

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¹ Reuters [Электронный ресурс]. — URL: <http://uk.reuters.com/article/2014/08/07/uk-germany-poll-satisfaction-idUKKBN0G71T320140807>

² РИА новости [Электронный ресурс]. — URL: <http://ria.ru/world/20141203/1036351881.html>

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DER NATIONALSTAAT UNTER DEM DRUCK DER GLOBALISIERUNG

Eine der negativen Folgen der Globalisierung ist die Schwächung des Nationalstaates, die in der Souveränitätsbeschränkung und in der teilweisen Kompetenzdelegation an transnationale Institutionen der globalisierten Welt zum Ausdruck kommt.¹

Ein schwacher Nationalstaat kann kaum mit seinen Aufgaben der Formulierung und Durchführung der Staatspolitik, die nationalen Interessen gerecht ist, fertig werden und ist dazu geneigt, seine nationalen Interessen den Interessen anderer, einflussreicherer Akteure der internationalen Politik unterzuordnen. Ein starker Nationalstaat sichert die soziale Stabilität der Gesellschaft, weil er ein multiethnisches Gemeinwesen mit einem hohen Grad der Integration grundlegender soziokultureller Gruppen darstellt. Diese Integration und ein Zusammenhalt der Staatsbürger eines Nationalstaates wird durch ein einheitliches Nationalbewusstsein erreicht.

Ein Individuum, das sich für den Bestandteil einer in einer nationalen Einheitsidee solidarisierten Gesellschaft hält, für den Staatsbürger eines starken Staates, welcher seine Nationalinteressen auf internationaler Ebene zu sichern vermag, fühlt sich sicher und bedeutsam, was die psychologische Gesundheit des Volkes sicher stellt.

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¹ Beck U. What Is Globalization? — Cambridge, 1999. — P. 14—15

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ISLAMISIERUNG DEUTSCHLANDS

Vor kurzem ist in Deutschland eine neue Bewegung entstanden, die Pegida heißt. Pegida ist eine Abkürzung und steht für "Patriotische Europäer gegen die Islamisierung des Abendlandes". Die Tausender-Demonstrationen sind der Ausgang der gescheiterten Multikulti — Politik.

Die Ergebnisse der Pegida-Studie der TU Dresden haben gezeigt, dass 42 % der Pegida-Anhänger dieser Bewegung beigetreten sind wegen „Vorbehalten gegen Muslime bzw. Islam“.¹ Das bedeutet, die Betroffenen sind gegen die Islamisierung. Da stellt sich aber die Frage, ob es die „Islamisierung“ eigentlich gibt. Der gegenwärtige Prozess lässt sich nicht als Islamisierung bezeichnen. 18 % geben an, dass sie Angst vor eigenem Identitätsverlust haben. Also, in ganz Deutschland leben etwa 4,5 Millionen Muslime, das sind 5 % der Bevölkerung. Es ist unbestritten, dass der Anteil der Muslime zunimmt, aber es gibt keinen Massenübertritt zum Islam. Die Anzahl der Muslime wächst, da die Muslime mehr Kinder haben. Dennoch ist es deutlich übertrieben über eigenen Identitätsverlust oder die Islamisierung zu reden. Was „Überfremdung“ betrifft, kann ich sagen, dass es ohne Auswanderer nicht funktioniert. Wegen der niedrigen Geburtenrate ist Deutschland jetzt nicht in der Lage, seine Wirtschaft selbst, ohne einen Andrang von Auswanderern, zu unterstützen. Und was noch wichtig ist, dass die Immigranten Arbeiten übernehmen, die Deutsche nicht übernehmen wollen. Darüber hinaus sei noch bemerkt, dass es in der deutschen Gesellschaft keine Übernahme des Kulturgutes und der Verhaltensregeln der islamischen Kultur gibt. Sogar umgekehrt, viel mehr Muslime schließen sich den europäischen Werten an. Zusammenfassend kann ich behaupten, dass es heutzutage nicht um die Islamisierung der Bundesrepublik Deutschland geht, es geht darum, dass eine neue Migrationspolitik durchdacht werden sollte.

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¹ Die erste empirischen Umfrage unter PEGIDA-Teilnehmern Prof. Dr. Hans Vorländer

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MÜLLVERWERTUNG IN RUSSLAND

Das Thema Müll kommt nicht aus den Schlagzeilen. Jeder Einwohner des Landes produziert bis zu 350 kg Abfall. Jährlich sollen 40 — 60 Mio. t Hausmüll anfallen. Nur ein Drittel davon wird recycelt oder thermisch aufbereitet. In der Vergangenheit hatten der enorme Rohstoffreichtum und das riesige Territorium Russlands kaum Anreize geschaffen, sich um Müllvermeidung, -trennung und -verarbeitung zu kümmern¹.

In Novosibirsk ist seit 2012 ein Fünfjahresprogramm im Gange, welches 26 Deponien und fünf Anlagen zur Verarbeitung von Müll beinhalten soll. Im Jahre 2016 soll die Region Novosibirsk zu den Recycling-Spitzenreitern der russischen Föderation gehören.

Im Gebiet Tjumen wurde ein Tender zur Einrichtung eines komplexen Systems zur Müllverwertung veröffentlicht. Der Investor organisiert und betreibt das Einsammeln und Verwerten von Haushaltsmüll. Der Wert des Gesamtvorhabens wird mit 1,5 Milliarden Rubel angegeben.

In Ufa plant der japanische Investor Mitsubishi (Heavy Industries Ltd.) ein Müllverarbeitungswerk mit einer Kapazität für 90.000 t pro Jahr.

Die Geschäftsfelder der Firma EcoSystem sind das Einsammeln, Trennen und Verwerten von Haushaltsabfällen sowie die Reinigung von Uferanlagen. Die Sberbank hat an EcoSystem eine Kreditlinie über 12 Milliarden Rubel für 10 Jahren gewährt. Mit dem Geld wird auch das Projekt „Saubere Wolga“ realisiert.

Auch deutsche Unternehmen sind in Russland am Geschäft mit dem Müll beteiligt. So plant der deutsche Entsorgungskonzern Remondis ein neues Müllverarbeitungswerk in Saransk. Die Kapazität soll bei 150.000 t Hausmüll pro Jahr liegen. Seither wurden knapp vier Millionen Euro in das Projekt investiert.

Die Verwertung von Haushalts- und Industrieabfällen steckt in Russland noch in den Kinderschuhen. Projekte werden zwar diskutiert, aber erst wenige Regionen entscheiden sich, zusammen mit Investoren oder auf eigene Faust Projekte anzuschieben.

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ATTRAKTIVITÄT DEUTSCHLANDS ALS STUDIENLAND FÜR RUSSISCHE STUDIERENDE

In der Zeit zunehmender Globalisierung gewinnt die akademische Mobilität der Studierenden immer mehr an Bedeutung. Im weltweiten Vergleich liegt Deutschland nach den USA und Großbritannien auf Platz 3 unter den beliebtesten Studienländern. Jeder zehnte Student in Deutschland kommt aus dem Ausland. In meiner Arbeit möchte ich auf der Grundlage statistischer Daten zeigen, wie attraktiv der Studienstandort Deutschland für russische Studierende ist, wo die Vorteile einer Hochschulausbildung in Deutschland liegen und welche Schwierigkeiten es geben kann.

Für russische Studenten ist Deutschland das Studienland Nummer eins. An deutschen Unis studieren zurzeit etwa elftausend Russinnen und Russen, sie bilden die zweitgrößte Gruppe ausländischer Studierenden in Deutschland nach den Chinesen.¹ Für die Attraktivität Deutschlands für russische Studenten gibt es mehrere Gründe.

Die deutsche Hochschullandschaft ist vielfältig und differenziert. Es gibt unterschiedliche Hochschultypen, die meisten bieten eine ausgezeichnete Qualität. Das Studium ist kostenlos. Man kann ein Stipendium des DAADs oder einer deutschen Stiftung bekommen. Jedes Jahr bekommen 4000 junge Bürger Russlands ein DAAD-Stipendium. Die ausländischen Absolventen können ihre Aufenthaltserlaubnis nach Studienabschluss bis zu 18 Monate verlängern, um einen Job zu finden.

Zu den Schwierigkeiten, auf die die russischen Studierenden stoßen, gehören meist nicht ausreichende Deutschkenntnisse, um den TestDaF abzulegen und später an den Lehrveranstaltungen erfolgreich teilzunehmen, Probleme mit der Anerkennung der bisherigen Ausbildung.

Laut Umfragen möchten drei Viertel von den russischen Studierenden nach ihrem Abschluss gern in Deutschland leben und arbeiten und meinen, dass das Studium in Deutschland ihre Berufschancen verbessern würde.

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¹ Wissenschaft [Электронный ресурс]. — URL: http://www.wissenschaft-weltopen.de/kompakt/wwo2014_kompakt_de.pdf

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DAS DURCHSCHNITTSGEHALT IN DEUTSCHLAND UND RUSSLAND: ERWARTUNG UND REALITÄT

Das Durchschnittsgehalt ist das durchschnittliche Bruttogehalt deutscher Arbeitnehmer im Jahresmittel. Es ist in den letzten Jahren gestiegen und liegt heute bei 41.000,- Euro brutto. Viele Arbeitnehmer erreichen diese Gehaltsschwelle nicht, während andere deutlich mehr verdienen. Wer 41.000 Euro verdient, hat jeden Monat etwa 2.000,- Euro netto in der Tasche und kommt übers Jahr gerechnet auf 24.000,- Euro netto.

Die Reallöhne der Beschäftigten in Deutschland sind durch Lohnzuwächse und die geringe Inflation Anfang 2014 um 1,35 % gestiegen. Der Durchschnittsbruttolohn lag bei 19,65 Euro im Durchschnitt über alle Erwerbstätigen¹.

Es gibt einen Gehaltsunterschied zwischen Frauen und Männern, zwischen den Beschäftigten in den östlichen und westlichen Bundesländern.

Das Durchschnittsgehalt von 40.000,- Euro ist der Traum für viele Berufe, z. B. im Friseurhandwerk, für Köche oder Gebäudereiniger.

Das Durchschnittseinkommen in Russland lag 2011 in einigen Branchen wieder über dem Niveau von vor der Krise. Im Jahr 2013 steigen die Gehälter nominal um 12,3 %. Für 2014 erwartet man eine nominale Zunahme um 6,5 %.

In Russland wird stärker leistungsabhängig bezahlt als in Deutschland. Im Schnitt erhalten etwas mehr als 80 % aller Geschäftsführer und knapp 90 % aller Führungskräfte einen variablen Lohnanteil. Goodwillprämien erhalten etwa 15 % aller Geschäftsführer.

Die nominalen Einkünfte pro Kopf der Bevölkerung erhöhten sich 2013 um 10,7 %.

Der Durchschnittslohn in Russland soll in den folgenden zwei-drei Jahren 32000 Rubel erreichen.

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¹ Durchschnittsgehalt. [Электронный ресурс]. — URL: <http://www.cecu.de/durchschnittsgehalt.html> (дата обращения: 10.01.2015).

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KATASTERFÜHRUNG IN DER RUSSISCHEN FÖDERATION UND IN DEUTSCHLAND: VERGLEICHENDE ANALYSE

Die Aktualität des vorliegenden Beitrags besteht darin, dass heute das Staatliche Liegenschaftskataster in der Russischen Föderation ihren grundlegenden Anforderungen, wie die Vollständigkeit und Richtigkeit der Informationen nicht entspricht. Der Mangel an Informationen über die Grundstücksgrenzen ist die Folge der ineffizienten Steuersystemarbeit, der ineffizienten Territoriumsverwaltung, der Entstehung vieler Rechtsstreitigkeiten.

Das System der Katasterführung in Deutschland funktioniert im Gegenteil verlässlich und effizient. In diesem Zusammenhang ist das Vortragsziel der Vergleich der deutschen und russischen Systeme der Liegenschaftskatasterführung für die Identifizierung der wichtigsten Probleme und ihrer Lösungswege. Um den Untersuchungszweck zu erreichen, muss man folgende Aufgaben lösen: den aktuellen Zustand des staatlichen Liegenschaftskatasters in Russland und Deutschland erkunden; die Struktur der staatlichen Organe kennen lernen; die wichtigsten Vorteile und Nachteile der Kataster-Systeme analysieren.

Für die Verbesserung der Qualität der Katasterführung in Russland können wir die deutschen Erfahrungen in Bezug auf die Qualität der Katasteringenieurausbildung und die Verbesserung der Verantwortungsstufe übernehmen. Denn in Russland ist die Ausbildung der Katasteringenieure auf hohem Niveau, das angemessene Niveau der Ausführung der Katasterarbeit wird nicht erreicht, das führt zur Qualitätsminderung der Informationen des Katasters.¹

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¹ Führung des Liegenschaftskatasters [Электронный ресурс]. — URL: <https://www.hagen.de/web/de/>

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SIND MODERNE MASSEN MEDIEN FEIND ODER FREUND DER INTERNATIONALEN GEMEINSCHAFT?

In der Zeit der Globalisierung sind die Massenmedien ein untrennbarer Bestandteil unseres Lebens, sie dringen in alle Bereiche der gesellschaftlichen Tätigkeit durch und üben einen riesigen Einfluss auf die Entwicklung nicht nur jedes einzelnen Landes, sondern auch auf die der ganzen Welt aus.

In den Expertenforschungen spielt das Problem des Einflusses der Massenmedien auf das System der internationalen Beziehungen heutzutage eine bedeutende Rolle. Viele Forscher betonen bestimmte Funktionen der Massenmedien in der Politik und damit auch die Probleme, die sie stellen, sowie die Entwicklung der Ereignisse.¹

Für eine tiefere Analyse und das Verständnis der Stelle der modernen Massenmedien in der Politik ist auf die Journalistentätigkeit der russischen und ausländischen Experten einzugehen. In diesem Zusammenhang sind bei unserer Forschung die deutschen Medien „Zeit online“ und „Deutsche Welle“ durchgearbeitet, die den Standpunkt der europäischen Experten- und Journalistengesellschaft widerspiegeln.

Also, weltweit weisen die Fachleute auf eine außerordentliche Rolle der Massenmedien bei dem Aufbau, der Förderung sowie der Zuspitzung der internationalen Beziehungen hin. Mit Rücksicht auf die Globalisierung nennen einige Experten die Presse nicht „vierte“ sondern „erste“ Gewalt.² Es gibt eine Tendenz zur unabhängigen Tätigkeit der Journalisten. Die Massenmedien gehen auf das supranationale Niveau hinaus und schaffen ihre eigene Politik, zu deren Geiseln ganze Staaten werden.

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¹ Косачев К. О роли СМИ в формировании имиджа государства и развитии межкультурного диалога // Российский совет по международным делам. 22.05.2013. [Электронный ресурс]. — URL: http://russiancouncil.ru/inner/?id_4=1862#top (дата обращения: 10.02.2015)

² Студнева Е. Международная журналистика — гарант доверия к мировым СМИ // Международная жизнь. 25.11.2011. [Электронный ресурс]. — URL: <http://interaffairs.ru/print.php?item=8072> (дата обращения: 10.02.2015)

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STIMME DER JUGEND IN DEN VEREINTEN NATIONEN

Der heutigen Jugend wird vorgeworfen, dass sie unpolitisch sei. Laut aktuellen Studien bezeichnen sich nur etwa 38 % der Jugendlichen in Deutschland und 33 % der Jugendlichen in Russland als politisch interessiert. Dabei steigt die Bereitschaft der Jugendlichen zu politischem Engagement, wenn sie die Möglichkeit haben, ihre Meinung zu äußern und von den politischen Entscheidungsträgern gehört zu werden.

Ich möchte ein interessantes Projekt vorstellen, das zum Ziel hat, eine bessere Jugendpartizipation auf internationaler Ebene zu gewährleisten.

Seit 1981 empfehlen die Vereinten Nationen den Mitgliedstaaten Jugenddelegierte in ihre Delegationen zur Generalversammlung aufzunehmen, um eine direkte Form der Jugendbeteiligung zu sichern. 25 Länder machen zurzeit von dieser Möglichkeit Gebrauch. Jedes teilnehmende Land entsendet jedes Jahr zwei Jugenddelegierte.¹

In Deutschland existiert das Jugenddelegierten-Programm seit 2005. Um die beiden ehrenamtlichen Positionen der Jugenddelegierten bewerben sich junge Leute im Alter zwischen 18 und 24 Jahren. Voraussetzungen dafür sind ein besonderes Interesse an den VN und jugendrelevanten Themen, Erfahrung in der Jugendarbeit sowie sehr gute Englischkenntnisse. Die Jugenddelegierten beobachten die Arbeit der Generalversammlung und setzen sich für die Interessen der Jugendlichen ein. Weltweit einzigartig ist, dass die deutschen Jugenddelegierten vor Ihrer Reise nach New York eine „Deutschlandtour“ absolvieren, um die Erwartungen und Wünsche von Jugendlichen aus ganz Deutschland aufzunehmen.

Ich bin der Meinung, dass sich auch die Jugendlichen unseres Landes an diesem Projekt beteiligen könnten, weil die Russische Föderation in den Vereinten Nationen eine wichtige Rolle spielt. Die Teilnahme am Projekt würde das Interesse unserer Jugendlichen zur Weltpolitik und ihr gesellschaftliches Engagement erhöhen.

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РАЗДЕЛ III
СЕКЦИЯ ФРАНЦУЗСКОГО ЯЗЫКА

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LA XÉNOPHOBIE EST ORIGINAIRE DE L'ENFANCE

Toutes les phobies sont originaires de l'enfance, dont la xénophobie. Qu'est-ce que la xénophobie ? Le mot « xénophobie » est composé des racines grecques *xéno*, « ce qui vient de l'extérieur » et *phobie*, « la peur ». Ce mot signifie donc littéralement, « la peur de ce qui vient de l'extérieur ».¹

Un xénophobe était probablement un enfant malheureux et maltraité, qui avait connu des sentiments systématiques de crainte. En fait, il faut chercher l'origine (la source) de la phobie en dehors de la famille et de l'école, car c'est l'âge scolaire qui est le plus sensible pour la formation des vues xénophobes.

Étant une haine intérieure, la xénophobie devient un jour un phénomène global. Quand le monde entier vit des périodes noires, à titre d'exemple, une crise économique, la tension internationale et une instabilité politique, nous oublions souvent qu'un virus horrible affecte notre société contemporaine. Nous ne nous apercevons pas que la génération des jeunes devient celle des xénophobes et qu'avec le temps la notion « eux-nous » ne s'affaiblit pas, au contraire, elle prend de l'ampleur dans le monde.

L'Europe est malade de la xénophobie. Selon les enquêtes réalisées par l'Agence européenne pour le contrôle des droits de l'homme, un scolaire allemand sur sept éprouve des sentiments hostiles envers les étrangers. Les politiciens européens sont à un carrefour : d'une part, ils doivent mener et sauvegarder la politique basée sur les principes démocratiques et la tolérance, mais d'autre part, ils sont obligés de faire face à un grand flux d'immigration.

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¹ Unesco.org [Электронный ресурс]. — URL: <http://www.unesco.org/new/fr/social-and-human-sciences/themes/international-migration/glossary/xenophobia/>

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LA COOPÉRATION FRANCO-RUSSE PENDANT LA DEUXIÈME GUERRE MONDIALE : LES RUSSES DANS LA RÉSISTANCE FRANÇAISE

La coopération entre la Russie et la France est multiforme. Cette année, l'année du 70^e anniversaire de la Victoire, quand on essaie de réviser les faits et le rôle de notre pays, cette recherche a une importance particulière. Non seulement les pilotes de l'escadrille Normandie-Niemen luttèrent contre les fascistes, mais aussi les Russes dans la Résistance française. C'est par deux immigrés russes que le terme « Résistance » a été proposé.

Plus de 3000 citoyens soviétiques en France et d'immigrés russes ont été participé dans la Résistance française. Au printemps 1944 sur le territoire occupé il y avaient 35 groupes de partisans (« Chapaev », « La Patrie », « Donbass », « Sébastopol », « Liberté », etc.) qui se composaient généralement d'anciens prisonniers de guerre, de plusieurs nationalités, qui ont réussi à échapper aux camps de concentration, souvent avec l'aide des Français. Parmi les héros étaient les Sibériens : G. Ponomarev (Bolotnoé), S. Altukhov (Région de Dovolensky), A. Krivochéine (Altaï), V. Polomski et G. Korotkov (Tomsk), P. Beliaev et (George) Pyatkov (Novossibirsk).

Parmi les combattants contre le fascisme étaient des femmes. « Mère Marie » (Elisavéta Kuzmina-Karavaeva, morte dans un camp de concentration) aidait à sauver des enfants juifs. Anna Marly, la « muse russe de la Résistance française » a composé le « Chant des partisans », l'hymne non officiel de la Résistance française. D'autres héroïnes : Dina Verny, Tamara Volkonskaïa, Véra Obolenskaïa, Nadia Khodacevitch-Léger...

Le gouvernement de France a hautement apprécié l'exploit des Russes : la Croix de chevalier de la Légion d'honneur, la Croix de guerre 1939-1945 ; les monuments au cimetière Père-Lachaise et au cimetière russe Saint-Geneviève-de-Bois, etc.

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LES PERSPECTIVES D'EMPLOI DES JEUNES DIPLOMÉS

Le diplôme garantit-il toujours un emploi ? Comment trouver un emploi quand l'employeur exige que vous soyez bien expérimenté ? Ce sont les questions d'actualité qui inquiètent tous les jeunes diplômés. Après l'université, ils sont confrontés au fait qu'ils ne sont pas en demande sur le marché du travail. C'est un problème très grave de la société moderne. Plus les jeunes échouent, plus ils perdent confiance et se montrent mauvais en entretien, c'est un cercle vicieux.

Faire de longues études n'est plus un rempart contre le chômage. Un grand nombre d'études russes et étrangères récentes nous montrent que les jeunes diplômés peinent de plus en plus à trouver leur premier emploi, même après un diplôme avec des honneurs.¹ Pourquoi ? Il y a beaucoup de causes du chômage des jeunes, par exemple : 1) ils ne sont pas préparés à la sortie des études qui peut s'avérer violente ; 2) ils ne savent pas se présenter, ni mettre en avant ce qui est important en matière de leurs compétences. Ils se retrouvent désarçonnés quand on leur demande pourquoi le recruteur devrait les embaucher, eux plutôt qu'un autre ; 3) leurs attentes ne correspondent pas à la réalité.

Comment aider les jeunes diplômés dans cette situation ? Tout d'abord, on peut organiser des rencontres des professionnels avec les jeunes diplômés en recherche d'emploi. L'objectif est d'échanger et de recevoir des conseils personnalisés de la part de ces professionnels. Deuxièmement, il faut réaliser des programmes gouvernementaux d'aide aux chômeurs. Et troisièmement, il est nécessaire d'établir une coopération directe entre les universités et les employeurs.

Il faut traiter ce problème avec le plus grand sérieux, parce que beaucoup de choses dans la vie des jeunes dépendent d'un bon travail intéressant.

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¹ Alexia Eychenne, Forbes. — New York, 2011. — P. 17-19

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LE RÔLE DES FEMMES DANS LE DÉVELOPPEMENT DES RELATIONS CULTURELLES FRANCE — RUSSIE

Les relations des États ne se limitent pas par les sphères politiques et économiques. C'est la culture qui sert aussi au rapprochement des pays et leurs peuples. Les relations internationales sont un domaine « masculin » ; c'est pourquoi la participation des femmes représente un intérêt à part.

« Le point du départ », c'est l'impératrice Catherine II. Elle fait venir de Paris de nombreuses troupes de théâtre et d'opéra. Elle a accueilli Diderot à la cour, a fait Voltaire membre d'honneur de l'Académie des sciences de Russie et a acheté sa bibliothèque en 1778. « L'histoire de l'empire Russe sous Pierre Ier » de Voltaire est devenu le fondement de l'étude sérieuse de notre pays à l'Occident.

En France, l'intérêt envers la culture russe a augmenté en XIX^e — au début du XX^e siècle. En 1905, la comtesse-mécène Mariya Ténichéva a organisé à Paris une exposition artisanale qui a impressionné peintres, tailleurs et bijoutiers. De plus, elle a participé à la création des costumes pour l'opéra « Fille de la neige » à l'Opéra-Comique à Paris.

Beaucoup de femmes russes sont venues en France au cours des premières décennies du XX^e siècle. Elles faisaient des traductions, écrivaient des biographies de grands hommes (Catherine Granoff, Nina Berbérova, etc.). Des travaux des peintres modernes, russes et français, ont été présentés au large public grâce à Dina Verny et Nadia Léger.¹

En Russie, le ministre de la culture E. Fourtséva a aidé le théâtre Bolchoï à partir en tournée (Paris, Grand Opéra). Elle a organisé les concerts de Yves Montant en 1956 et 1963, des semaines du cinéma français et des expositions de tableaux (des impressionnistes, Léger, Chagal, la Joconde).

Ainsi, une quinzaine de femmes ont contribué aux relations culturelles entre la France et la Russie. Les mérites de quelques-unes ont été hautement appréciés en France et en Russie.

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¹ Project.1september [Электронный ресурс]. — URL: <http://project.1september.ru/work.php?id=591023>

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LA FIERTÉ ET L'IDENTITÉ NATIONALE

Aujourd'hui la question de l'identité nationale est devenue un sujet problématique pour la plupart des pays du monde. Dans le monde actuel globalisé les frontières culturelles nationales s'effacent, les gens perdent les valeurs traditionnelles de leurs pays en les remplaçant par celles provenant de l'étranger.

La raison principale est que Internet a facilité l'échange des idées de manière que la musique, les religions, les émissions télévisées, la cuisine et la politique se propagent aujourd'hui dans tous les pays du monde entier.

Selon le sondage public sur la fierté pour son pays, les États-Unis se placent en tête de la liste, ils sont suivis par le Venezuela, l'Irlande, l'Afrique du Sud, l'Australie et le Canada. La plupart des pays européens enregistrent des résultats moyens et les pays ex-socialistes ont des performances plus basses que les autres nations européennes. Les états de l'Asie de l'Est à l'exception des Philippines plongent dans le classement. La Russie, la Suède et le Japon sont en bas du classement.

La destruction de la culture et de la fierté nationale peut avoir des conséquences négatives. Par conséquent cela entraîne une aggravation progressive de la situation sociale et économique du pays et la perte des valeurs traditionnelles.

Pour arrêter ce processus, il faut soutenir l'identité culturelle et le sentiment de fierté nationale. Dès leur enfance les gens doivent connaître les significations des traditions et des fêtes nationales, étudier la culture et l'histoire du pays. Le gouvernement, à son tour, doit mener une politique intérieure et étrangère effective, encourager les réalisations scientifiques sportives. Ainsi, le fait d'être le citoyen du pays sera un prétexte pour avoir de la fierté nationale.

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РАЗДЕЛ IV
СЕКЦИЯ КИТАЙСКОГО ЯЗЫКА

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浅析中俄文化中《自己的》与《别人的》概念

在语言文化中自己的与别人的是一对反义词，例如其他的反义词，好-坏，正直-邪恶，干净-肮脏，活着-死亡，外面-里面。可以把《自己的》与《别人的》这个范围想象成是一个圆，人和它周围的环境是这个圆的中心，例如人-家-院子-村庄-田野。与“别人的”区别在于圆界限（围栏，河流，高山等）以内的是“自己的”越过界限就是“别人的”范围。

《自己的》与《别人的》概念我们可以通过不同的人际关系来理解和体会，例如：血缘-亲戚关系，家庭关系（自己的家族或家庭-别人的家族或家庭），种族的（自己的民族和别人的民族），语言关系（母语-外语），宗教信仰（自己的信仰-别人的信仰），社会（自己的群落-别人的群落，自己的阶层-别人的阶层）。《别人的》在古代的宗教信仰中常常理解为敌人或危险的事物，这种感觉来历另一个世界和对未知世界的感触。不管是在中国文化，还是在俄罗斯文化中《人》总处于中心位置。《人》作为人类活动的中心经常出现在不同的谚语和俗语中。例如：形容别人没有自己好时。俄罗斯谚语：*Дите хоть криво, а отцу-матери диво.* 中国成语：求全责备《论语·微子》：“君子不施其亲，不使大臣怨乎不以，故旧无大故，则不弃也；无求备于一人。”形容别人的痛苦除了他自己谁也不能理解时。俄罗斯谚语：*Каждому своя болезнь тяжела* 中国谚语：己所不欲，勿施于人。形容自己的最好时。俄罗斯谚语：*Свой глаз — алмаз* 中国谚语和成语：世上无难事，只怕有心人和鹤立鸡群。在包罗万象和广阔的俄罗斯文化和中国文化中对比《自己的》与《别人的》这一对反义词，需要我们在今后的时间里进行更深的研究和探索。

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俄罗斯舞蹈与中国舞蹈的差异性

舞蹈，作为一种人类最古老的文化艺术门类，其历史感和民族文化特质更积淀厚重，源远流长。若谈中国舞蹈和俄罗斯舞蹈的差异性首先要了解舞蹈是什么。舞蹈是以人体动作为语言的一种重要的艺术形式，它是人类社会历史发展过程中所创造的精神财富之一。中国与俄罗斯两国都是地域辽阔、历史悠久的多民族国家，两国间各民族的历史文化、居住环境、社会结构不同，以及各民族的社会经济发展之不平衡，所以中国与俄罗斯的民间舞蹈中涵括有不同社会发展阶段的文化因素，从而形成具有各自风格与民族特色的、丰富多彩的艺术形式。中俄关系却能长时间保持如此和睦、融洽，自苏联解体至今一路走来，波澜不惊，渐入佳境。这除了共同利益的作用外，我认为两个民族性格使然也是一个十分重要的因素。两国同为当今世界大国，同样傲立于世界民族之林，同样具有灿烂的文化和独特的性格。正是两个民族不同性格的契合，加速了两个民族之间的交流合作共同繁荣。也促进了舞蹈文化的发展。作为一种社会艺术的审美形态，它从远古就与人类的狩猎、耕作、宗教、战斗等生产与生活息息相关。舞蹈能直接、生动、具体的表现文字或其它艺术难以表现的人的内在深层的心理状态、强烈的感情、鲜明的个性，并能控索与体现人生的价值与意义。本文作为中国与俄罗斯舞蹈的差异性为研究对象，是为更好的了解两国的舞蹈文化的起源和发展，剖析不同国家、地域舞蹈的差异。为促进两国舞蹈艺术发展做贡献。

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中俄语言文化差异（基于问候）

语言是文化的载体，是文化的主要表现形式。不同民族有着不同的文化、历史、风俗习惯和风土人情等，各民族的文化和社会风俗又都在该民族的语言中表现出来。下面我将论述中俄交际用语差异的几个方面：

1. 称呼语。在中国，人们最普遍的一种称呼方式是姓+职业，如：李医生、刘律师等，汉语中职业称呼的使用程度远远高于俄语。而俄语中常用职业称呼不多，最常用的礼貌形式是товарищ+职业，如То варищ преподаватель！这是由于俄汉两民族的姓名结构不同，风俗习惯不同而造成的差异。

2. 隐私。中国人初次见面问及年龄、婚姻、收入表示对别人的关心，而俄罗斯人对此比较反感，认为这些都涉及隐私。如这样的对话：“Сколько вам лет, Анна?”“Это секретарь.”为什么 Анна不肯说出自己的年龄呢？因为俄语国家人都希望自己在对方眼中显得精力充沛，青春永驻，对自己实际年龄秘而不宣，妇女更是如此。

3. 寒暄用语。中国人日常打招呼习惯于问：“你吃饭了吗？”，如果你跟俄罗斯人这样说，他们认为你是想请他们吃饭。俄罗斯人打招呼通常以天气、健康状况、交通、体育以及兴趣爱好为话题。

总之，问候在汉语与俄语中因情景不同而形式多样，这都体现出两国语言的礼貌表现程度和两国文化深厚的底蕴。

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论电子商务在俄罗斯的发展前景

周所周知是指以电子商务是指以信息网络技术为手段，以商品交换为中心的商务活动，是将传统的商务活动的各个环节电子化，系统化的一种商务运营模式。她简化了买家与卖家之间的距离，手续以及其它各类的繁琐程序和手段，大大的提高效率，降低了成本，真正的实现了资源的最大化利用。所有的城市都有着相似的发展历史和运营模式，俄罗斯虽然地域广阔，但是有着相同的文化和历史，因此，我就拿我所在的城市来举例说明，目前在俄罗斯，尤其是在新西伯利亚，互联网的发展迅速，据当地的居民说，在五六年前，互联网在新西伯利亚还只是刚刚兴起的趋势，可是在短短的几年时间里，网络已发展的相当迅速和普遍，人们利用互联网教学，娱乐，购物，等等。并且在这座城市里有着许多的高等学府，因此，庞大的知识青年群体，他们接受新事物的能力强，为电子商务的发展提供了好的群众基础，并且，在新西伯利亚也有着大量丰富的能源资源和稀有金属等，因此独特的资源基础也为新西伯利亚的电子商务发展，做了良好的能源基础

目前在新西伯利亚，所有的电子商务所需要的资源都已具备，但是为什么电子商务还是发展缓慢，我个人认为，是民众对其的认识程度不够，以及这种模式的运营程度也不够成熟完善，那么，作为发展电子商务的必要条件，该如何做呢？

首先，要将其硬件配备做好，就是物流业的发展，物流要做到安全，迅速以及高效，这个事社会发展的一方面，如果发展物流，则一定需要政府的支持。

其次，要加强民众对电子商务的了解，在学校可以进行相关方面的教学，进行相关方面的知识普及，加强民众对电子商务的了解与兴趣，因为青年和少年是接受新事物的主要群体。

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中俄文化中的数字

世界上每个民族都有它自己的数字文化。数字文化是民族文化的一部分，是人类文明必要的基础之一。世界上的每个民族都按照本民族对数字的理解赋予数字不同的文化内涵，中俄两国也是如此。

中俄两国对待奇偶数的态度不同。奇数就是我们所说的单数，而偶数，顾名思义，即双数。中俄两国对待数字的分歧最为明显的就反映在对待奇数和偶数的态度上。在日常生活中俄罗斯人偏爱奇数，“在俄罗斯文化中，送妇女鲜花，枝数一定要奇数，送一枝也绝无“寒碜”之嫌。中国人则偏爱偶数，喜欢好事成双。

中俄两国所钟爱的数字不同。因中俄两国的文化背景不同，所以他们所赋予数字的文化色彩也不尽相同，这就会导致对待数字的态度出现差异，于是就出现了各自喜欢的和不喜欢的数字。俄罗斯人最喜欢的数字要属“7”。与俄罗斯人相比，中国人喜欢的数字相对要多一些。中国人喜欢的数字有“9”、“5”、“6”和“8”。

中俄两国的数字禁忌不同。俄罗斯人忌讳的数字当属“13”。如果“13”号再遇上星期五，情形会更遭。俄罗斯人之所以厌恶这个数字，这跟俄罗斯所信奉的东正教有着极大的关系。数字“4”在俄罗斯人眼里是个很普通的数字，然而在中国，人们却非常不喜欢它，原因就在于“4”的发音同“死”。因此，中国人将“4”视为不吉利的数字，在日常生活中尽量避开这个数字。

中俄两国在数字文化上存在着一定差异，这些差异在某种程度上代表了两国在文化上的差异。看似普通的数字在不同的国家和地区被赋予了不同的民族色彩、不同的文化伴随意义。

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中国国际教育合作的趋势 国情对学习外语的影响

当今世界处于和平与发展的阶段，科技的进步，经济的快速发展和信息全球化把世界联成了一体，世界一体化引发了全球范围的合作与竞争。全球经济与科技的竞争日益激烈、合作日益频繁极大推动了国际教育合作的进程。

教育合作是知识的交流，知识依附于语言，打好语言基础是不可避免的。国情对语言的理解有极大影响，了解国情学起语言便得心应手，出国留学的环境对学习语言的人来说是锦上添花。

现今在中国，从基础教育到高等教育各阶段互出国留学的名额大大增多，学习方向及接待国家、院校更为多样化，还有各种国际性的教育组织和机构的积极介入，使人们对国际教育合作有了认识并开始接纳、支持。

邓小平总理曾提出“教育要面向现代化，面向世界，面向未来”，国际教育合作是“面向世界”的外在体现，是实现教育创新的重要渠道，通过合作接受新的观念，借鉴他人经验，传播民族文化，达到互利双赢。尽管国际教育合作潜藏智力流失和文化殖民的风险，教育全球化终是利大于弊，定会给教育事业带来进步。

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谈学习心理对留学生汉语学习的影响

近年来,随着经济的发展,中国与各国贸易往来频繁,世界范围内出现了汉语热的现象,来华学习汉语的人数骤增,国内的各大高校的留学生人数也与日俱增,对外汉语教学的发展前景一片光明。但是与此同时,对汉语教学的要求也在提高。学习心理是影响留学生汉语学习的重要因素之一,在国家大力进行汉语推广的同时,对留学生学习心理的研究也刻不容缓。加拿大心理学加德纳(R. C. Cardner)提出“社会教育模式”(1985),他对第二语言习得的学习者心理特征和社会心理特征进行了分析,认为感情变量是影响第二语言习得的重要因素。由此看来,情感因素对留学生汉语学习的影响是十分大的。对情感因素的研究有助于我们了解留学生汉语学习的影响因素和对外汉语教学今后的发展,减小其对留学生产生的负面影响,培养留学生健康的学习心理,提高教学者的汉语教学水平。

学习心理是指学习者在学习过程中产生的心理现象及其规律等,了解学习者的心理特征和心理障碍,对于培养其健康的学习心理,提高学习效率,具有十分重要的意义。不同的学习群体在学习心理方面呈现不同的特点,中亚留学生因其民族性格、学习策略等不同也呈现出不同的学习心理特点。情感因素是学习心理的主要组成部分,也是影响留学生学习汉语的主要因素之一,二者是息息相关、一脉相承的。本文从学习心理出发,以情感因素为主要方面进行论述,以探讨留学生学习心理对汉语学习的影响。

情感因素是一个统括性概念,最早在美国加利福尼亚大学教授克拉申的监控模式理论中出现。克拉申的这一理论对语言习得提出了五大假说:习得与学习假说(the Acquisition—Learning Hypothesis);自然顺序假说(the Natural Order Hypothesis);监控假说(the Monitor Hypothesis);输入假说(the Input Hypothesis);情感过滤假说(the Affective Filter Hypothesis),并且总结出语言习得和学习的区别,以及影响语言学习的诸多因素。克拉申在他的情感过滤的假说当中,第一次单独列出影响第二语言习得的情感并对其加以探讨,他认为情感是学习者的内部心理因素,对语言的输入有着直接制约学习者接收输入多少的过滤性作用。并且情感的这种过滤作用还有大有小。情感对语言输入过滤刺激的作用小,学习者所获输入比较多,这一般是由于学习者的学习动力非常大,自信心

又比较强，而且对第二语言学习的态度是积极的，同时他的学习情绪相对来说比较稳定；相反，如果情感的过滤作用大，那么学习者获得的输入就会少。因此，“情感过滤假设”又被称之为“阻止学习者完全消化习得中综合输入的一种心理障碍”。同时克拉申认为，动机、态度、自信心和焦虑程度是影响学习者的主要的情感因素。

克拉申还推测，在人体发育的青春前期前后，情感过滤的作用力会有巨大的增长，成年人会有更多的情感变化和自我意识。对外汉语教学中的一个重要特点就是：教学对象主要是成年人，这同样也要求我们在教学过程中，要针对成人的一些情感因素来实施教学活动，以此提高教学效率。

在第二语言教学中，情感因素对留学生汉语学习效率的影响很大，作为教学者和学习者，都应当准确把握这一因素，以便提高汉语教学和学习效率。在学习中，如果学生有良好的学习态度、强烈的学习动机和乐观的学习情绪等，就能正确地认识自己学习的优势与不足，树立起自信心，并养成和谐和健康向上的个人品格。而在教学中，教师如果使每个学生得到关怀和重视，使他们获得学习成功的体验，就能提高教学的效果。消极的情感（如绝望、失败、羞辱等）则会使学生的思维陷入混乱状态从而阻碍学生的有效学习。

从教育心理学的角度看，学习者的情感状态直接影响学习者学习行为和学习效果。积极的情感能创造有利于学习的心理状态，而消极的情感会影响学习潜能的发挥。我们知道，第二语言教学涉及到很多不同的学科，如心理学、教育学、社会学和人类学等，其中的诸多因素对学习有着不同程度的影响。就学生而言，其内部因素在学习过程中又不时地发生着变化，因此仔细观察和及时调整学生在学习过程中的心理状态就成为教学的首要任务。Krashen认为只有在最佳情感条件下，才会产生真正的学习。最佳情感条件有三：（1）学习者强烈的动机；（2）学习者充满信心；（3）心情轻松，无焦虑感。

90年代以来，对外汉语学科建设的一个重要进展就是开拓了语言习得理论的研究，随着国外第二语言习得理论的逐渐引入，对外汉语教学研究的重心也逐步从重视教转向学的研究。这也引起了我们教学原则的转变：从以教师为中心转向以学生为中心。在教学过程中，学生是主体，学生是内因。如果教学活动只着重教师的教授过程而忽视学生的情感因素，那么教学就会变得枯燥无味，学习效果也必然会受到影响。因此，这就要求我们对影响学生学习效果的情感因素进行必要的了解和认识，因材施教，对症下药，以减小甚至消除情感因素对汉语学习所产生的负面影响。作为教学者，应充分利用情感因素的有利方面，更好的提高对外汉语教学质量，帮助留学生更好更快的掌握汉语。

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汉语桥比赛对对外汉语教学的启示

近年来，随着中国经济的高速发展，综合国力的稳步加强，国际地位的不断提升，世界各地不断的掀起“汉语热”。据不完全统计，“目前有109个国家，3000多所高等学校开设了汉语课程，在很多国家，学习汉语的人数正在高速增长。”^[1]对此，国家汉办举办了“汉语桥——世界大学生中文比赛”，至今，“‘汉语桥’中文比赛已成为各国大学生学习汉语，了解中国的重要平台，在中国与世界青年之间架起了一座沟通心灵的桥梁。”^[2]

为了更有利于阐述汉语桥比赛对对外汉语教学的启示，本综述将对近年来学术界对于汉语教学难点的研究成果进行一个简要的勾勒，为“汉语桥比赛对对外汉语教学的启示”这一研究课题，提供一个清晰的学术背景。

仔细梳理近年来对外汉语教学难点的相关研究资料，我们可以发现，难点问题的研究现状为：“广大一线教师从自己的教学经验和体会出发，对外国人学习汉语和教师教学的过程中存在的困难进行了探讨研究，视角有‘教’、‘学’、‘教与学相结合’等多方面”^[3]。本综述中将着重对“教”与“学”两方面的视角，以及近年来对汉语桥比赛的相关论文进行综述。

1、“教”的视角

朱芳华老师在《对外汉语教学难点问题研究与对策》一书中指出：“教师教学中的困难不仅表现在如何化解学生学习难点，也表现在教师如何把所要传授的内容交给学生”^[4]，

美国心理学家布鲁纳（J. S. Bruner）认为，成功的外语课堂教学实在课内创设更加真实的情景，让学生有机会运用已学到的语言材料去进行交际。

一些研究文献中认为，相关教学材料的编写存在滞后性，“国家对外汉语教学领导小组先后组织编写了对外汉语教学词汇大纲、对外汉语教学汉字大纲、对外汉语教学语法大纲和对外汉语教学功能大纲，但一直没有编写语音大纲。”^[5]

2、“学”的视角：

徐丽华老师指出：“在西方人眼中，汉语尤其是汉字，被当做是深奥莫测的同义词”，“学习汉语之难主要集中在以下两个方面：1、汉语声调和汉字；2、母语诸关系的差异引发的心理负迁移”^[6]

叶盼云、吴中伟在其编写的《外国人学汉语难点释疑》一书中，收集了留学生学习汉语时常遇到的228个难点，其中语法难点181个，占79.39%。^{【9】}可见，在汉语学习中，语法是学习者遇到的最大困难。而他们学习语法的难点主要集中在两个方面：一事意义区分不清，而是用法掌握不好。

3、汉语桥比赛视频的相关论文：

从第十二届“汉语桥”总决赛的三场视频资料来看，参赛选手多是对中国文化有着浓厚兴趣且对中国文化有着一定的外国留学生，而“文化总是在不断变迁”^{【10】}，对于当年热词的运用，这些留学生比很多中国人都更具热情，尽管他们并不总是能够正确的进行运用。

从动机上来讲“外国人学习汉语，一是实用，例如要从事外交、经贸、交流等工作需要用汉语，二是想了解中国，者尤其是一些年龄偏大的外国人。学汉语的人中间能从事与汉语打交道工作的毕竟不会占很大比例，许多人学汉语主要是想了解经济日益发展的中国。”^{【11】}

而在实际的交际过程中，“留学生如果不懂中国的风俗习惯，尤其是不懂交际理解和规则，很难灵活而准确的运用汉语进行交际：不把我有语言的文化内涵及相关的社会习俗背景，就很难掌握汉语的精髓。”^{【12】}

曾写过与本题目论文的河南大学的喻坤师兄在他的硕士论文中指出，“在进行文化课教学时，要注意向学生展示我们现实的文化风貌，不要把明显落后于时代的文化内容当成中国文化的特点来介绍”^{【13】}。

综上所述，可以看出，对外汉语教学的难点多在于语言教学和文化教学之间的穿插及转换并从中引发学生的学习兴趣，不论是语音、语法、词汇还是文化的教学问题，都可以在“汉语桥”比赛的参赛选手身上找到影子。笔者认为探寻“汉语桥比赛对对外汉语教学的启示”对于对外汉语教学的教学方法的改进和教学重点的确认都具有重要意义，并目前国内外对于这一课题还没有系统、全面性的研究文献及成果。写过同题的喻坤师兄的论文的研究对象为中国国内的外国留学生，而本论文的研究对象为世界范围内的汉语学习者。笔者的论文将试图把“汉语桥”比赛内容折射出的对外汉语教学问题与对外汉语已知的教学难点相联系，相互印证，进而从中得出对对外汉语教学的启示。

惠旋

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法律 道德 社会

有这样一句话“法律与道德犹如车之两轮、鸟之两翼不可分离”。法律与道德之间的关系正是如此，二者紧密联系，又相互区别，它们又共同作用于社会的方方面面。

道德对于社会和个人，是从内心起到约束作用。违反了道德，往往是靠舆论的监督和公众的谴责来达到惩罚的目的。

法律对于社会和个人，是从外在起到约束作用。违反了法律，往往是靠国家的强制力来达到惩罚的目的。

对于道德来说，是一个区域内生活的人组成社会的过程中，慢慢形成的。而法律是立法者以统治阶级的立场创立的。法律所规定的方面远远少于道德规范的方面。但是法律的强制力保障实施在现代社会很多地方比道德约束要强。

法律与道德具有互补性，法律与道德同属于社会意识，是上层建筑的有机组成部分，二者都有各自的调整范围，奠定了各自在治理社会过程中的独特地位和功能作用，二者具有较强的互补性。法律是统治阶级的统治工具，它理所当然的要在社会治理过程中与经济道德政策等因素发生各种密切的联系。二者都有各自的调整范围，奠定了各自在治理社会过程中的独特地位和功能作用，二者具有较强的互补性。法律是统治阶级的统治工具，它理所当然的要在社会治理过程中与经济道德政策等因素发生各种密切的联系。

法律只是治理社会的一种手段，而不是唯一手段。因此，法律具备自身的局限性。社会成员如果无视道德的存在，往往其行为会突破道德防线，但是这种突破道德的行为往往又无法触及法律，但也容易

影响甚至阻碍社会的有序发展。法律推动道德的良性发展，道德推动法律的有效制定，并弥补法律的有限性。

随着社会的不断发展和进步，道德在社会进步和市场经济发展过程中发挥着日益重要的作用。法律和道德已经成为治理社会发展经济不可或缺的重要途径。因此，应当实现依法治国与以德治国的有机融合，使二者共同发挥作用，最终实现社会的稳定和谐。

宗秋秋

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论知识分子在俄罗斯文化和中国文化

目的：比较分析知识分子在俄罗斯与中国文化中的概念。

知识分子这个词是从西方传来，俄语中知识分子是有区别于欧洲的变体。除此之外，脑力劳动者预计为有智力加受过良好教育的人。在中文中，孔夫子曾经说道士志于道，而耻恶衣食者，未足与议也。（读书人志于真理，却又以自己衣衫破旧，饮食粗劣为耻辱，这种人，是不值得与他谈论什么的。现代中国知识分子的萌芽是在1911年资产阶级革命以后，在知识分子对通过工业的，经济的，官僚的改革失望后转向通过思想上拯救国家。在中国知识分子可以是官员。而在俄罗斯知识分子总是和政权对立。在中文里也有许多和知识分子有关的词语和成语，比如九儒十丐，墨客，寒酸，文墨人儿，斯文，旷士，有学者。据一些学者考证，欧洲有关知识分子的概念有两个，一个是intelligentsia,另一个是intellectual。前一个词来自俄国，1860年由俄国作家波波里金提出，专指19世纪30到40年代把德国哲学引进俄国的一小圈人物。“知识分子”是指一群受过相当教育、对现状持批判态度和反抗精神的人，他们在社会中形成一个独特的阶层。后者则是法国一些学者从前述的“德雷福斯”事件后开始广泛使用，这个词专指一群在科学或学术上杰出的作家、教授及艺术家，他们批判政治，成为当时社会意识的中心。在中国知识分子是具有以下四个特征的群体：首先，当然必须接受过完整的高等教育，或者实际上已经达到这样的水平。其次，必须拥有某一专业或者某一方面的理论或比较系统的知识，即成为某一方面的专家或学者。第三，不能局限于自己的专业或职位，而应该关注整个社会，至少应该关注本专业以外的领域。第四，必须具有批评精神。结论：因为俄罗斯和中国的文化，历史环境不同所以形成了与之相适应的结果以及对待政权的不同态度。

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什么样的女孩最美？

什么是美？在中国，对于美的定义有两种，一个是内在美，一个是外在美。那么，怎么样地女孩才能称得上是美呢？首先，要有美丽的外表，有个好身材，还要有好的性格，有一颗善良的心。但是这样的女孩毕竟是太少了，可以称得上是“稀有物种”。因为这个世界上是没有完美的人的！在我看来，内在美是非常重要的。自古以来，中国对于女人的要求就是贤良淑德。贤良淑德，贤和良都是好的意思，符合儒家礼教规范。淑德，淑是美好的，德是德行节操。贤良淑德指妇女具有美好的道德品行操守，具体而言就是封建社会讲究的“三从四德”。贤（贤）xián：有道德、有才能的，也指德才兼备的人。良liáng：好，和悦。优秀的人才。淑<形> 善良;美好。德<名>：道德,品行德,德行

就是要求女人要有头脑，有主见，有品位、有修养，具备良好的涵养和品德，举止谈吐温文尔雅，处事待人懂大体。在古代，女人还要懂琴棋书画，要勤俭持家。外表相对来说就没有那么重要。

而就当今社会来看，由于时代的发展，女性的地位在上升。对于女孩子的要求已经不像以前那样严格。女孩子也可以随着自己的个性发展。现在的女孩子性格都各不相同，有聪明的，有善良的，有开朗的，有个性的。那么，在当今社会，什么样的女孩才最美？

我问过很多人这样的问题，但是好像大部分人都会觉得有个好的外表比较重要。正如现代社会的那一类人，他们被称为“外貌协会”，就是只看人的外表。但是外表是经不起时间的考验的，而事实也证明，大部分已婚人士都认为性格比外表更能经得起时间的考验。

不同的国家和不同的人对于美的看法都不相同，这大概就是文化差异。但是，我一直相信，没有智慧的美是空洞的，心灵美才是真的！

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赵乐

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外语学习中关于国情的问题

恰好在写该论文之前碰到这样一个问题：俄罗斯最长的河流是哪一条？按理说这应该是一个最简单的基础性问题，但是通过不同渠道，我得出了三种答案：俄罗斯的课文里说加上Иртыш就是鄂毕河最长，在俄罗斯门户网站Яндекс上搜到的结果也毋庸置疑的是鄂毕河。但是，在中国的大学俄语教材里写的答案是勒拿河（通常不算额尔齐斯河）。到目前为止问题的症结似乎仅在于到底算不算额尔齐斯河。

但是，有高中地理老师说，俄罗斯最长的河流是叶尼塞河。他认为不一样的教材所使用的计算方法不一样，计算的源头不同。中国的地理界有一个“河源唯远原则”，即河流的源头按照最远的源头算。如以色列格河-

安加拉河为源头计算，叶尼塞河全长5539公里，是世界第五长河。所以叶尼塞河是俄罗斯第一长河。

从这个例子我们可以看出，有关国情的问題常常是存在争议的。如果再牵扯到政治问题，比如台湾，中国人及承认台湾为中国不可分割的领土的人士在表达“在台湾”时都会用前置词“на”，但还有部分不承认的人会用“в”。这也是现实存在的列子。

由此得出，在外语学习中遇到一些国情问題存在争议时，要究其原因，搞清楚每一条结论的理由，从不同的角度去分析问题。至于政治立场，每个人心中都是坚定明确的，其余的就交予政治家去研究罢。

陈冰冰

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中俄文化中的旅游

广义上的旅游，从古至今，对于人类历史的发展扮演着非常重要的角色。远古人类的旅行，目的非常简单，因为生存的需要。吉普赛人因为遭到突厥人的入侵而于10世纪自印度迁出。其次出于信仰的需要，传教士在中世纪游历各个国家，唐朝僧人唐玄奘为求取经书远赴印度，传播佛教理念。文艺复兴出现后，出现一批以求学为目的的旅行者，他们希望获得知识，学习艺术，并且流转于各地表演、传播文化。之后出现了以猎奇为目的的旅行，哥伦布和麦哲伦的探索之旅为人类的认知和社会的发展做出了巨大的贡献。此外，贸易发展的需要也是人们进行旅行的目的之一，古代丝绸之路的建立为东西方打开了贸易交往的道路。十九世纪中叶，托马斯库克开辟了近代旅游的新纪元，出现了以娱乐和休闲为目的的旅行，也就是现代意义的旅游。在中国和俄罗斯文化中，旅游的概念基本相似，但在文化象征层面上，又存在差别。在中国文化中，旅行，即是行走在路上，路也就是道。“道”是中国乃至东方古代哲学的重要哲学范畴。老子在《道德经》开篇就说：“道可道，非常道；名可名，非常名。无名天地之始，有名万物之母。”意思是“道是可以被说出来的，说出来的却不是永恒的道，万物是可以去命名的，但却不是万物永恒的名。”老子的“道”是“自然之道”。《论语·述而》篇中说“志于道，据于德”，这个道是指道德原则，孔子的道大多指“人道”。

《周易大传·系辞上》说“一阴一阳之谓道”，这个道又是指基本规律。这是典型的中国文化理解中的“道”。在俄罗斯文化中，“道”被赋予了宗教色彩，水平和垂直的道，是十字架。在人生的十字路口，未来是未知的，没有人知道会得到或者失去什么，也没有人知道前方是幸运抑或不幸，（我不知道我从哪里来，也不知道我到哪里去）。

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余智超

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全球化时代下的国际及社会关系

时间是一把杀猪刀，让世界感受到岁月的洗礼；而全球化却是一刃利剑，披荆斩棘，带来世界新局面。

1——经济

2014年11月APEC峰会在中国举行，期间习近平表示：中俄双边贸易要在2015年初达到1000亿美金，在2020年达到2000亿美金，令人高兴的是如今中国已在远东和西伯利亚地区获得开发的资格。APEC会议期间，我们还解读到中俄对提高高新技术领域合作的信心，开展和平利用核能、航天基础技术研究等重要项目的合作。这些会议内容都标志着中俄两国在贸易和科技上的合作空前。

2——军事

2012-

2014年间，中俄成功举办3次海上联合军演，而2014年的海上反恐军事演习则是迄今为止规模最大，关注度空前的一次。俄罗斯总统普京表示：中俄一道应对新威胁、新挑战，坚定了维护地区安全稳定的决心和意志，向世界展示俄中战略互信和合作的新水平。本次军演标志着中俄两国在军事上的合作空前。

3——文化

连续两年中俄举办“中俄青年友好交流年”活动，该活动也是中俄两国既互办国家年、语言年、和旅游年之后的又一项国家级主题年文化交流活动。2015年1月，中俄文化艺术品交易中心揭牌仪式在北京人民大会堂举行，中俄两国文化交流合作进入创新时代。我认为，中俄文化交易中心的成立，将进一步深化两国文化产品间的交流与发展，这一切标志着中俄两国在文化上的合作空前。

如今，在俄罗斯就读的中国留学生人数接近14000名，在全球化的要求下，各国之间的交流与合作日益深化。作为世界两大强国的中国和俄罗斯，就好比中国古代的弓与箭，两者互利共赢，相辅相成，缺一不可。因此，面对国际形势和地区发展的要求，中俄的深入合作必是大势所趋。

杨天放

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浅谈道德与法律的相互作用及其之于中俄两国的 共性问题

众所周知，法律和道德具有密不可分的哲学关系，法律与道德犹如车之两轮、鸟之两翼不可分离，道德强调人类的道德理念铸化为法律，法律强调法律内化为人们的品质、道德。法律与道德互为表里，一者规范，一者引导，从而实现对人的教化，推动社会的和谐统一。可以说，“法律+道德=和谐（社会）”。

道德和法律都是社会上层建筑的重要组成部分，所谓道德，是为一定范围人群所广泛接受的行为习惯。具体的说，我们中国自古就有的三纲五常、尊老爱幼、知书识礼都是道德的具体形式。而俄罗斯的尊重、平等、真诚、重视友谊也是道德所要求的。如果说道德是一种长时间的累积和沉淀，法律则是人为规定的，对人们行为的强制性范本，相对于道德它更具有权威性、强制性和惩戒性。

就中俄两国道德和法律发展现状而言，我们不难发现一个有趣的现象。我们中国有更加悠久的历史 and 更长久的道德习惯，然而在成为罗马-日耳曼法系一员后，反而在小的道德细节上出现斑点。俄罗斯更早地接受和采纳近现代法律体系，但往往相较于内心道德的衡量，往往稍稍轻视法律。但中俄两国存在的共同问题是对道德和法律的矛盾处理上没有做到尽善尽美。

道德与法律又是相互联系的。两者是相辅相成、相互促进、相互推动的。比如汉代以来，我国统治阶层广泛推行儒家的道德体系，就是为了以道德尺度教化人们，进而推动封建农耕经济的发展；而自基辅罗斯以来，俄罗斯的法律体系成长正式为了促进俄罗斯帝国形成，

从拜占庭时期的以牙还牙以眼还眼到农奴制改革也正体现了这一点。所以，利用好这两把剑，才能更好地促进社会发展。

近日，关注网络热点问题的朋友应该对前央视记者柴静的纪录片“穹顶之下”有所了解。本片直击当今中国的环境问题痛点，解决雾霾问题，依靠道德好一些还是依靠法律好一些？

有人说，得依靠法律，可是《环境保护法》就活生生地在我们面前，某些条款的使用次数居然为零。有人说，得依靠道德，但是你不开车，我不开车，路上总有人在开车。你不烧煤，我不烧煤，屋子冷了总是要想办法取暖。这个问题怎么解决呢？在思考的同时，我们不妨回顾一下俄罗斯的禁烟现状。2013年俄罗斯颁布烟草禁令，并禁止在公共场合吸烟，如果单纯依靠立法，我想这一政令很难得到最好的实施效果。

同样，俄罗斯也存在很严重的酗酒问题和酒后驾车问题，俄罗斯联邦刑法典并没有将酒后驾车列为犯罪种类之一。相比我国，在中华人民共和国刑法修正案（八）出台后，加之以明星酒驾判刑、民众酒驾被抓等主流媒体道德引导，我国禁止酒驾的效果有目共睹。

道德和法律是矛盾的。我们必须用不同的领域加以区分，并且不能舍弃任何一方。我说它们不完全冲突，就像解决当今的中俄贸易问题，我们暨需要运用法律的尺度来保障行为的正确性，又要用共性的道德习惯相互约束与尊重，才能实现交易的共赢和贸易的繁荣。

当今社会，法律的进步与发展不仅仅是法律条款的增删，更多取决于公民法律意识是否进步，立法、私法和执法系统是否无缝衔接，法律实施的效果如何。而道德的进步与发展，更多则体现在是否能够适应和推动社会经济进步。中俄两国存在的共性问题就在于道德和法律的发展建设与进步水平并不同步。这种不同步并不是简单的谁先谁后，而更重要的原因在于与社会主要矛盾的不匹配。只有更好地利用好这两把利剑，同时更多地放眼国际，修正本身，才能更好地实现社会发展的最终价值。也就是我们开始所说的：法律+道德=和谐。

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非语言交际在俄罗斯、中国以及日本文化中的应用

非语言文化交际是指一切不使用语言进行的交际活动，其中包含交谈者的行为特征、性格及潜在意愿等信息，它是一个人最真实的反映。由于每个国家的文化背景有很大的差异，因此每个国家的非语言文化交际各具特色。中日俄三国在非语言交际中既有相似点，又有各自独特的特征。本文对中日俄两国非语言文化交际进行对比，阐述三国非语言文化交际的异同。

例如：在俄罗斯用手指指着某物是极不礼貌的，若要指明，需要用整个手掌指。而握手有也鲜明的特征，比如用两根手指表示傲慢的问候，成船状的握手表示欢迎害羞的，；紧握不松是体现友好、亲昵的态度等等。

中国人在思考时一般会用食指轻点太阳穴或者在附近划圈，而在日本此动作表示笨蛋和头脑不清醒的人。日本人把两手食指竖在太阳穴两侧，表示生气、嫉妒、还指“女房が怖い”(怕老婆)。例如日本的“サラリーマン”(工薪阶层)下班后如果在外面饮酒后要回家时，就会做此动作向同事们告假，暗指“再晚，老婆要生气了”。又如，多数国家立起大拇指表示赞扬对方，但在日本表示男人“男(おとこ)”、主人“主人(しゅじん)”的意思。

总而言之，为了正确地把握交谈对象所传达的信息，有必要对不同的非语交际手段(面部表情、姿势、手势等)进行了解研究。非语言交际是多维的、多层面的，大多是潜意识下发生的行为活动。人与人沟通互动时，55%是通过非语言文化交际完成，这使我们要特别注意对方的身势语言和表情动作，更好地了解非语言交际的作用。

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