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СИБИРСКИЙ ИНСТИТУТ УПРАВЛЕНИЯ

**СОВРЕМЕННЫЕ ТЕНДЕНЦИИ
МИРОВОГО СОТРУДНИЧЕСТВА**

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VII Международной молодежной
научно-практической конференции
на иностранных языках

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Сборник включает материалы VII Международной молодежной научно-практической конференции на иностранных языках «Современные тенденции мирового сотрудничества», которая проходила в Сибирском институте управления — филиале Российской академии народного хозяйства и государственной службы при Президенте Российской Федерации 6 апреля 2018 года.

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

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ВВЕДЕНИЕ

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

5-6 апреля 2018 года в Сибирском институте управления — филиале РАНХиГС прошёл V Международный научный студенческий форум на иностранных языках: «Глобальные изменения: взгляд молодёжи» для старшеклассников средних школ, учащихся учреждений среднего профессионального образования, студентов высших учебных заведений и аспирантов.

Форум состоял из двух мероприятий:

— 5 апреля 2018 г. — V Межвузовская олимпиада по иностранным языкам «Молодёжь — стратегический ресурс развития российского общества»;

— 6 апреля 2018 г. — VII Международная студенческая научно-практическая конференция на иностранных языках «Современные тенденции мирового сотрудничества».

В работе Форума приняли участие более 250 участников из 20 городов: Барнаул, Бердск, Екатеринбург, Калининград, Кемерово, Красноярск, Москва, Новокузнецк, Новосибирск, Самара, Севастополь, Стерлитамак, Тюмень, Улан-Удэ, Хабаровск, Ханты-Мансийск, Челябинск, Череповец, Чита, Калуго (Италия).

В состав жюри входили не только преподаватели кафедры иностранных языков Сибирского института управления — филиала РАНХиГС, но и преподаватели из других вузов России во главе с заведующими кафедр иностранных языков, а также 13 зарубежных гостей из Великобритании, Германии, Италии, Китая и Франции.

Во второй день Форума (6 апреля 2018 года) состоялась VII Международная студенческая научно-практическая конференция «Совре-

менные тенденции мирового сотрудничества» на английском, немецком, французском, китайском и русском как иностранном языках. На 12 секциях обсуждался широкий круг вопросов: международные отношения в эпоху глобализации; социальные трансформации в современном обществе: локальное, региональное и глобальное измерения; актуальные вопросы экономического развития в современном мире; публичное и корпоративное управление: современные тенденции и подходы; актуальные проблемы юридической науки: теория и практика; филология и лингвистика в современном обществе. В своих докладах студенты представили как оценку современной ситуации в нашей стране и на местном уровне, так и анализ зарубежного опыта. По результатам работы Конференции были выбраны победители и призеры.

Благодарим ежегодных партнеров: Гёте-институт в Новосибирске, Альянс Франсез — Новосибирск, Лингвистический центр «Кембридж», экзаменационный центр MagellanExams, класс Конфуция Новосибирского Государственного Университета — за активное участие в V Международном научном студенческом Форуме на иностранных языках: «Глобальные изменения: взгляд молодежи» и надеемся на дальнейшее сотрудничество.

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

Оргкомитет

АНГЛИЙСКИЙ ЯЗЫК

SECTION 1. INTERNATIONAL RELATIONS IN THE ERA OF GLOBALISATION

Denis Aksenov

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CHINESE MIGRATION ISSUES

Human migration is the movement of people from one place to another with the intentions of settling, permanently or temporarily in a new location.

Nowadays, migration in China goes with its own tempo. And while emigration in other countries is not so vast, Chinese migration and especially emigration through the entire history of China was for more than big.

The aim of the work is to find out what is the impact of Chinese migration on the world processes both inside China itself and on the countries where the Chinese immigrate. We've studied the works of the Russian and Ukrainian scholars.

Unemployment is the main problem of today's main migration issues. Some of them migrate in order to get another education. The main directions of Chinese migration are: business and work, education, and illegal purposes.

Huaqiaos in Malaysia (29% of population) control 61% of the company funds inside the country. In Philippines (1% of population) the huaqiaos manage 67 of 100 big companies. They control 90% of private sector in Thailand (11%) and the whole economy of Singapore (90%).

According to my research all emigrated Chinese (huaqiao) have a great impact, it doesn't matter if we're talking about their influence on China or on the country where these huaqiao live. They do the job for both sides: help to improve the economy of destination state and move sums of money to China. According to researchers in Russia and Ukraine, the huaqiao are more a help, than a disaster. In addition, the PRC authorities are not interested in giving ground for talking about the "Chinese threat".

It can be concluded, that there is no Chinese "demographic expansion" in Russia. The Russian-Chinese border is protected and controlled by both sides. Moreover, Chinese migration as a world process has a positive impact on China and on the countries where Chinese people immigrate.

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**CREDITING OF SMALL AND MEDIUM ENTERPRISES
IN NOVOSIBIRSK REGION**

Small and medium-sized enterprises (SMEs) are important for any market economy. The SMEs sector in Russia has been steadily growing for the last 15 years. Nevertheless, the current share of SMEs in GDP is estimated at 20-25%, which is greatly lower than in developed countries. Thus, further development of the SMEs sector is relevant for Russia and its regional economies. SMEs always face the problem of a lack of finances. So, one of the most required sources of additional financing is a bank credit. Novosibirsk Small and Medium Enterprises Support Fund plays a vital role in a crediting process of SMEs because it usually acts as a guarantor.

Table 1

Total number of guarantee of Novosibirsk fund

Year	Total number of guarantee of SMEs support fund	Total credit sum, rub.	Credit sum under the guarantee of SMEs support fund
2015	308	3 591 913,63	1 719 856,53
2016	329	4 362 017 580,44	1 777 083 112,05
2017	316	6 380 918 248,43	2 907 401 766,94

According to the data, the total number of guarantees has decreased from 329 in 2016 to 316 in 2017. At the same time, both the total credit sum and the credit sum under the guarantee of SMEs support fund have significantly grown over the period, which means that the average credit sum per enterprise has also increased. In 2017, the fund showed the greatest results during the whole period. Also, it is noticeable that the market of SMEs crediting is growing up what is definitely important for extension of SMEs sector in Russia and Novosibirsk region.

In this case, further development of new crediting programs with beneficial terms for SMEs representatives is needed.

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ATTITUDE OF RUSSIAN POPULATION TOWARDS THE OPEN SOCIETY FOUNDATION

The influence of non-governmental organizations on the modern politics is obvious. They effectively provide the soft power of the states, they are financed by. It is true to full extent about the US-financed non-governmental organizations. For the two last decades the American NGOs such as Carnegie Moscow Center, Open Society Foundation and others, have strengthened their hand in the former-Soviet countries.

The subject of the research is the bias of Russians to the Open Society Foundation, which is financed by George Soros. This subject is relevant to the current political situation in Russia, characterized by limiting the activities of the foreign non-governmental organizations¹.

The research analyses public opinion towards the Open Society Foundation and George Soros by the survey. It is also based on the analysis of the opinion of the mass media on this matter. The research provides wide base of public opinion and employs in its conclusions on the analytic articles, laws and the mass media analysis, especially of the Internet media.

It shows that the image of George Soros and Open Society Foundation is extremely negative. Most of the interviewed, about 80% have a negative attitude towards George Soros and Open Society Foundation. Besides, the Russian mass media shows almost the same view of these subjects.

In conclusion, the officials of the Russian Federation made a lot of effort to form such a negative public opinion towards the non-governmental organizations. Russia realizes policy of limiting and banning NGOs for a few reasons: it is afraid of NGOs influence on the young population and it is afraid of possibility to reveal one day the vast “fifth column” in country.

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¹ *The list of foreign non-governmental organizations, which conduct undesirable activities on the territory of the Russian Federation, accessed on www.minjust.ru.*

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INTERNATIONAL RELATIONS AND GLOBALIZATION

Changes in the modern world require appropriate changes in relations between states. Today, there is a trend towards greater integration, which is driven by increasing globalization. Its signs in the political sphere include: 1) “blurring” of boundaries between states; 2) the development of democratic processes in the world (the emergence of the global Internet contributes to intensification of the information exchange among people around the world); 3) transparency of state borders and the intensification of communication; 4) the formation of a large number of supra-national institutions; 5) the change of ideas about the national security of each state; 6) the emergence of new players in the international arena (non-governmental organizations and transnational corporations have a fairly strong impact on the formation of modern international relations); 7) the development of the media (modern technologies make it possible to increase the speed of transmission of messages).

Signs in the economic sphere include: 1) the internationalization of production; 2) the strengthening of the role of TNCs and large banks in the international financial system; 3) the increasing role of financial markets through the integration of cash flows, which became particularly possible after the introduction of computers and electronic money; 4) the emergence of two central international currencies — the US dollar and the Euro, and, as a consequence, the interdependence of states; 5) the growth of labor migration indicators; 6) the development of e — Commerce

Thus, globalization is quite a controversial process. An increase in the split line “North-South” can be considered a one of the most negative effects. The difference in standard of living between the developed states of the North and the poor countries of the South is constantly increasing due to the constant development of new technologies or other global problems.

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SANCTION POLICY AGAINST RUSSIA ON THE EXAMPLE OF AMERICAN CHANNEL CNN AND RUSSIAN TELECAST «60 МИНУТ»

Over the past two years, Russia has been living under political and economic sanctions imposed on our country by the United States of America, the members of the European Union, the G-7 states and other countries which are allies and partners of the United States. But the very problem lies in the fact that in order to create a negative image of Russia, its political leadership, the anti-Russian forces began actively attract the forces of the mass media, where they exposed Russia as an aggressor by wresting certain words or sentences out of context, and inserting these statements in a negative way thereby proving aggression on the part of Russia.

As for Russia itself, there is one well-known telecast «60 минут», which often concerns the sanctions applied to Russia. Moreover, the participants of this telecast always consider the American mass media and their attitude to this matter.

In order to study the point of view of the USA, we have analyzed CNN and additional sanctions against Russia. For instance, the USA approved sanctions against the rich people of Russia to punish Russia for its “interference” in the American elections.¹

There is one more channel. It’s pro-Russian channel «Russia Today». It talks about the latest news and the current situation concerning sanctions against Russia.

In conclusion, it is worth noting that for the last decades the mankind is living in conditions of the multipolar and independent world when any state or group of the states has no right to dictate their rules to other countries. The analysis in this research shows a difference of media’s views of various states to the sanctions against Russia.

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¹ *Буторов, С. А.* Санкционная политика Запада против российской культуры: Возвращение в прошлое // Вестник Московского Государственного Университета Культуры и Искусств. 2016. №2. С. 48—55.

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STRUGGLE BETWEEN CHINA AND INDIA FOR THE SPHERE OF INFLUENCE IN ASIAN REGION ON THE EXAMPLE OF DOKLAM PLATEAU

The Doklam Plateau border conflict comes amid an ongoing dispute between the two sides over a strategic Himalayan plateau thousands of kilometres away where hundreds of Indian and Chinese soldiers have been facing off against each other for more than two months. The border conflict began in June when Chinese soldiers started to extend a road through the Doklam territory. The area is disputed between China and Bhutan. India, a close ally of Bhutan, then deployed troops to stop the construction project, prompting Beijing to accuse India of trespassing on Chinese soil. China has said India must withdraw its troops before any proper negotiation takes place. India said both sides should withdraw their forces together¹.

The aim of the research is to investigate the causes of the conflict on the Doklam plateau and its influence on Asian region.

Having conducted research, it was found that since the second half of the 19th century the main problem is that the border between China and India has never been officially delimited. In 1962 China and India have an armed conflict due to China-Indian border dispute, when the two countries were engaged in a bloody border war². Now both India and China dominate in Asian region. Both countries are coming into greater strength and power. The agreements reached during the days of humiliation mean that so much is unresolved between the two poles of Asia.

After analyzing the data, we can conclude that while the standoff at Doklam is over for now, the controversy over the meaning of this standoff will continue. In addition, such a multi-vector policy shows that both sides are trying to find a favorable balance between the poles of bilateral relations, including claims for regional leadership.

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¹ *War Between China and India Is Everybody's Problem* [Electronic resource] // Paste magazine: electronic informative journal. URL: <https://www.pastemagazine.com/articles/2017/08/war-between-china-and-india-is-everybodys-problem.html> — Title from screen.

² *China and India: A Lesson in Conflict Resolution* // The Diplomat: international current-affairs magazine for the Asia-Pacific region. 2017. № 34. P. 54—56

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HUMANITARIAN COOPERATION OF RUSSIA WITH CIS COUNTRIES

Humanitarian cooperation in the traditional sense is one of the biggest areas of interaction between states, for example, cultural, economic and scientific, as well as in the spheres of education and media. The goal of this work is to analyze these main areas of the Russian humanitarian cooperation with the CIS countries. Furthermore, it is necessary to identify people's attitude to this issue.

Humanitarian cooperation in the CIS area is considered to be a factor of «soft power», although M.A. Khrustalev has coined a more appropriate term — «conscious influence».¹ The tools of Russia's conscious influence on the CIS countries are diversified: the attraction of prospective personnel to study in Russia and the development of cooperative programs in the fields of science, culture and the mass-media. But the basis of the Russian Federation's support is economic. The cost of Russia's investments in the Central Asian republics has reached \$20 billion. The debts of Kyrgyzstan (\$ 488 million) and Uzbekistan (\$865 million) have been cancelled. 150,000 students from Central Asia get their education in Russia. About 46 thousand of them have scholarships from the federal budget.²

To find out the people's position about all these facts, a social survey was conducted among the students of SIM. According to the survey, almost 50% of the responders have a positive attitude to the humanitarian cooperation of Russia, while 40% of students don't agree with such a policy.

As a result, our research shows that in the context of the integration processes in the post-Soviet area, the need to revise approaches to humanitarian cooperation and public diplomacy was objectified. The Post-Soviet area is still the scene of the «Great Game».

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¹ *Великая, А. А.* Международное гуманитарное сотрудничество: политические аспекты отечественных и западных подходов. Москва, 2012. Р. 1—10.

² *Помощь* России странам Центральной Азии превысила \$6 млрд за 10 лет [Электронный ресурс]. Режим доступа: <http://eurasia.expert> (дата обращения: 26.03.2018)

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NON-PROLIFERATION OF NUCLEAR WEAPONS: THE FIRST STEP TO THE NUCLEAR-WEAPON FREE WORLD

Nuclear weapons are the gravest kind of weapons ever developed by the mankind. Certain states which have it pose more danger than other ones. Current international non-proliferation regime allows only five countries (permanent members of the Security Council) to lawfully possess nuclear weapons¹. But states like North Korea, Israel or Pakistan are not allowed by the cornerstone of the international regime — the NPT — to develop nuclear weapons, yet they still do, since they are not parties to this treaty. Also, their politics is quite aggressive and based on constant readiness to resort to a nuclear attack. As a result, the total elimination of nuclear weapons seems impossible. What is the way to redress the situation?

Luckily, treaties are not the only source of law recognized by international community. States are also bound by international customs². Simply put, if most countries in the world believe that certain conduct is prohibited, and then it is so. There are almost 190 countries, that joined the NPT, and all of them believe that no state could develop nuclear weapons except those five mentioned. Moreover, the General Assembly and the Security Council constantly called North Korea, Pakistan and Israel to dismantle their nuclear program and no matter whether they are parties to the relevant treaty or not.

It can be concluded that there exists an international customary rule which obliges states to fight against the unlawful proliferation of nuclear weapons and by doing so to do the first step to its full elimination.

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¹ *Treaty on the Non-Proliferation of Nuclear Weapons (NPT)*; 729 UNTS 161; 7 ILM 8809 (1968). Available at: http://www.eisil.org/index.php?sid=795240529&id=1020&t=link_details&cat=637 (accessed on 03 March, 2018).

² *Article 38(1) (b) of the Statute of the International Court of Justice.*

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CHINESE SOFT POWER IN RUSSIA: EDUCATIONAL ASPECT

The PRC leaders agreed to set up using Chinese cultural potential during a period of intensification intercultural interaction to create a positive country's image in the world.

Soft power is the ability to influence the behavior of others: to make them want to reach the goals you want.¹

Using soft power is aimed at creating attractive image and promotion country's ideology (the aspiration to make other countries to accept country's cultural properties).

The Confucius Institutes and Classrooms were established in 2004. The Confucius Institutes and Classrooms are non-profit organizations, dealing with the teaching Chinese language and dissemination of Chinese culture. The project was launched in South Korea.

Universities get grants from Ministry of Education of the People's Republic of China with the help of the Confucius Institutes and Classrooms. Nowadays Chinese language is studied by tens of millions of people worldwide. However, less than 1% of Russians can speak Chinese.

There are 17 Institutes and 5 Confucius Classrooms in Russia.

The survey of the students of Novosibirsk Confucius Institute showed that 22.6 % had got grants from Ministry of Education of the PRC. And 100% of scholars expressed intention to visit PRC at least one more time. The respondents pointed out the high attractiveness of grants due to the low costs.

Last year 62% of Russians said that they considered China as "the friendliest nation".

Therefore, it can be concluded that China makes every possible effort to create the image of "powerful and cultural State" and to disseminate Chinese culture. It is possible to predict the increase of Chinese cultural influence in the world.

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¹*Nye J. S. Jr. Soft power. The means to success in worlds politics // Public Affairs. — 2004. — P.16.*

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THE DETERIORATION IN COOPERATION BETWEEN RUSSIA AND THE USA IN ARCTIC

Since the development of the Arctic should be stable and peaceful in the long term, it is important to create safe mechanisms that can protect international cooperation in the Arctic. In recent years, Russia is actively strengthening its military advantage in the region, and USA cannot but feel concerned over it.

In a report by the US Department of Defense in 2016, the country recognized that it needed to expand its military presence in the Arctic in order to resist Russia's leadership in the region. The unceremonious position of US President Donald Trump on Arctic issues also hinders a clear forecast for the development of relations. This allowed Western analysts and the media to talk about a new Cold War and an arms race in the Arctic.

The Arctic Council has no authority to deal with security issues in the region, and now the Arctic countries do not have a forum for discussing them. The existence of such diverse structures for cooperation creates a kind of diplomatic security network in the Arctic that can serve to deter or suppress a potential conflict.

Russia benefits from stability in the Arctic, as it helps the economic development and investments that the country seeks to bring to the region.. Without cooperation and a generally peaceful situation in the Russian region, it would be difficult to develop, sell, and transport Arctic natural resources to world markets.

Creating an enabling environment for discussing security problems in the Arctic and the personal interest of the leaders of countries in maintaining cooperation can ensure stability in the region, which is beneficial to both sides¹.

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¹ *Stephanie Pezard, Abbie Tingstad, Kristin Van Abel, Scott Stephenson Maintaining Arctic Cooperation with Russia: Planning for Regional Change in the Far North. // RAND Corporation, 2017. P. 22.*

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GLOBAL CLIMATE CHANGE: THE PARIS AGREEMENT AND THE RISKS OF RATIFICATION FOR RUSSIA

The problem of global climate change became a matter of concern around the world. Global warming has significant, perhaps even catastrophic consequences for nature and people. The importance of the issue is realized by experts and the governments of the most states of the world, including Russia. So, it is necessary to determine the risks connected with Russia's participation in this process¹.

To begin with, important steps have been taken by most countries of the world in a format of international cooperation. They are reflected in a number of fundamental documents, namely: UN Framework Convention, Kyoto Protocol and Paris Agreement. We analysed the documents of Paris agreement and some risks of accession for Russia to this agreement. The most essential risk is connected with the potential loss of the sovereignty of Russia. Moreover, one of the central ideas about implementing hydrocarbon taxes can be burdensome for the budget of Russia. At this point, Paris agreement in general doesn't provide balance between the interests of all countries.

We conducted a survey of the students of our Institute to find out their opinions on the discussed problem. According to our research, most young people (82 %) are not really interested in global climate change; 50% of respondents know that measures are applied to solve this problem. In fact, 75% of students do not know about Paris Agreement. This is a very serious matter when the modern youth don't care about the emergence of global and national risks, which is connected with climate change and with features of multilateral cooperation in this area.

Thus, the forthcoming ratification of the Paris agreement by the Russian Federation demands additional examination.

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¹ *Juha I. Uitto* Jyotsna Puri. Evaluating Climate Change Action for Sustainable Development. — USA, 2017. — P. 153-170.

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RELATIONS BETWEEN RUSSIA AND SAUDI ARABIA IN GLOBALISATION

Today, it is believed that the most promising direction for Russia in international relations is the development of relations with Eastern countries; one of them is Saudi Arabia (SA). To analyze the spheres of cooperation of the above mentioned countries we have done a research studying information in the following resources: The Guardian, Time, TASS, Kommersant, www.rosatom.ru, Euronews, et cetera.

Development of relations between Russia and Saudi Arabia. The history of Russian-Saudi relations began in the 1920s, when the Soviet Union became the first non-Arab country to recognize Arabia and established bilateral relations with the Kingdom. The beginning of 2000s is considered to be the starting point of the current development of Russian-Saudi relations. Since that time, Russia and SA have actively been cooperating. Different positions on the situation in Syria do not prevent the two powerful countries to establish “strategic partnership”.

It is no secret that SA is the largest supplier of oil and petroleum products. This partnership will enable Russia to feel more confident in the market. Russia and SA are interested in attracting investments, they actively cooperate in various spheres. The most promising areas of cooperation are:

agriculture (in 2016 exports of agricultural raw materials accounted for 70% of total Russian exports to Saudi Arabia); nuclear energy industry (the roadmap for the implementation of the Program for the Cooperation on Peaceful Use of Atomic Energy); the scientific and technical sphere (agreement on cooperation in the exploration and use of outer space for peaceful purposes); healthcare (SA provides interest-free loans worth 200 million riyals (\$ 53 million) to build a hospital).

Until recently, Saudi Arabia was one of the most closed countries. But in 2013, the Kingdom announced its intention to issue tourist visas. The interest of Russia and SA in the mutual cooperation is evident due to the frequency of bilateral meetings.

These and other facts indicate that SA is ready for active cooperation with Russia. Russian-Saudi relations can and should be developed.

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INTERNATIONAL POLISH-RUSSIAN RELATIONS: PROBLEMS OF INTERACTION

Polish-Russian relations have always been of special importance in the world from the ancient times. Relations go beyond bilateral ties and influence the ongoing processes in the Eastern European region, affecting the policies of leading countries of the world.

As a result of the conducted research among the students of the Siberian Institute of Management—branch of RANEPA, the following results were revealed: 66% of the respondents don't object to the rapprochement between Russia and Poland, 18% find it difficult to answer and only 16% of the students are against the rapprochement.

Also, the main reasons for the problems in the relations between these countries have been clarified: firstly, the Polish leadership is not very satisfied with the Nord Stream-2 project. In their opinion, this fact deprives Poland of its gas revenues. Secondly, the Polish authorities consider Russia to be an aggressor country. And thirdly, it is obvious for Poland that Moscow is dissatisfied with the Polish and the USA union. At the moment, it is considered to be possible for Poland to maintain diplomatic relations with Russia, and not freeze completely all contacts with it.

However, several conclusions are worth highlighting:

— Internal processes in Russia push Poland to seek a contact with the highly developed countries of Western Europe.

— Poland and Russia vie for the influence on the territory of Eastern Europe.

— Poland should revise its own views, obscured by the historical memory. The time of wars has come to an end and the time has come to conclude mutually beneficial contracts. In the course of the research work it has become clear that Russia realized this much earlier than Poland.

It is important to note that overcoming problems in the Polish-Russian relations may exist only through their mutual rapprochement. And for this, it is necessary to review the entire history of both countries' interaction, to refrain from interpreting the aggressive confrontation between the West and the East.

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

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YOUTH VOLUNTEER OPPORTUNITIES IN RUSSIA

In the modern world, youth policy attracts more and more attention with the aim of creating conditions for successful socialization and self-realization of the initiatives of talented young people, developing their potential and using it for the further development of society. One of the most popular areas for this activity is volunteering. A volunteer is an individual who willingly gives up their free time in the form of gratuitous implementation of work and/or providing some services¹.

After the Olympic and Paralympic Games in Sochi in 2014, in which about 25,000 volunteers got involved, an Association of Volunteer Centers was established in Russia, which has already unified 55 profile centers from 30 different regions in Russia.

In the Novosibirsk region, there is one of these volunteer agencies, which organizes the work of volunteers at different important events in the region - concerts, sports competitions, forums, festivals etc. For example, in Novosibirsk at the beginning of 2018, 16 large events were held, involving the organization of the 375 volunteers who took part.

According to our research, conducted among the students of the Siberian Institute of Management, about 18% of the respondents volunteered at least once. About 20% would like to try volunteering for themselves. Among the basic personal qualities of a volunteer, students underlined friendliness, patience, sociability, creativity etc. As the necessary competencies that a volunteer should have, they mentioned knowledge of foreign languages, stress resistance, knowledge of different cultures and politeness.

Thus, in order to involve more and more young people in volunteering, it is necessary to paint a good picture of this activity. The whole of society (government, organizations, educational institutions, etc.) have to try harder to develop volunteering in our country. Volunteering in Russia is rapidly

¹ *Federal Law of Russian Federation 135-FZ, dated 11 Aug. 1995, “On charity and charitable organizations” (section 5).*

growing, and all large events of any scale cannot be held without the participation and help of volunteers from all over the country.

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AGE PECULIARITIES OF PERCEPTION OF SOCIAL ADVERTISING

Today social advertising is considered one of important aspects of moral health and the ideology of society. This type of advertising reflects not only the direction of public policy, but also changes behavioral patterns. Social ad campaigns aim to educate people about social issues and to convince them to adopt changes in their lifestyle to build a better future. This research studies the peculiarities of perception of social ads among schoolchildren and youth in the context of shaping a social conception of violence.

The effectiveness of all advertising directly depends on the characteristics of perception. The content of the advertising message has a direct impact on the behavior and opinion of the person. Thus, the study of the impact of social advertising is of paramount importance, especially on young people¹.

To prove this idea we conducted a survey among two age groups: schoolchildren (11-12 years old) and students (21-22 years old). We analyzed their conception of violence and showed them social ads about domestic violence.

We found out that the conception of violence among students differ from the one among schoolchildren. The qualitative difference in the perception of social advertising by the two age groups lies in the fact that schoolchildren show only emotional reaction, while students perceive the meaning of the broadcast content. It means that social advertising affects older respondents more effectively.

We can conclude that social advertising can be an effective method of dealing with and preventing social problems when considering psychological aspects of the viewers, such as the age of the target audience.

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¹ *Трушина, Л. Е.* Человек и вещь в зеркале рекламы / Л. Е. Трушина. СПб.: Питер, 2012. 193с.

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SOCIAL PHENOMENA OF COSPLAY AND LIVE ACTION ROLE PLAYS

Nowadays sociologists establish as a fact the presence of special youth subculture — cosplay (costume play) and LARP (live action role plays) - in the modern society. These kinds of youth activity were born by computer games and went beyond the limits of virtual reality. They are getting more and more popular among young people.

The goal of this work was to study the phenomena of cosplay and LARP — their essence, reasons of their popularity, social advantages and disadvantages, the opportunities offering for costume designers in the field of their professional activity. The study was based on the works of Russian experts of game-design, materials of web-sites and surveys among LARP participants in the corresponding group vk.com.

As a result of the study the following conclusions were drawn. The common feature for both kinds of the considered plays is impersonation, so a costume is an integral element and required condition for them. The difference is that cosplay means making a costume and wearing it as a personage of anime or fantasy films and fiction. Details of the costume and behavior are above all for cosplay participants. If cosplay is an activity similar to a masquerade then LARP is closer to the theatre. For the participants of LARP the image, not the identity of the costume, is in priority. LARP is an intellectual entertainment consisting in reproduction of real situation in the open-air field (polygon) having a coordinator and lasting for several days.

Participants of both cosplay and LARP misappropriate social roles. Such phenomena take place in the periods of social instability and reflect the need in substitution of the feeling of dissatisfaction by playing desired role. But if cosplay can be interpreted as a kind of escapism then live action role plays have social advantages. They shift young people from computer sitting and virtual activity to active life based not only on fantasy but real history and thus develop patriotic feelings. Both cosplay and LARP inspire costume designers for creative work.

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THE WAYS OF DEVELOPMENT OF TV CHANNELS AT THE PRESENT ON THE EXAMPLE OF THE CONCEPT OF THE DEVELOPMENT OF THE TV CHANNEL «RT»

Traditional ways of disseminating information to the masses in the era of the comprehensive dissemination from the Internet are no longer so popular with audiences. At the same time after analyzing the development of traditional media at this stage of society's development it can be concluded that the methods of conveying information are primarily designed to maintain the status of the particular media.

The goal of this work is to define the development of the TV channel «RT» as one of the most successful international TV channels.

As a result, our research showed that the initial concept of the television channel in 2006, which was to cover the culture and way of life in Russia abroad, was unsuccessful. In our opinion the concept of the TV channel development changed in 2009 and already by June 3, 2013, the RT channel passed the 1 billion viewer mark on YouTube, becoming the «*world's premiere news television channel*» to surpass this mark (according to information presented on the website of the channel).

Based on our analysis, one of the reasons for achieving such an achievement was the result of a combination of factors such as the rapid airing of materials available to the editorial office of media, especially from «hot spots» in general, primarily with the supply of these materials with a critical angle. By the end of 2016, the number of subscribers to the channel on the video hosting “YouTube” had reached almost 2 billion (according to information presented on the website of the channel). Furthermore, we assume that these figures will continue to increase in the future.

In conclusion, the model for the development of the TV channel «RT» is a model that takes into account the peculiarities of the information consumption by a modern audience. The RT channel has become a new player on the international media market, having obtained the audience that is necessary for its development with the help of an aggressive news policy in conjunction with the rapid rate of its airing.

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SOCIAL ANALYSIS OF ABSENTEEISM OF BARNAUL RESIDENTS

The article is dedicated to the problem of absenteeism which is a specific aspect of a modern Russian electoral process. People affect the formation of state bodies of the Russian Federation and regional bodies of state authority by means of elections and thereby realize their right to participate in the management of public affairs.

It is known that there are many people who consciously avoid the elections. The object of the research is the electoral behavior of Barnaul residents. The main problem is absenteeism of Barnaul residents. The purpose of this paper is to determine the level of electoral activity in Barnaul and to examine the reasons of its residents' absenteeism. The methodological basis of the research is the analysis of literature, documents corresponding to the stated problem and analysis of surveys.

Absenteeism is removal of voters from participation in voting, evasion from political participation, political apathy. Absenteeism arises when external compulsion to political activity disappears. On the one hand, the existence of the problem of absenteeism testifies that the individual has the right to choose the line of behavior that corresponds to his interests, but on the other hand, absenteeism means that people don't care about politics. The research has found that political activity is increasing with age. Young people are more often refusing to participate in elections. Statistical information on the problem indicates the low level of voter turnout (56% in federal elections, 55% at regional elections, and 42% at local elections). The main reasons are distrust of power and political institutions, predetermination of results, confidence in the need for policy, social insecurity, economic reasons (low living standards, unemployment), political illiteracy, certain psychological attitudes. Absenteeism has its consequences which are expressed in expectations, social organization and social and political change.

The author has come to the conclusion that absenteeism is associated with certain risks to society. It has a negative impact on the political development of the country. The conducted research reveals the importance of taking measures by the state in order to promote the electoral activity of Barnaul residents.

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CHALLENGES IN IMPLEMENTATION OF INCLUSIVE EDUCATION IN RUSSIAN HIGHER EDUCATION INSTITUTIONS

In the modern world one of the priority tasks is implementing the concept of inclusive education. It is especially relevant for students who are motivated to study at a higher education institution but face certain limitations preventing them from succeeding in their studies. The main purpose of our research is to prove that for provision of inclusive education in Russia it is vital not only to create special environment aimed at adaptation of disabled students by changing curriculum, teaching and learning strategies but also to raise public awareness and acceptance of the idea of inclusive education.

The processes of inclusive education in various countries of the world progress in different ways, taking into account the specific socio-cultural conditions and political priorities of the state. The implementation of the Federal Law On Education in the Russian Federation promotes and ensures equal access to education for all students, taking into consideration specific educational needs and individual opportunities. According to this law, all higher education institutions in Russia must create special environment for obtaining high-quality education by all students without any discrimination, correct social adaptation and developmental disorders on the basis of special pedagogical approaches. Although much has been done in the field of inclusive education, there are still major problems in Russian educational system concerning this concept. Insufficient training of specialists working with disabled students, lack of technical equipment, imperfection of the system of social support and lack of public respect and understanding of inclusive education hinder the implementation of the concept. As our survey reveals, majority of Samara University students (51%) have never heard about the concept of inclusive education, 40% of all respondents are convinced that the implementation of this concept would not be effective and only 24% of them are ready to study in inclusive groups, 38% of students consider the university well-equipped for disabled students.

Thus, we can conclude that although inclusive education is supported by the government, there are still many issues related to methodological principles, financial and technical assistance and raising of public awareness which we should solve to create diverse and inclusive educational environment.

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GENDER AMBIVALENCE IN MODERN SOCIETY (FEMALE ELEMENTS IN MEN'S GARMENTS)

Being a social and cultural phenomenon, fashion inevitably reflects changes taking place in the society and in its turn effects on social processes. Fashion conducts social and cultural ideas and creates gender ideals of an epoch, which are realized in garments. Under the influence of fashion the images of masculinity and femininity are created.

Nowadays male fashion is undergoing changes as a result of reassessment of male sexuality. Analyzing the models of men's garments from recent fashion collections 2017-2018 critics use the expressions "gender ambivalence" and "dualization of fashion".

The goal of the given work is to understand the specificity of the modern process of gender socialization on the example of femininity emergence in men's garments and find out if it is a manifestation of gender identity.

In the course of the research the following issues were considered:

1) The reasons and tendencies of female elements presence in male garments;

2) Interdependence of gender ambivalence and social phenomena. The study was carried out on the basis of analysis of historic costume from Antiquity to modern times.

As a result of the study the following conclusions were drawn. Under religious views and political control there was no gender confusion (and gender belongings) of elements in garments and thus there was no femininity in men's wear in up to XIX century.

The phenomenon of femininity in men's garments was connected with emergence of feminists' ideas in the society. At the same time the elements of men's garments transited to the women's ones. Gender ambivalence and misappropriation of social roles take place in periods of economic, political and cultural instabilities in social development.

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COMBATING INEQUALITY: OUTLOOK OF UNCONDITIONAL BASIC INCOME IN RUSSIA

The idea of social equality and unconditional basic income has been trumpeted for centuries, and yet it remains one of the greatest challenges even today¹.

In essence, being a form of social security in which all citizens receive a regular unconditional sum of money independent of any other income, basic income is considered by many to be a key to prosperous future.

Since some European countries have well-based economic systems, as well as relatively small territories and, therefore, high concentration of jobs, they are likely to succeed in putting the concept into operation. The present research based on analyzing relevant writings and statistics reveals certain causes that impede basic income implementation in Russia.

Firstly, since many rural areas lack employment opportunities and suffer high unemployment rates, introduction of basic income might deprive locals of the need to work.

Secondly, rent-seeking corruptive behaviors, the cases of which, according to the statistics², have recently remained numerous, may cause improper spending of funds.

Thirdly, drawbacks in organizing practices make a mechanism of efficient basic income allocation difficult to create.

Lastly, dissatisfaction with the amount of transfer payments, whatever it might be, is testified by real-world examples.

Thus, various reasons make the outlook of introducing basic income, as a means of combating inequality in Russia, rather vague.

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² *Transparency International.* World Corruption Ranking. Available at <http://www.transparency.org.uk/corruption/corruption-statistics> (accessed on 03 March, 2018).

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**STUDENTS' ASSOCIATIONS AS A FACTOR OF
SOCIAL TRANSFORMATION**

Social transformation of society means certain changes in the society resulting in reforms in the human life. That is most clearly manifested in the activities of young people. Youth is an enormous group of people who is in constant development. Development, in its turn, is a directional change of social objects, transition from simple things to complex ones, etc.

We would like to consider students' associations and their impact on the development of the student's personality as a factor of progressive social transformation. The students' association is an independent student activity related to implementation of administrative functions of universities. Students' association gives many opportunities for self-realization and self-expression. We would like to prove the huge impact of students' associations on the development of students through social studies that we've carried out. We've arranged a social poll «The Role of Students' Associations in Students' Life» in the popular social network Vkontakte among the students of our city. There were 506 people who voted in this poll. Here is the statistics of it:

- A person can open something new for him/herself and continue to develop in different activities — 23,5% (112 people);
- A person can meet new people — 11% (48 people);
- A person can spend free time well — 5,5 (33 people);
- All variants — 60% (313 people).

Most of the students surveyed voted for all options, so we can conclude that students' organizations provide great opportunities, such as the acquisition of new acquaintances and a great pastime, and, of course, self-development and self-realization. Working in a students' association, each student tries to evaluate not only the work of others, but also their own one. It can be concluded that social transformation is very clearly manifested in the students' life, on the example of the development of the student's personality.

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INCREASING OF CULTURAL ACTIVITY OF RUSSIAN YOUNG GENERATION

J. Kennedy once said: “Ask not what your country can do for you; ask what you can do for your country”.

The young generation is the future of any society, which prosperity depends on their values. Therefore, we must engage the youth in different types of cultural activities. Moscow serves as the vivid example of such work.

If we look at the age structure of Moscow population, we will see that 12% of the population is children, 30.5% - young people (15-35 years old). So, our target audience is almost 43% or 4946505 people. In the recent 8 years the number of cultural institutions has been steadily declining, while positive dynamics can be observed only in the increasing number of theatres (from 6 to 8 million of visitors) and museums (from 11,4 to 19)¹.

What can the government do to motivate young people participate in the cultural activities? Firstly, it is necessary to analyze spheres of their interest. Young generation can be characterized by the following words: creativity, IT, and freedom. And nowadays they like being engaged in street culture. So, the government has to take it into account.

Basing on the data of the RF Ministry of Culture survey, some suggestions have been made. To increase cultural activity of the youth in the RF two strategies have been put forward:

Formation of cultural values in the younger generation (long-term perspective): special conditions should be created for families (e.g. lessons in the museums, galleries, etc.)

Popularization of cultural values (short-term perspective): introduction of IT and digital technologies, organization of new cultural events, make culture popular and trendy.

Besides, volunteerism has been developing rapidly in the recent years. It can be used as an unbounded resource for increasing cultural activity of young generation.

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¹ *Based on statistics of the RF Ministry of Culture.*

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PROFESSIONAL INTERNSHIPS AS A PRACTICAL WAY OF REALIZATING YOUTH POTENTIAL

Today Russia is in 38th place on the league table in terms of knowledge of the English language¹. Modern youth seek to acquire practical experience in teaching English during their studies at university, but the opportunity to work in language schools is very limited. Thus, students are uncertain about their professional future and they really cannot afford to be this way.

There are many opportunities for the self-development of youth in teaching now. One of them is the international youth organization AIESEC, which implements socially important projects and organizes professional internships for students in which they can prove themselves as true professionals and individuals with high potential.

AIESEC is implementing many projects, one of which is the Teach for Change project, which organizes incoming and outgoing internships for students in teaching English in language schools. This significant practical experience will be reflected in the student's resume. The table presents statistics of incoming and outgoing internships for the last 3 years.

Table 1

Statistics of incoming and outgoing internships

Internships	2015	2016	2017—2018	General
Incoming	13	4	1	18
Outgoing	11	14	15	40

To sum it up, in modern times professional internships are becoming relevant for students. Such opportunities help them realize themselves as the future professionals of their specialty. In addition, they can break stereotypes about the Russian mentality and contribute to the development of mankind, providing quality education in the country.

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¹ EF ENGLISH PROFICIENCY INDEX, 2017 — Available at: <https://www.ef.ru/epi/> (accessed on 11 February 2018).

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THE IMAGE OF V. V. PUTIN IN THE MEDIA OF CHINA AND GREAT BRITAIN: A COMPARATIVE ANALYSIS

Numerous exchanges that happen in international relations nowadays are important for effective economic and cultural interaction. Russia-China relations form a key component in determining the evolution of the balance of power in the world. On the contrary, the relations between Russia and its Western partners are too strained. The image of the President is especially relevant nowadays.

Putin has long been popular in China, where he is seen as a strong leader who has bolstered national pride. Russian President Vladimir Putin has been granted the rare honor of immunity from social media criticism in China—treatment usually enjoyed only by China’s Communist party big-wigs. In the minds of Chinese youth, Vladimir Putin seems to be a leader, who combines all "typical Russian features". His image has a positive evaluation in the media, therefore, it can positively affect the image of the country, which creates the basis for further mutually beneficial partnership between China and Russia.

The situation in the media in the UK is opposite. The analysis of the Western media shows the President of the Russian Federation as a tough aggressor and dictator, Russia is portrayed as an old-fashioned and outdated power with conservative or even neo-fascist ideology contrary to Europe’s liberal ideal. Russia’s ideological peculiarity is perceived as problematic.

As a result of the work, the following conclusion was drawn: Russia’s image is a synthesis of stereotypes, and subjective impressions obtained through intercultural communication.

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AUDISM AMONG RUSSIAN STUDENTS: MAIN ISSUES AND SOLUTIONS

Discrimination is a negative attitude, bias, violence, injustice and deprivation of certain human rights because of people's belonging to a certain social group. *Ableism* is discrimination of disabled people. Oppression of deaf people is called *audism*. The aim of our research is to find out if it is common among Russian students and suggest solutions for its main issues-

The term—audism was coined by a Deaf scholar, Tom Humphries in 1975 to give a start for discussions about employment and education for the Deaf, their rights, etc. *Overt audism* means that dominant majority realizes and calmly accepts their "superiority" over the oppressed minority and isolates the Deaf. *Covert audism* is less obvious: people try to hide their disregard by avoiding and ignoring the Deaf. *Aversive audism* implies that dominant majority tries to hide their prejudice by being open-minded, still feeling anxiety when they face the Deaf and supporting isolation to get rid of this feeling¹.

To assess how grave the issue of audism is among students, we conducted a survey among 95 hearing students (aged 18 - 24) and 31 deaf people (aged 18 — 41). The majority of the hearing respondents stated that the Deaf have the same right to drive a vehicle (62%) as well as to study in the same group with hearing children (95%). However, a large number of respondents (56%) believe that deaf people are not able to travel abroad by themselves. As for the Deaf, 85% of them complained about a lack of films with subtitles in cinema. Moreover, 67% of the Deaf have troubles when calling an ambulance or getting medical help. The obtained data demonstrates that nowadays we still have such problem as aversive and even covert audism.

To fight it, the government should raise prestige of RSL interpreter career; provide subtitles in the cinema theatres and on TV; support conferences and forums to inform people about audism and break stereotypes and misconceptions about the Deaf community. Young people themselves can also organize various cultural events for both deaf and hearing people to promote inclusion.

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¹ *Eckert, R. C. Audism: A Theory and Practice of Audiocentric Privilege / R.C. Eckert, A.J. Rowley // Humanity & Society. 2013. Vol. 37. No. 2. 101—130.*

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INFORMATION TECHNOLOGIES AS A MEANS OF INCREASING VOTER TURNOUT IN ELECTIONS

The aim of this work is to study the possibility to increase voter turnout in elections through information technologies. The urgency of the topic is determined by the presidential election held in Russia in March, when every citizen who has reached the age of 18 has the right to come to the election and demonstrate his or her political activity by choosing one or another candidate. Elections can serve as an indicator of the functioning of the political system, the expression of citizenship and the level of democracy, as citizens of the country decide what the ruling power will be.

The analysis of the level of turnout in various elections (presidential elections, elections to the State Duma, and elections to the Altai Regional Legislative Assembly) revealed a low level of turnout (under 50%), which can make elections ineffective. So, we identified the reasons and proposed options and ways to solve this problem. The conducted research showed that one of the main reasons is lack of confidence in the authorities, for example, due to electoral frauds.

We also found out that other countries, for example the USA, Australia, Chile, Latvia, Poland and Slovenia experience the same problem for different reasons. But in some countries using e-voting the situation is different. For example, in Finland the turnout is 70.1%, in Germany - 76.5%, and in France — 69.42%.

Nowadays, there are opportunities provided by information technologies that can help solve this problem. For example, a mobile application Citizen Connect used in the US, allows voting online, protecting data from fraud, since this process is fully automated.

We believe that the possibility of using similar applications in Russia is worth considering as people will have more confidence that their voices really count.

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THE MEGAPOLIS AND MENTAL SPACE

The modern concept of the social and territorial community is most often determined by the administrative characteristics of the boundaries of the settlement. An attempt was made to empirically determine the mental boundaries of the metropolitan space through the prism of territorial identification in this study.

The object of this study is the perception of the citizens the public space of the metropolis, i.e. subjective aspects of the living environment of the population in the information, social — normative, dispositional and value - semantic dimensions. The study of the public space of the megalopolis was based on the issues of information standardized interviews of 390 people: in a sociocultural (clarifying features and uniqueness of the territory); in the socio-psychological (defining sensory sensations of the sociocultural space); in the value-semantic (reflecting the spiritual orientation of various social groups); in the space-symbolic (aimed at identifying objects that characterize the recognition of the territory) senses.

The results of the research showed that the population of a metropolis demonstrates a strong affection for the city; feels a sense of belonging to the cultural, scientific and industrial potential of the territory; defines the public space of a metropolis as "one's own", highlighting the micro-environment of habitual habitation (home and work); identifies themselves as the bearer of regional values, such as inclusion in public innovation transformations of the public space; determines the symbols and meanings of the territory, consisting recognizability in its architecture; identifies the metropolitan areas with the value-semantic fullness of life of the population groups; seeks to rationalize the environment of its habitat and the way of life, organizing its intra-city connections and livability; believes that there are opportunities for self-realization, participation in social experimentation and innovative creativity in the sociocultural space of the megalopolis.

Thus, the results of this study show the population attitudes to the mental space of the megalopolis and can be included in the strategic planning of the development of Novosibirsk.

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

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THE OVERVIEW OF RUSSIAN — CHINESE TRENDS IN FOOD TRADE

The trade and economic ties between Russia and China are widely discussed. China became the largest buyer of the Russian food by the end of the 2016. Many manufacturers are losing consumers from the use of a large number of chemicals and fertilizers, thus the market of natural and environmentally friendly products is increasing.

There are a lot of Russian products in Chinese supermarkets now, where meat is of particular interest. Since Russian manufacturers are interested in supplying various products to China, the following steps have been taken to increase the export:

— Pig production committee is included to the list of investment projects by the Department of Agriculture, it means that capital expenditure costs for the companies can be partially compensated;

— The Directorate-General for Customs in China has simplified the customs clearance procedure to accelerate the process of delivery of products;

— Russia plans to increase the proportion of the land suitable for the cultivation of agricultural products in the Far East by 50% so that it will reach 3 million hectares by 2020¹.

The position of China as the main buyer has become stronger. Since January 1, 2016 the new law on a two-child policy has become effective (instead the one-child policy) that is why their demand for imported products would increase.² If the issue of red meat delivery is resolved, Russia will be able to supply approximately 500,000—600,000 tons of such products to the Chinese market.

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¹ *Kitaj* Stal Glavnym Potrebitelom Rossijskogo Prodovol'stviya (China is become the main consumer of Russian food) — Available at: <https://rns.online/articles> (accessed on 18 January 2018).

² *Kitaj* Stal Liderom Po Importu Produktov Iz RF (China is become the biggest importer of Russian Food) — Available at: <http://agro2b.ru/ru/analytics> (accessed on 11 November 2017).

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THE WORLD OF CONSUMERISM AND DEGRADATION OF SOCIETY

It's no secret that one of the main problems of modern society is its nascent and progressive selfishness. Each person has his/her own criteria for morality. If something is unacceptable for one person, it can be the norm of life for the other person. In addition, it is quite obvious that now we live in a different world.

In 2016 I conducted a survey among the pupils of the 8th through the 11th form at the lyceum in the Chukotka Autonomous Okrug to answer the most important question “What should we expect from the future generation?” The survey showed that the most of the respondents thought or agreed that the modern world was cruel and immoral. But if you have a look at the picture of the survey itself, you can conclude that most of the respondents understood and accepted this as a reality or were typical representatives of the degraded society. They did not try to seek a personal growth, and they were a typical example of an individual for a consumption society. Moreover, for some pupils, the immorality and cruelty propagated in the social networks to which they “logged on” were normal. I want to note that the age of the respondents was from 14 to 18 years.

In 2018 I also conducted a survey among the students of the Siberian Institute of Management — the branch of RANEPA to compare how the youth's opinion has changed. The survey results show that there is practically no difference between the surveys in 2016 and 2018. In my opinion, this happens because the castigated vice of consumerism and degradation has entered our everyday life and we take it for granted. And we are horrified when something immoral takes place in the world, but are we trying to change anything in the society? Can we make the society kinder for our children, not to be afraid that some abnormal teenagers will kill their classmate for the sake of fun or children will mock an animal while putting it on display?

I want to remind — taking into account the today's situation — that widespread egoism and immorality contributed to the fall of the Roman Empire and other civilizations. It is now necessary to think about the future generation and what consequences can be expected.

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ANALYSIS OF INTEGRATION TOOLS APPLIED BY THE EURASIAN ECONOMIC UNION

Regional economic integration is one of the key trends in the development of global economy, the future of which depends on the efficiency of global dialogue between integrative formations. One of such formations is the Eurasian Economic Union (EAEU). Its member countries, including the Russian Federation, apply the following main tools for building relationships with foreign partners:

— Agreements on the free trade zone. They involve obligations concerning tariffs, cooperation on customs regulation. Up to 50 countries want to build relations with the EAEU, such as Egypt, India, Serbia, Israel, Iran and Singapore. Today the EAEU has only one launched free trade zone — with Vietnam (established in October 2016). Since that time the total volume of trade has increased, the turnover between the EAEU and Vietnam in 2017 amounted to \$21.2 bln whereas in 2016 — to \$15.9 bln¹.

— Memoranda of cooperation with third countries which imply mutual exchange of information and experience, joint preparation and organization of conferences, fairs, forums, round tables and other kinds of activities related to mutual trade and interests. Today Memoranda of cooperation are signed with Cambodia, Singapore, Moldova, Jordan, and Mongolia.

— Non-preferential trade agreements. They are used to develop international cooperation and, at the same time, to avoid possible harmful influence on the economy. In June 2016, the EAEU and China signed a joint statement on the transition to the negotiation phase of the Agreement on Trade and Economic Cooperation. This agreement is planned as non-preferential and will not include the issue of removal of tariff restrictions, but it concerns cooperation in areas such as consumer protection, electronic trade, sanitary and phytosanitary measures.

To conclude, the free trade zone provide more opportunities — from reduction of customs duties to the access to the new markets, and deeper integration.

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¹ *Евразийская экономическая комиссия [Электронный ресурс] / Режим доступа: <http://www.eurasiancommission.org> (дата обращения: 30.02.2018).*

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BUSINESS CLUSTERS AND CLUSTER POLICY: FOREIGN EXPERIENCE

In recent decades, the process of globalization of the world economy has significantly accelerated. In this regard, clusters and cluster policies can be considered as effective instruments for the economic development.

A business cluster is a geographic concentration of interconnected businesses, suppliers, and associated institutions in a particular field. Clusters are considered to increase the productivity with which companies can compete, nationally and globally.

In many developed countries, clusters have become a familiar form of organization of business communities. Currently, 50% of the economies of the world's leading countries are clustered.

The article is aimed at considering the experience of cluster approach in developed countries, such as the USA, Italy, France and Japan.

In the USA, more than half of enterprises are clustered, and the share of GDP produced by them exceeds 60%. The most famous cluster is Silicon Valley, which specializes in production of computers and their components.

In Italy, industrial clusters account for 43% of the total employment in the industry and more than 30% of the national exports. One of the striking examples of individual industrial clusters in Italy is Sassuolo, which includes 220 enterprises, employing an average of 100 people each.

French clusters are created mainly through partnerships between local industrial groups, universities and research institutes. Cosmetic Valley, the biggest cluster in France, includes about 600 enterprises, 7 universities, major national research institutes and 200 private and public laboratories.

In Japan, clusters have a leading firm that has a high production scale and integrates a large number of suppliers at various stages of the process chain. The most successful of them is Toyota Motor Co., which is the largest car manufacturer in the world.

Summing up, the application of the cluster approach is widely spread and can be regarded as the main feature of all highly developed economies.

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INFLUENCE OF INFLATION ON THE LIVING STANDARDS OF POPULATION

The level of inflation is one of the macroeconomic indicators that directly reflect the standard of living of the population. Inflation leads to the fall in real wages, increases the social differentiation of the population, impairs the living conditions of the people with fixed incomes.

Preservation of high inflation in Russia over the years has led to the inertial nature of inflationary expectations, which forms a high propensity of the population to consume.

Welfare is falling even when income is indexed. First, the anti-inflationary compensation system does not keep up with the price increase. Secondly, it is very difficult to predict the price increase. The government underestimates the inflationary danger, and compensation is rarely sufficient.

Now Russia has got moderate inflation. In 2017 Russia was on the tenth place in the world with inflation. It has got 2.52%. (Japan has got 0.5%, France has got 0.82%, and the USA has got 2.17 %.) At the same time, the quality of life index in Japan is 155.8, in France are 154.4, in the USA is 167.5, in Turkey is 118.3, and in Russia is 91.7¹. As we see, inflation in Russia and the US is almost the same, but the standard of living in Russia is lower by almost 45%. The fact is that the Russian practice of indexing incomes does not reduce the negative impact of inflation. These measures are realized much later than the price has increased and only partially compensate for the population's losses. Inflation redistributes revenues, reducing them in the recipients of fixed incomes and increasing groups of the population with fixed income.

In Russia, it is necessary to index the basic incomes in proportion to the increase in prices and the state subsidies for prices of essential goods for the poor in terms of the experience of some developed countries.

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¹ *Inflation rate in the Russian Federation* [Electronic resource] // Bureau of Statistics: Department of Data Department. — Available at: <https://www.statbureau.org/en>.

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AN AUTOMATED SYSTEM OF PROCESSING OF CUSTOMS DATA

Different computerised systems serve as a tool to manage and control movement of the goods. They guarantee a more modern and efficient management than the paper-based system. Therefore, Russia uses an automated system for processing of customs data such as ASYCUDA, the US — Automated Targeting System, the UK — Customs Handling of Import and Export Freight System.

The aim of the research is to conduct the comparative analysis of computerized systems used at customs offices in different countries.

To achieve the goal it is necessary to solve the following tasks: 1) to study the concept of the automated system of customs data processing; 2) to carry out comparative analysis of the automated systems of customs data processing in Russia and abroad; 3) to define advantages and drawbacks of implementation of automatic systems by customs authorities;

The results of the research are the following: 1) the automated system of customs data processing is the computerized systems of automatic processing of customs declarations that are implemented in a majority of countries; 2) it has been concluded that computerized system is more developed abroad than in Russia;

The advantages of computerized systems: 1) reduction in the cost, time and effort associated with the lengthy paper-based procedures for declaring goods; 2) to improve the prevention and detection of fraud¹; 3) reduced Customs clearance times and less physical examination of shipments owing to the use of risk management applications² and some other.

The drawbacks of computerized systems: 1) difficult transition from paper-based procedures for declaring goods to electronic declaration; 2) retraining of the personnel of customs authorities is necessary.

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¹ *Парицкая Е. П., Таскаева Е. Б.* English for customs studies. Новосибирск, 2011. 90 с.

² *United Nations conference on Trade and Development.* URL: <http://http://unctad.org/SearchCenter> (дата обращения: 7.03.2018)

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THE ROLE OF THE STATE IN THE MODERN ECONOMY

In this paper we will consider one of the important aspects in the sphere of the economy, namely — the role of the state in the modern economy. As we know, the state is one of the most powerful social institutions; it has had a strong impact on all spheres of life for a long time. For many centuries there have been debates about the role and degree of state influence on the economy and on the activities of economic entities.

At the initial stage of the study we decided to understand what approaches to this problem exist. First, we found out that there are approaches that directly depend on the type of economy. That is, in the command-administrative economy, the market (mixed) economy and the transitional economy, the role and the functions of the state will be different.

Secondly, it was also found that there are different opinions about the state's participation in economic life, regardless of the type of economy. So, some prominent economists believe that the state should only do what business entities are not able to do, or they do it ineffectively, while others, on the contrary, believe that the state should be more actively involved in market processes¹. Further, these approaches are compared. As a result of the analysis, we come to the conclusion that, one way or another, the state has a certain place in the structure of the modern economy. And if you get rid of it, the whole economic system can collapse.

As a result of our work we have come to the following conclusion. In the present paper it is proved that the state has influence on the modern economy. A logical explanation is given for the relationship between the type of economy and the influence of the state.

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¹ *Tupikin, P. N.* On the issue of revising the role of the state in the modern economy — Russia, 2014. P. 189—193.

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INCLUSIVE DEVELOPMENT — THE GLOBAL SUBJECT OF THE MODERN WORLD

The General goal of socio-economic development, socio-economic policy of the state and economic and political reforms is to improve people's lives. The basis of this discussion is not only to return to a relatively high rate of economic growth, but also the formation of a growth model in which the involvement of all available resources in society ensures the development of institutions and technical and technological structures, as well as comprehensive human development, regardless of its socio — economic situation.

For developing countries, inclusive development is, first of all, the abandonment of the model of catching up development based on imitation, copying and localization of external samples as the main engine of such a model. It is this model that ultimately leads to the formation of “peripheral capitalism”, burdened with both “birthmarks” of a far from perfect Western society, and its own numerous problems. Of course, inclusive development should not be interpreted as a policy of self-reliance, as an autarky.

The use of Russia's inclusive development model is a very important, not only scientific but also practical problem. Especially in today's conditions of broad international sanctions. Russia is actually being pushed out of the orbit of global economic relations. Along with the enormous challenges that carry with it to the situation in relation to Russia, it creates an opportunity for a more active search and use of domestic sources for growth and development, the mobilization of existing national capacities in a more balanced and acceptable to all strata, of the socio-economic conditions. Having analyzed the process of inclusive development in China, it is possible to identify the necessary mechanisms for its implementation in Russia.

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THE MAIN DIRECTIONS OF MONOTOWNS DEVELOPMENT IN RUSSIA

At the present stage of our economic development, the functioning of monotowns has a strategic direction due to their important role in the economic processes at the regional and federal level. There are 319 monotowns in Russia; most of them have a depressive character in their development primarily because of the absence of diversification of their economy and rigid dependence on the activity of the core enterprise¹.

The goal of this work is to define the main strategy of the stable development of monotowns and the growth of socio-economic indicators and the standard of living. Considering that the total number of people in the Russian Federation is 146,9 million people, the share of the population of monotowns constitutes 9%. 31,5% of the population who live in monotowns are in a most difficult economic and social situation.

The dominant role in the socio-economic development of a monotown belongs to the city-forming enterprise. Thus, the strategy of raising a monocity's level of socio-economic development and enhancing their competitiveness must be based on a set of actions. They must be from both the core enterprise side and from the monotown's side.

Based on the studying of the dynamics of change of quantitative parameters of social and economic monotowns' development and also analysis results of its qualitative indexes, the main directions of development of monotowns are defined. As a result, our research shows that there is a deterioration in the economic and social situation of the Russian monotowns and the quality of life of their populations.

In conclusion, it is important to note that individual support is needed, which will consider that features of their formation are necessary for the development of Russian monotowns.

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¹ *Моногорода. Факты и цифры* // Правительство России (17.01.2018). — Available at: <http://government.ru/orders/selection/405/29731/> (accessed on: 30.10.2017).

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EFFECTIVE WAYS OF IMPORT SUBSTITUTION POLICY

In the difficult circumstances of economic sanctions the Russian government and business entities have developed and are implementing national policy of import substitution. The going process is rather difficult and uneven. In the given research an attempt was made to analyze the situation in Russian industries and to reveal positive experience of import substitution on the basis of study of statistics, official economic documents and social and political essays.

As the result of the done work the following conclusions have been drawn. The considered policy is the most successful in the area of heavy industry, mainly in transport engineering and automobile industry (motor car construction). Unfortunately, light industry is treated on a residual basis. Modern development of Russian automobile industry gives useful examples of effective ways of solving the import substitution problems.

The Russian government creates the terms stimulating foreign auto concerns to launch their production on the territory of the Russian Federation. For foreign companies this practice is called geographical localization of production. But a broader look at it allows to understand that for home economy it is also a process of import substitution.

Opening of a plant by a foreign corporation in our country can be considered as a significant project for national economy. It means that 1) the capital comes from outside and taxes fill up the home budget; 2) new workplaces are created for our citizens who can get a corresponding training, study technologies and be ready to work in a domestic plant. For the last decade many plants of famous foreign car brands were opened in Russia. The brightest example is Toyota in Saint Petersburg.

Further development of import substitution policy is supposed to be realized in 3 basic directions: opening of new plants of world motor industry leaders; an increase of general amount of Russian component parts in the combined volume of the produced foreign auto cars; building of new plants for producing Russian models of motor cars.

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FORMATION OF PUBLIC OPINION BY AMERICAN MASS MEDIA (ON THE MATERIAL OF ‘COLOUR REVOLUTIONS’)

In this article we considered the methods of formation of public opinion by the American mass media during ‘color revolutions’. The relevance of the study is due to the influence of mass media on society, people’s mind which is the determining factor in the war of the new generation “information warfare”. Emotional impact is used as a method of manipulation. By pumping circumstances, exposing them in deliberately negative light, the authors of the articles achieve a certain aim — to provoke discontent, aggression, more determine demands and actions from governments (that are generally less humanistic). We analyzed the emotional tone of associations of the most frequent words from the articles with the help of the program Sentiment Analyzer, and as a result we revealed that all of them have negative tone, which means that they form a negative emotional condition of the readers. Also we identified a number of linguistic features used for the formation of public opinion in the period of color revolutions. With the help of language techniques such as epithets, slogans and language means of manipulation the preparation of mass consciousness to an appropriate state happened and it is the media who formed non-critical, passive-detached perception of information. Using the name of any political party or entity or social organization in short form (often two-syllable), high-capacity, semantically clear way, which does not require decryption, but with ‘metaphoric potential’, is a characteristic trend of the present time. The most common methods of formation of stereotypical thinking are the use of clichés, allegorical, periphrasis name phenomena. All these methods of influence on the audience were used in the course of preparation and implementation during ‘color revolutions’.

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**DIGITALIZATION OF ECONOMY: CRYPTUALITIES
IN THE EEC- MEMBER COUNTRIES**

The article deals with the innovative financial instrument — cryptocurrency, its introduction and development in the EEC (Eurasian Economic Commission) member countries. Digitalization being the modern economic trend is the horizontal change of traditional economic models through the transformation of information into the digital form. Ideas of digital transformation are realized by means of innovative financial technologies like cryptocurrencies. As digital currencies have been widely used throughout the world, the EEC countries are discussing the possibility of a single cryptocurrency on their territories.

The popularity of cryptocurrency is determined by modern requirements. Universal payment tools which could be used in electronic space are in great demand today. Their use helps to eliminate barriers separating the countries. However, broad introduction of cryptocurrency faces certain problems. Thus, once there was an attempt to create a single currency ‘Altyn’ for EEC countries which failed due to the problems with liquidity of money supply.

As for Russia, in early 2018 the Ministry of Finance published the draft law which defined cryptocurrency as property in electronic form though its use as a means of payment was not supposed.

In our opinion, the introduction of a single cryptocurrency in EEC member countries is urgent and quite possible because it strengthens the EEC markets, as well as allows to control inflation risks and to avoid currency wars.

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PROBLEMS IN THE RUSSIAN INSURANCE MARKET: TERRORIST RISK INSURANCE

The problems caused by terrorist attacks is as important as ever. The Russian Federation, in spite of all the counter measures, also suffers from terrorist attacks. There were more than 30 cases in the last 5 years. And insurance is one of the ways to compensate the damage of these incidents.

However, our country still does not have an adequate structure of terrorism insurance cover. This leads to many economic problems in the Russian insurance market, like consumer outflow, capital outflow, reduction of Russian insurance companies' competitiveness and profit.

To find a possible solution for these problems it is useful to look at the foreign situation. For example, after the terrorist attacks on September 11, 2001, the U.S. government provided the Terrorism Risk Insurance Act (TRIA)¹.

Under TRIA insurers are obligated to make available an insurance policy against terrorism to all of their clients. If the U.S. Treasury Secretary certifies an event as an “act of terrorism” involving losses in excess of \$5 million, then losses would be shared between the federal government and the insurers².

Thus, in accordance with foreign experience, there are several ways of Russian structure terrorism insurance cover structure reorganization. Developing legislative acts that will regulate the terrorism insurance cover and determine the role of government. Reconsidering the work of RATIP. And obliging insurance companies to include the terrorism risk in their policies.

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¹ *Kunreuther H., Michel-Kerjan E.* Challenges for Terrorism Risk Insurance in the United States // *Journal of Economic Perspectives*. 2005. V. 18. № 4. P. 201—214.

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INFLATION AS A THREAT TO ECONOMIC SECURITY

The problem of raising the level of Russia's national security is one of the most difficult problems, the urgency of which is growing in modern conditions. The basis of the national security of the Russian Federation should be a developed economy, free from manipulation of geopolitical opponents and international structures, which allows our country to be independent of external pressure and influence.

As concerns the most notable economic threats, it is necessary to consider the low competitiveness of the Russian economy, the backlog in technologies, the insecurity of the national financial system, the deterioration of the raw material base of Russia, corruption and criminalization of the economy. When considering the problem of economic security, one can't ignore the impact of such a factor as inflation, which is a consequence of all the above-mentioned problems.

Inflation in Russia is caused by deep distortions in the management system due to export-commodity orientation¹. And although oil prices are encouraging against the backdrop of the OPEC countries' oil production constraints, the structural crisis, burdened by external shocks, remains. According to many experts, the pace of real inflation in the country is much higher than the figures declared at the official level. This indicates the existence of inflationary threats to national economic security even in years with relatively stable low inflation. It is necessary to conduct an anti-inflationary policy of the state with an emphasis on improving the efficiency of budgetary and monetary planning and forecasting, stimulating investment activity, developing export-oriented substitution policies, and tightening antimonopoly measures. These measures will help to reduce inflation and one of the threats to economic security will be neutralized.

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THE PROBLEMS OF DEVELOPMENT OF THE ECONOMY OF RUSSIA AT THE PRESENT STAGE

To begin with, Russia can't produce goods comparable in quality to foreign countries. This is due to the fact that employers reduce costs by reducing the working week, and most factories don't have modern equipment. Enterprises and organizations can't modernize or then upgrade equipment and production technology because of the limited scope of access to financial resources¹.

Decrease in purchasing power associated with rising prices, delayed wages and other factors, entails a demand for banking products (a bill, a check, a bank interest, a deposit, etc.). However, it should be remembered that the rates for loans are quite high. Therefore, the demand for consumer loans is decreasing.

There is still corruption in Russia. Most private entrepreneurs try to hide their real incomes. The reason for this is in an ineffective, weak taxation system.

Reduction of the innovative activity of organizations, rising oil prices, the floating ruble rate, economic sanctions against Russia on the part of the USA and the European Union countries limit Russia's economic development².

The low development of Russia's economy is due to structural problems, the causes of which are the following factors: the global crisis gave rise to new systemic challenges and the exhaustion of the 2000 model of economic growth.

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PROBLEM OF DISPROPORTIONATE GENDER IN POWER STRUCTURES OF THE RUSSIAN FEDERATION

Currently, the issue of equality is particularly urgent. Firstly, there are many feminist movements around the world. Secondly, because of the collapse of the Soviet Union, many political institutions have disintegrated, and now they are in the process of reformation. Thirdly, because of the upcoming presidential elections in Russia there is a stormy debate over the candidacy of Ksenia Sobchak, and we can now see the attitude of many of the electorate to the fact that a woman could become President.

According to our research, statistics on the gender composition of the legislative bodies of state power is revealed to be at the federal level in the Federal Assembly of the Russian Federation: the State Duma - 446 people, 71 women, 375 men (84%), the Federation Council - 168 people, 30 women, 138 men (82%). If we move on to the regional level: the People's Khural of the Republic of Buryatia — out of 66 deputies, 59 of them are men (89%), women 7; The Legislative Assembly of the Novosibirsk Region - 76 people, 9 women, 67 men (88%); The Parliament of the Chechen Republic has 41 deputies, all men (100%); The Legislative Assembly of the Krasnoyarsk Territory has a total of 52 people, of them 49 men (94%), and 3 women.

After the collapse of the USSR, in which, according to many researchers, it was said there was a policy of gender equality against the backdrop of latent discrimination against women, the Russian Federation was at a crossroads, not knowing quite how to proceed. And some measures were taken to protect women's rights: Article 19 of the Constitution, the 1998 Law "On the Increase of the Role of Women in the System of Federal Public Authorities and Public Authorities of the Subjects of the Russian Federation", the 2005 Law "On the Approval of a National Plan of Action for the Advancement of Women and Enhancement of their role in society".

Thus, we see that “de jure” there are many laws that try to restore equality and protect the rights of women. However, there is no result in them de facto, as we see from the above statistics; gender inequality in power circles is still very common.

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COVERAGE OF THE NEW SILK ROAD IN THE WORLD MEDIA

Nowadays international trade plays a very important role in a globalizing world. Nations involved in international trade have no benefits to fight with each other. That is what the head of China Xi Jinping says. Now he offers the new transit system for delivering goods from China to Europe, which is believed to boost the international trade. And this project is called the New Silk Road.

However, despite the fact that China positions its project as a global economic breakthrough, the reaction of the world powers to this initiative turned out to be extremely controversial. In this regard, a research was conducted where we compared and analyzed articles of the most popular periodicals of the leading world countries (the USA, Great Britain, Germany and Russia) about the New Silk Road.

The findings of the research have shown that at the moment, the USA is the only country that is in no way connected with the project. The USA believes that the economics of pouring millions of dollars into some of the world's poorest and most unstable nations is very questionable. Russia, on the contrary, focuses attention on the advantages of building the New Silk Road for itself and the CIS countries and gives positive assessments of cooperation with China in this project. As for Germany and Great Britain, these countries do not deny the fact that the rapid development of China's economy will soon lead it to the world leadership. However, at the same time, they fear the shift of the world pole to Asia and the results of the implementation of such project as The New Silk Road.

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OPPORTUNITIES FOR HIGH-QUALITY FUNCTIONING OF THE ECONOMIC BASIS OF THE COUNTRY

The aim of our work is to create possible ways of solving key problems of economic development in the modern world, relying on the example of the Russian Federation, one of the leading countries in the world.

We have given the analysis of the economic problems of modern Russia. We have revealed some problems that precisely indicate what real backwardness is.

Low productivity of labor is one of the main problems slowing down the growth of the country's economic development.

Inflation and the increase in the key rate of the Bank of Russia are equally significant as well.

A significant level of corruption in the government system adversely affects the economic and political instability in the country.

At the moment various embargoes from other world powers are putting the Russian Federation into an awkward position, which does not allow to fully realize its economic potential

Possible solutions which can change the painful situation in the country can be offered.

One of the first conditions to overcome the problem is creating favorable conditions for the development of small and medium-sized businesses. The influx of financing this type of enterprising by the state would significantly increase the activity of the receipt of funds to the treasury of the country.

Furthermore, government should pay attention to the development of scientific achievements. The introduction of the latest scientific innovations will penetrate into various fields of activity, contributing to the development of the economic level of scientific development tools.

To sum up, it is impossible to build an economy in the conditions of political instability. That is why the next point is to support the stability and inviolability of the political situation in the country.

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GLOBAL DIGITAL ECONOMY: CONTEMPORARY PATTERNS

The report examines the main digital trends in the world economy. This awareness is going to help governments to develop effective scientific, innovative and industrial policies in the rapidly changing digital age.

— The digital revolution continues apace. Over 2012-15, China, Chinese Taipei, Korea, Japan and the United States were responsible for developing between 70% and 100% of the top 20 cutting-edge ICT technologies, with Japan and Korea innovating across the whole spectrum of ICT technologies. Moreover, Japan, Korea and the United States accounted for over 62% of those inventions¹.

— Scientific power-houses drive digital innovation. The USA, China, India and Great Britain lead in this research.

— Frontier technologies are highly concentrated. The main research corporations are concentrated in the USA, Canada, Japan, and China.

— The digital transformation is not affecting every sector equally. A new taxonomy of digital intensive sectors shows that Telecommunications and IT services rank consistently at the top in terms of digital intensity.

— Broad skill sets are required. However, ICT skills alone are insufficient to thrive in the digital economy. Management and communication skills are also essential.

— More people are being connected, but gaps remain in the uptake and use of digital technologies in a majority of countries, including younger and older generations, urban and rural locations.

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APPROACHES TO SOLVING PROBLEMS OF THE RUSSIAN SHADOW ECONOMY

The shadow economy is one of the most difficult problems of modern Russia and the world, in this or that form it is present in all countries. According to statistics, the volume of global illegal trade in 2017 was about 8 trillion US dollars, the volume of the shadow economy in Russia was 33.6 trillion rubles, or 39% of the country's GDP¹. The presented figures underscore the importance and urgency of the given problem for modern Russian society.

ACCA experts define the shadow economy as an economic activity, whose income is outside the system of state regulation, taxation or supervision. Awareness of the size of the Russian shadow economy with its financial flows leads to an understanding of the seriousness of this phenomenon, which largely determines the face of the modern Russian economy.

Optimization of the size of the shadow economy of Russia is seen in the appeal to a set of measures, the most important of which are: adjustment of the legal and economic conditions for entrepreneurs; development of tax rules directly by the Ministry of Economic Development and Trade; restructuring of tax debts; change in the share of financial resources distribution between the federal center, regions and municipalities (30-35-35%); the exemption from taxes of a part of the profits that is going to expand production and create new jobs; abolition of VAT on imports of new equipment and technologies; shift in emphasis to rental payments.

Moreover, certain measures changing mental stereotypes should be proposed in order to form a positive image of legal activity and a negative image of the shadow economy. The importance of these measures is proved by contradiction — by demonstrating that in the modern Russian society opposite tendencies prevail, which creates a feeling of "incurability" of shadow relations.

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¹ *Emerging from the Shadows* [Electronic resource]. — Available at: http://www.accaglobal.com/content/dam/ACCA_Global/Technical/Future/pi-shadow-economy-report.pdf (accessed on: 28.02.2018).

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ISRAEL AS ONE OF THE WORLD LEADERS IN INNOVATIONS AND ECONOMIC DEVELOPMENT

In recent times, Israel has become one of the international centers of new technologies. This country has not only imitated the successful experiences of the other countries, but also strenuously created a new example of development, experimented in many spheres of economy and politics and achieved success in it¹.

We have analysed a national model of innovative development in Israel. As a result, some of the specific factors of Israel's success in this field have been revealed. The most important advancements are:

- a high level of scientific research in Universities; extraordinary human reserves from the standpoint of experience;
- a strong communication and interaction between the academic environment and industry (each university has a technology transfer center);
- a dynamic conversion of military-industrial innovations into civil departments;
- a high proportion of the state's budget expenditures on education;
- a high level of state support for innovation through technological incubators and stimulation of investment;

The creation of a specialized state authority, the Office of a Chief Scientist.

In conclusion, we could say that Israel's innovations are changing the world and their experience could be valuable for the development of a modern economic policy in Russia.

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WHAT SHARES SHOULD BE BOUGHT?

Share purchase is a very profitable option of earnings. However, it can bring profit only in case of investing into the correct securities. Often beginning investors imagine share purchase process as a regular purchase of assets of Gazprom or Sberbank. You shouldn't ignore the existence of hundreds of shares of other companies performing both the exchange biddings, and curb trading.

Experienced financial analysts with a good intuition can get the maximum profit for the minimum period. However, it is necessary to remember that the possibility of receiving an excess profit for a short term is followed by huge risks, which are capable to destroy all invested savings practically within a minute.

Another method of investment is more reliable and has a medium and long-term outlook.

The medium-term method of investment consists of an acquisition of a share block for several months, at the same time management of the created portfolio goes on within a year.

Long-term investment in shares is characterized by forming the diversification portfolio including liquid shares of the companies from different industries of economy.

The investor who adheres to a reserved policy bears rather small risks and gains low income. If such state of affairs suits you, it is necessary to choose shares of the companies, which have stable profit and regularly pay dividends.

Those who are ready to risk can earn from 30% a year by means of applying an active strategy. This system assumes that you need to acquire the share of companies that are in the phase of active development, when the company increases turnover and profit, increases equity and gradually calculated with creditors. For several years their price can grow in tens of times, and as a confirmation to that one can give examples of well established companies such as Xerox, Apple, Microsoft, Walmart.

Before investing, it is necessary to study carefully stories of the companies and their current financial statements.

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

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SOCIAL FUNCTION OF THE STATE IN MODERN TIMES

The social function of the state and its implementation is a high-interest topic. Today, this topic is relevant to this day especially in connection with the upcoming elections, because the development of the social function is directly related to the program implementation of the President of the Russian Federation. In this regard, it becomes interesting to ask what position of social policy is at present and what the proposals for its development in the presidential candidates programs exist. The purpose of this work is to identify the position of the social function at present and problems in its implementation, by analyzing the pre-election programs of presidential candidates.

The social function of the state is one of the most important, and this is confirmed by the seventh article of the Constitution of the Russian Federation. However, the analysis of pre-election programs shows that at this stage the social function is in decline. This is due to the number of the contributed suggestions on reform in social policy.

Many areas of social functioning require reform and elimination of existing gaps. In order to ensure public welfare, greater reforms are needed in social policy. In P. Grudin, V. Zhirinovsky, K. Sobchak's programs, accents are made on socially significant issues such as: housing construction, which guarantees the provision of housing for the entire population; health protection; higher education availability; war veterans' assistance; youth employment; protection of motherhood and childhood; gain in benefits. In these matters, the government intervention is required.

Having carried out this research, one can be concluded that the implementation of the social function in our state is quite bad. Candidates for the presidency insist on carrying out a large-scale reform in the social direction of the state policy, and it is caused by an increasing number of the poor, difficulties in purchasing housing accommodation, getting education and many other factors affecting the Russian people's prosperous lives.

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LEGAL ASPECTS OF PRE-EMPLOYMENT POLYGRAPH SCREENING

Polygraph testing during a hiring procedure is becoming popular with employers and the inspection of applicants can protect employers from unsuitable workers at the initial stage of employment and avoid unnecessary costs for their training. This study is aimed at analyzing the legal basis for using a lie detector.

According to statistics, in the early 1990s, 57 states used polygraphs, which is about 25% of the world's countries. Today, the polygraph is used in almost all developed countries of the world.

The use of polygraph in the selection of cadres by the employer in Russia is not legally regulated. The labor law does not provide for the use of a polygraph during hiring procedure or in the performance of the duties. However, the code stipulates that the employer may require employees to comply with the company's charter. So, if this item is included in the employment agreement, the employee of the company must follow it. However, Art. 23, 24 of the Constitution of Russia guarantee the right to privacy, personal and family secrets and protection of personal data.

We can conclude that the adoption of the law on the use of polygraphs is one of the urgent problems, as for today there is a gap in the legislation on this issue. Scientist Yefizov M.S. in his work investigates the effectiveness of using polygraph in the selection of staff and came to the conclusion that the use of a polygraph is a necessary measure for hiring for public service for positions related to access to state secrets, defense, secret scientific and military developments, etc¹. And for posts that are not related to the above characteristics, carrying out the polygraph procedure seems unnecessary and exposes candidate to stress.

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JURISDICTION OVER THE PUBLIC ENTITIES

The Civil Code of the Russian Federation establishes special rules for compensation of the losses caused by the state entities, by the local self-governing bodies or by the officials thereof. According to the general rule, the damage shall be subject to full compensation by the person who inflicted the damage. On the other hand, the injury inflicted on an individual or a legal entity as a result of unlawful action (inaction) of the state and local self-governing bodies or their officials shall be redressed at the expense of the state treasury of the Russian Federation, the respective subject of the Russian Federation, or the respective municipal body (hereafter “the public entity”), and the public entity itself is the proper defendant to the claim.

There is a gap in legal regulation of personal jurisdiction over the public entities. According to the legislation, a claim shall be filed at the court at the place of residence (location) of the defendant. However it is not immediately clear how the location of public entities can be defined, especially the “location” of the Russian Federation.

There is no commonly accepted practice for the resolution of the issue. Thus, claims against the public entities are resolved by:

- courts at the location of financial bodies executing court rulings (the Ministry of Finance of the Russian Federation in the case of a claim against the Russian Federation);
- courts at the location of the chief manager of budget funds (e.g. the Federal Tax Service or the Ministry of Internal Affairs);
- courts at the location of the territorial bodies of the Federal Treasury;
- courts at the location of entities that inflicted the damage.

There are pros and cons for each of the listed options, but it should be noted that it is necessary to fill the legal gap in order to avoid civil rights violation.

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COMBATING CORRUPTION IN THE RUSSIAN LEGISLATIVE SYSTEM

There is a problem of corruption in our country and it's one of the major threats for the Russian future. The authorities often ignore the demands of society and focus only on self-enrichment; bribery becomes the norm of life. It has a harmful impact on society.

There have been some changes in the way our country is dealing with the problems in the Russian legislative system.

There are many discussions and debates on the discussed problem. We have analysed scientific and practical materials on this problem. As a result, it can be suggested that the State Duma Committee on Legal and Anti-corruption Examination of Normative Legal Acts with the following functions should be introduced:

first, the development of a system of methods to form the policy legal and anti-corruption expertise in Russia;

second, the coordination of state bodies and public organization activities to conduct legal and anti-corruption expertise;

third, the elimination of collisions and gaps in the legislation of the Russian Federation that contribute to corruption;

It is also important to create the Committee's website with some recommendations to update the "corruption perception index" of the subjects of the Russian Federation, based on the expert opinions on the legal-anti-corruption examination every six months;

In conclusion, in order to solve the problem of accessibility of draft legal acts, it is necessary to create an Internet portal to place projects in Novosibirsk region, which will significantly increase the openness of the procedure for its development and will become an effective way of combating corruption.

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PROBLEMATIC LEGAL ASPECTS OF REMOTE WORKING

This study is devoted to some legal aspects of telecommuting. The relevance of this research is determined by the introduction of a new chapter in the Labor Code of the Russian Federation on the specifics of regulating the work of remote employees. A worker can conclude an employment contract with an employer from another city, while enjoying some benefits of telecommuting, and also with a salary being higher than he can receive in his or her region.

The number of remote workers in Russia is growing, as well as in Europe. Taking into account the number of the working population of Russia, making up to 68 million people, every 25th employee works remotely. By 2020, the share of remotely operating employees in Russia is projected to grow up to 20%.

The advantages of this form of employment include:

- reduction of the employer's costs for arranging workplaces;
- saving time, energy and employee funds due to lack of transport problems — delivery to and from the workplace;
- the growth of labor productivity when it is organized in accordance with the desire of the employee to work in preferable home conditions.

Though, in practice, the shortcomings inherent in this phenomenon have been revealed. The main problematic issues are the conclusion and termination of the employment contract on remote work and the terms of this agreement, as well as the importance of meeting the conditions for a qualified electronic signature of a remote employee in the exchange of electronic documents.

The solution to these problems is a clear regulation of actions for the conclusion/ modification / termination of employment contracts with the use of enhanced qualified signature. One of the ways to eliminate violations in the field of electronic signature application is bringing the participants of remote labor relations to responsibility for non-compliance with the norms on the transfer of electronic documents.

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THE LIMITS OF THE MAJORITY'S POWER IN THE CORPORATION

Corporations are generally governed by the majority. Those who control most of the corporation's stock impose their decisions to be taken by the corporation, and everyone else in the corporation must comply with these decisions. Even though this mechanism is the only effective way to govern any corporation, it cannot be implemented arbitrarily since all shareholders are essentially equal.

That is why the corporate power of the majority does have limits. The purpose of those limits is to define, which circumstances would preclude the majority from exercising their power.

The Western doctrine has developed the concept of 'fiduciary duties'. The majority controls the corporation, but it has 'a fiduciary relation toward the minority, as much as much so as the corporation itself' or its management¹. In other words, the majority is not entitled to any actions which would harm others in the corporation.

The Russian approach to the issue is getting more sophisticated as well. The majority is not entitled to violate the basic principle of equality. The violation of this principle is expressed in the unreasonable privileges established by a majority to an isolated group in the corporation. An example of such infringement is a decision imposed by the majority to establish excessive monthly fees on owners of apartments compared to fees on owners of nonresidential commercial premises in the same apartment building².

Therefore, the majority's power in the corporation is the most effective way to make decisions in the corporation, but those decisions must benefit the corporation as an entity, not an isolated group within the corporation. Otherwise would be a weak decision making approach, as the majority has a power for the good of the corporation, not for the good of their own.

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SEXUAL ASSAULTS AGAINST SLEEPING VICTIM IN RUSSIAN AND FOREIGN LEGISLATION

One of the main functions of criminal law is to provide entire protection of human rights and freedoms including sexual rights. The research is becoming extremely up-to-date in terms of a raising number of sexual offences all over the world. The questionable issues associated with Russian legal framework were examined and compared with abroad criminal doctrine. Moreover, sleep was learnt as a reason of becoming helpless or «non consent» person through the scope of the consent provisions.

Any state of unconsciousness (or «helplessness» as Russian lawmakers defined) leaves a little room for defending sexual rights. Russian criminal legislation do not enact any rules equating sleeping to helpless person. There is no doubt he is unconscious, but in order to influence on criminal charge it should have a legal status, for example, be enshrined in the Art. 63 of Russian Criminal Code as one of the crime under aggravating circumstances. Frequently, criminal cases involving sexual assault against that kind of victims do not reach the court session for lack of *corpus delicti*.

With current provision our country creates great obstacles to concerning for justice. So our attention was paid to foreign legislation and another law system. For instance, the common law position is based on the understanding was victim able to give her consent for any form of sexual encounters or not. It provides following rule: «the complainant is presumed not to have consented unless sufficient evidence is adduced to raise an issue as to consent or reasonable belief in consent»¹.

For reasons highlighted before, this issue will be debatable, until the system of qualification rules is drafted by Russian legislators with a view to the prevalence of sexual violence against women who are unconscious for a variety of reasons, including sleep. It will allow embodying evidential presumption in Russian law system, in order to avoid approach which neglects sleeping people as possible victims of rape.

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MECHANISMS OF PUBLIC CONTROL OVER THE ACTIVITY OF PUBLIC AUTHORITIES

Public control over the activity of our public authorities is important for the protection of our civil rights. As the famous German jurist Rudolf von Iering noted, «protection of the right is a debt of moral self-preservation, the perfect refusal of it is moral suicide»¹. We conducted research of the reaction of students at Siberian Institute of Management, the branch of RANEPА (SIM RANEPА) institutes of public control in the Russian Federation.

Russia is a democratic constitutional state. Public authorities and officials shouldn't abuse the power they have at a cost to the rights of citizens. For this purpose the people have to have control over the activity of public authorities and officials. Retrospectively there have to be effective mechanisms for the public control over the activity of public authorities.

These are some of the mechanisms of public control in the Russian Federation: public hearings, institution of orders, institution of responses, referendums, public actions, social monitoring.

Our research has shown that 43% of students at SIM PANEPА have witnessed abuse of power by public authorities; at the same time, 35% of students don't know of any mechanisms of public control at all; and at least 54% of students don't believe in the operation of mechanisms of public control. We asked the question «Whether there are effective mechanisms of public control over the activity of public authorities?»; 11% of students answered «no, don't exist», and 43% of students answered «all mechanisms of public control are dependent on the officials».

Thus, effective use of mechanisms of public control will allow one to direct the activities of public authorities to the solution of real social problems. Ineffective use of these mechanisms will bring in the avoidance of socially useful purposes and increase the personal economic interest of officials.

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¹ *Борьба за право*. Перевод с 13-го немецкого издания / Иеринг Р.; Пер.: Ершов С. И. М.: Феникс, 1991. — 64 с.

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PROBLEMS OF MODERN LEGAL CONSCIOUSNESS: DIFFERENT UNDERSTANDING OF LAW IN DIFFERENT HUMAN SOCIETIES AND INFLUENCE OF FUNDAMENTALISM ON LAW

Humanity has entered a new stage of its development — age of globalization. But on this way it is faced with a problem of overcoming of differences in value systems of different human societies. People are willing to find a way to communicate with each other regarding values of the society which they belong to. And the right way is developing of international law.

The main problems are indicated in title. First problem means that law of every society has its own foundation: religion (Islamic countries), traditions (countries of Pacific Islands), secularized liberal ideology (western countries). The second problem means that dominant value (religion, traditions or ideology) causes fundamentalism. Here we should understand it as absolute sureness of some society's members in verity of their «corporational» values and their unwillingness to recognize values of other societies as equal to their ones. We can see that fundamentalism in adoption of Arab Charter on Human Rights, which is based on Islamic religious dogmas and legal standard of Islamic law. The Charter was criticized by UN High Commissioner for Human Rights Louise Arbour. She said that it «do not meet international norms and standards»¹. We can see conflict between Islamic law and so named «international» law, based on «western» values and liberal doctrine. Solution of the problem is international contracts between countries that can help to develop legal standards and ideas which are acceptable for different from each other social value systems and can become universal human values and lay the foundation for newly rethink international acts in future.

We can summarize that the future of international law is international contracts, which give equal opportunities to different value systems to protect their identity and cooperate with each other at the same time.

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¹*Arab Charter on Human Rights deviates from international standards [Electronic resource]. — Available at: <http://humanrightshouse.org/Articles/877.html> (accessed on: 11.03.2018).*

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THE PRINCIPLE OF LEGITIMATE EXPECTATION IN ENGLISH AND RUSSIAN ADMINISTRATIVE LAWS

The article deals with the principle of the legitimate expectation, which has gained the recognition of English administrative law. Protection of legitimate expectations is the basis of the constitutional law principle and ensures fair relations between the government and the society. An increasing number of cases dealing both with procedural and substantive legitimate expectation have shaped this concept into an important principle of English administrative law.

The concept of substantive legitimate expectations refers to the situation in which the applicant seeks a particular benefit or commodity. It concerns the cases in which the public body wants to deviate from an existing policy.

Another way of showing that there are substantive legitimate expectations is through a course of dealing where there is consistent conduct over a long period of time. The concept of substantive legitimate expectation has been confirmed in the next decision - Ms Coughlin had been physically disabled. The health authority could be her home for life. However, the health authority decided to close the house. The applicant challenged the decision, because of the promise that the applicant made and had a substantive legitimate expectation to stay in the house. It was held that the closure was not justified by overriding public interest and that the applicant had a substantive legitimate expectation.

Analysis of Russian administrative legislation and arbitrage practice allows us to assert that there are no clear ideas about the application of the principle of legitimate expectations

Therefore, the Institute for the Protection of Legal Expectations may seem unusual and does not fit into the existing judicial and administrative practice. Protection of the legitimate expectations of individuals can significantly improve the quality of the existing Russian judicial and administrative justice, raise discipline in the development of national legal acts and the implementation of international law.

To sum up, this, in turn, will increase the authority of the state in the mind of its citizens and the international community. Now it is possible to include the principle of legitimate expectation into the Russian law.

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COMPARATIVE CHARACTERISTICS OF THE INSTITUTION OF LIMITATION PERIODS IN RUSSIAN AND ENGLISH LAWS

The institution of limitation periods exists in the legal systems of many countries in the world. This is a universal institution, goals, legal nature and tasks of which are unified in all legal orders, including English and Russian law. The limitation period is generally understood as the time period after which the person loses the right to protect their violated right. In Russian law, the concept and rules of limitation of actions are established in the Civil Code of the Russian Federation. In English law it's called the Limitation Act (1980).

However, despite a unified understanding of the meaning, goals and essence of the statute of limitations in Russian and English law, the limitation period in England has its own peculiarities.

The general statute of limitations period in English law is 6 years and for "deed" contracts - 12 years. In addition, the parties have the right to independently reduce or increase the limitation period by making specific instructions on this in the contract. The general statute of limitations under Russian law is 3 years. It can be increased or reduced only in cases directly stipulated by law.

Thus, the main difference between the statute of limitations in Russian and English law is not in essence, goals or tasks of limitation of actions, but in the duration of the term and in the grounds for its establishment. This can be explained by the special nature of English law, which history is centuries old. The introduction of contractual principles into the rules for setting the limitation period testifies to the priority of the dispositive method of regulation in English law.

Thus, the experience of Great Britain can be useful to the Russian legislator, since longer periods of limitation of actions testify both to the stability and immutability of trade turnover and the fact that protection and restoration of the violated right is a priority of the state while simultaneously balancing the interests of the person and the stability of civil turnover.

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IMPLEMENTATION OF ITS TECHNOLOGIES IN THE SYSTEMS OF STATE AND MUNICIPAL SERVICES: CHALLENGES AND OPPORTUNITIES

Nowadays IT play a significant role in the sphere of public administration and the rendering of state and municipal services. The introduction of the Internet to all spheres of society makes it very important for the authorities to create information and analytical networks, programs for the services provision and interministerial cooperation.

According to our research, the process of a citizens' personal appeal to receive a particular service takes a long time. Moreover, there is the problem of storing large amounts of documentation, the inability to fully provide services on the principle of a "single window" and the lack of an electronic version of the applicants' pertinent database.

Some necessary steps should be taken for a more effective implementation of IT technologies in the systems of state and municipal management: to accept documents and issue service results in an electronic format; to create an electronic version of the archive that will enable citizens to use the necessary documents in the case of further appeal; to unite the specialists of the social block and the specialists of Federal Services for State Registration, Cadastre and Cartography, that will make these specialists "universal"; to create an electronic alternative to the citizens' printed RF passport where the personal data of the applicants would be located.

Thus, the implementation of the above recommendations will make it possible to introduce significant structural improvements in the systems of state and municipal management, namely to modernize the process of the interaction between citizens and the state, that will also make it possible to build an open society through the use of its IT capabilities.

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THE LACK OF SPORTS-GROUNDS IN SOCIAL — REHABILITATION CENTERS FOR JUVENILES

The exigency of this topic has been caused by some problems in the existing legislation which has to protect the rights of juveniles in difficult life situations, who are temporarily living in the Social Rehabilitation Centers. One of the problems is the lack of sports-grounds in such centers.

106 respondents took part in the survey conducted at the "Victoria" Center in order to identify the needs for improvement in the field of prevention of neglect and homelessness, as well as establishing the system of personal and social protection. Almost half of the respondents expressed the need for changes in the organization of the work in the Center, namely, they highlighted the need for sports facilities. The respondents and the staff of the "Victoria" Center are not empowered to solve this problem on their own, as it requires additional financial expenditures. The lack of sports-grounds in such institutions violates the rights of juveniles, whereas the President of the Russian Federation by his decree of 24.03.2014¹ fixed the norms on the introduction and promotion of sporting activities.

Thus, taking into account the above mentioned facts, we can come to the conclusion that in order to solve this problem, it is necessary to develop and adopt a regional and (or) a local program in the Novosibirsk Region and Novosibirsk-city to provide sports facilities or street sports grounds for the Social Rehabilitation Centers for Juveniles.

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¹ *About the All-Russia physical training and sports complex "Ready for Labour and Defence" (GTO): Decree of the President of the Russian Federation of March 24, 2014 No. 172 // Ros. Gas. No. 68. 2014. P.26*

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THE LEGAL PROFESSION AS AN INTEGRAL PART OF CIVIL LIFE

In the modern society the legal profession is considered to be the most popular field of study among school leavers. The role of the legal profession has begun to increase as the legislation developed and the importance of law in people's life improved. The choice of legal education is connected with different aspects of civil life, and in order to clarify these aspects we conducted a survey where 100 people from different higher education institutions of our country were interviewed. They were asked two questions: "Why did you choose the legal profession?" and "Who would you like to be after getting a legal education?"

In the course of our research work we obtained the following results: The first question was "Why did you choose the legal profession?" More than 50% of the respondents chose this direction because of their personal motives; 15% of the participants want to get a good salary; 12% are those people who apply a sense of justice; 7% chose this profession because of its relevance.

As for the second question, "Who would you like to be after getting a legal profession?" there are the following results: 25% of the respondents want to become an investigator. The same number of votes is 24% among those respondents who want to become a prosecutor and wish to choose other specialty. 10% of the students would like to be lawyers in companies, etc. And 9% of the respondents wish to become a judge.

The majority of the respondents chose the profession of an investigator (25%), a prosecutor and the other specialty (24%). Among those people who often choose a profession of an investigator there are people who prefer a practical rather than a theoretical activity, and among people who choose the profession of a prosecutor there are those who like to work with documents.

As a result of the research work we can make a conclusion that the legal profession has gained a great popularity due to the personal motives that can be both life circumstances and examples for relatives, great people's imitation, or a childhood dream.

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LEGAL ISSUES OF REALIZATION OF SOCIAL RIGHTS OF CERTAIN CATEGORIES OF CITIZENS

This report examines the problem of the execution of court judgments to provide housing for orphans and children left without parental care. The federal legislation in the norms of the Housing Code and the Federal Law "On Additional Guarantees for the Social Support of Orphans and Children Left Without Parental Care" establishes the basic principles for the implementation of the Constitutional Law and establishes requirements for the direct executor of the requirements of the law, that is, to the executive bodies of the Subject of the Federation.

Actually Federal Law No. 159-FZ does not guarantee the provision of suitable housing to orphans, as everything depends on the financial capabilities of the region. About half of the regions of Russia are subsidized, so the practice of transferring responsibility to provide housing for orphans to local governments jeopardizes the solution of this problem and often entails a violation of the rights due to budget deficit and lack of free apartments in regional housing funds. The analysis of the enforcement proceedings statistics for Altai Krai in this sphere showed that for the years 2016 and 2017 only 22% and 16% of proceedings were implemented, respectively. Though, according to the position of the European Court of Human Rights, state authorities cannot cite lack of funds.

On July 1, 2014, the European Court of Human Rights (the ECHR) issued a so-called "pilot judgment" in the case of Gerasimov and Others v. Russia. The judgment applies the systemic problem of non-enforcement of judicial decisions by national courts about the social obligations of the state towards citizens. The Court considered it a violation of Article 6 of the Convention (Right to a Fair Trial).

To solve this problem, it is necessary to add to existing legislation some new, effective remedies of the right of citizens, for example, distribution of responsibility between the regional and federal government, changing the manner and order of implementation of judicial decisions.

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THE IMPACT AND IMPLEMENTATION OF RESOLUTIONS AT THE EUROPEAN COURT OF HUMAN RIGHTS IN THE RUSSIAN FEDERATION

Presently, with the development of international relations and the Russian integration into the world community, the issue of impact of the judgments of the European Court of Human Rights (ECHR) is becoming more relevant. The aim of this research is to reveal the influence of judgments of ECHR on the Russian legal system and find effective ways to remove gaps between them as the ECHR has always been an important judicial protector of basic human rights and freedoms.

In this work we analyzed both the legislative practice of the Russian Federation, and the ECHR. We examined such influential cases as Case of Ananyev v. Russia, Case of Rakevich v. Russia, and ect., drawing attention to the special provisions, which have resulted in meaningful democratic changes in our national legal system. Firstly, in accordance with the earliest case the ECHR noted that conditions, in which Kalashnikov was detained, did not comply with the Standard of Minimum Rules for the Treatment of Prisoners. Thus, the Russian Ministry of Justice has drawn up a federal bill, designed to improve general conditions of detention in prisons. Secondly, according to the Case of Rakevich v. Russia, the rights of people, involuntarily placed in mental care hospitals, were violated, therefore, The Russian Ministry of Health and Social Development has produced legislation on the creation a psychiatric patients' rights protection service.

According to our research, we can conclude that the European judgment improves our national legal system by giving it democratic and multi-level features. Nevertheless, the issue of interrelation of national and international law remains debatable. Creating special provisions in constitutional law, which will regulate the application of acts of the ECHR, can be a solution to this judicial contradiction.

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ESPIONAGE IN INTERNATIONAL LAW

“It is indispensable for a sovereign to obtain information [...] about everything which is occurring, be it of small or great importance,” — Nizam Al-Mulk, Persian scholar, vizier of the Seljuq Empire had stated.

What is the distinction between lawful data collection about a state and actions in violation of its sovereignty? The problem is that the differentiation has never been reflected neither in national legislation, nor in international instruments. That is why states *prime facie* are free to obtain any information about either neighbor or distant countries.

However, particular acts can be considered to be espionage as the practice of using spies to collect information about internal affairs of another government.¹ In international law, this phenomenon is not directly prohibited during wartime or in specific circumstances. For instance, under the International Convention for the Suppression of Terrorist Bombings, 1997 and Security Council Resolution 1373 the states are entitled to collect operational information in order to ensure stability and safety in the world.

But how should the international community react on the spying operations during the peacetime? It is widely recognized that “in time of peace [...] espionage in violation of the local law is also a violation of the rule of international law imposing a duty upon states to respect the territorial integrity and political independence of other states”². This position was reaffirmed in Nicaragua Case by the International Court of Justice³.

Thus, the absence of espionage legal regulation remains on the agenda. If states adhere to obligations imposed by the international community, the problem of spying operations can be more or less solved.

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¹ Henry C. Black. Black's Law Dictionary: Special Deluxe Fifth Edition. Eagan, MN, U.S.A: West Publishing Company, College & School Division, 1979. 1511 p.

² Quincy Wright, Espionage and the Doctrine of Non-Intervention in Internal Affairs, in Essays on espionage and international law, (Roland J. Stanger ed., 1962), at 12.

³ *Military and Paramilitary Activities in and against Nicaragua* (Nicaragua v. U.S.), Judgment, [1986] I.C.J. 14.

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MANIFESTATION OF LEGAL NIHILISM OF RUSSIANS ON THE EXAMPLE OF LOW SELECTIVE ACTIVITY

The main feature of the democratic system is the participation of citizens in the political life of the country. However, most of Russians are not ready to defend their civil position. The denial of the electoral right by the Russians in 2018 is getting a new force in connection with the next presidential election. We believe that an important step in creating a democratic system is identification and elimination of the causes of legal nihilism.

The participation of Russians in the presidential elections in the Russian Federation is a proof of confidence in the elected government and its political system. Statistics shows that in 2012 during the presidential elections in Russia a third of the citizens did not come to the polling station. The reason for such a low political activity of society is the Russian mentality. A century ago, N.A. Berdyaev attributed Russian nihilism to the Russian national phenomenon and the mistrust of the Russian people to the government was explained by the long existence of absolute monarchy and serfdom in Russia.

Among the students of the law faculty of the SIM RANEPА we conducted a survey, during which it was revealed, that: 40.6% of respondents will go to the elections, 34.8% will not go, and 24.6% are in a doubt. Thus, slightly less than a half of the respondents refuse to participate in the elections, which is an indicator of the low civil position of future lawyers. The reasons for the students' refusal to participate were following: nothing depends on their vote (11.6%); Putin's victory in the elections is quite predictable (18.8%); due to the high level of corruption, the reelection of the president will not change the country's position for the better (2.8%); did not find the right candidate for president (1.6%).

The results of our survey on the example of the low electoral activity of Russian citizens confirmed the manifestation of right nihilism in society. We believe that our society can increase the level of civil conscience of the younger generation, if our system of education pays more attention to the study of the rights and duties of Russian citizens in schools and universities.

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THE PROBLEM OF THE DEATH PENALTY IN RUSSIA

The attention to the question of abolition of the death penalty has been increasing for the last decade. Although the moratorium on capital punishment in Russia was imposed in 1997, the opinions of the society are still contradictory. The topicality of our research is caused by recent increasing of terrorism acts and crimes led to big human losses. That's why our paper aims to investigate the dilemma of for or against capital punishment in the Russian Federation.

During our work there have been studied some opinions of various politicians among which about 57% spoke against introduction of capital punishment, and about 43% supported the initiation of the death penalty. The majority of our society thinks that the death penalty doesn't punish, because any punishment is inherently a measure of state coercion and the death penalty is the deprivation of the right to life. The supporters of abolition of capital punishment also say about the existence of a possible judicial error, and the possibility to execute an innocent one¹.

We conducted a survey of the students of the law department of Siberian Institute of Management to find out their opinions on the abolition of the death penalty. The results revealed the following tendencies: it is necessary to do (70.9%); it doesn't contradict the principle of humanity (57.8%); it has to be used for especially serious crimes (77.1%); it has to be applied according to the wide list of articles in the criminal code (4%). The most acceptable type of capital punishment for the Russian Federation among respondents may be a lethal injection (54.8%) or execution (29.8%).

In conclusion, the majority of Russian society is ready for abolition of the moratorium on the death penalty for serious crimes in spite the fact that a lot of people think that the death penalty generates cruelty in society and does not give people any chance of correction.

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¹ *Dotskevich, M. V.* The death penalty in Russia — to be or not to be // Concept. 2014. S. №15. URL:<http://e-koncept.ru/2014/14691.html>

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THE RECRUITMENT OF INDIVIDUALS TO EXTREMIST ORGANIZATIONS AS A CRUCIAL PROBLEM IN MODERN RUSSIA

The problem of extremism in modern Russian society has become particularly serious and discussed in recent years. Due to the increased number of extremist organizations of different directions and the increase of their influence around the world, more and more people are becoming subject to involvement in such organizations. According to statistics for 2017 year only, the number of people who joined extremist organizations abroad is about 6000 and it is constantly increasing. Social, mental and physiological factors make young people (from 15 to 30 years old) the most vulnerable group of the population, which is exposed to destructive extremist ideas and attitudes.

The aim of this research is to identify causation links between people involved in organizing extremist tendencies and the subsequent actions of people exposed to the influence of such ideas, on the basis of which to propose the most effective measures to resolve this critical problem. We analyzed statistics of persons who were subject to recruitment to such extremist illegal organizations among the residents of Russia, identifying the most vulnerable group of people and their typical characteristics. In the Russian criminal code, there is a special article 282.1, providing for responsibility for involvement in extremist activities, but criminal repressive measures are not too effective, as time shows. It is necessary to use the experience of foreign countries and adapt it to the realities of Russian life in order to change the situation for the better. We also conducted an internal survey among groups of students of the Academy based on the results of which we determined how often respondents faced offers to join radical groups and disseminate their ideas. The results showed that this problem is extremely relevant among young people and measures should be taken to counter the involvement of potential victims. We need to deal with the causes, not with the consequences of the problem.

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UNCERTAINTY OF THE TERM OF STAY IN SOCIAL REHABILITATION CENTERS FOR THE UNDER-AGE IN THE LEGISLATION

The study investigates the problem of observing the personal rights of juveniles in social rehabilitation centers. On the example of the State Social Rehabilitation Center for Juveniles “Victoria”, the author considers one of the problems of such centers as the ambiguity of the notion "the necessary period of stay" in the center, trying to define such a period of stay that will be effective for the purposes of social rehabilitation.

The analysis of the statistics of applications to the Victoria Center showed that the number of applications submitted to the center for the last five years had increased from 150 to 300. Interviewing the staff made it possible to find out that the uncertainty of the length of stay affects the effectiveness of rehabilitation. Therefore, juveniles frequently return to the Center. Analyzing regulatory legal acts¹, it was established that the legislation of the Russian Federation does not limit the period of stay of juveniles in social rehabilitation centers.

Thus, based on the statistics and practices of the Victoria Center, it can be concluded that social rehabilitation requires more time for positive effects. We believe that in order to solve this problem it is necessary at the federal level to determine a specific single term of stay for juveniles in the social rehabilitation centers.

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¹ *On the Approval of Suggested Provisions on Specialized Institutions for Juveniles in Need of Social Rehabilitation: Decree of the Government of the Russian Federation No. 896 of 27 November 2000 (on 10.03.2009) // Ros. Gas. No. 235. 2000. 09 December.*

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THEORY-PRACTICE INTERACTION FOR LAW STUDENTS

The article is devoted to the problem of interaction of theory and practice during the study of a legal course at the university. Nowadays the demand for qualified lawyers in our society has increased dramatically. However, a lot of graduates face the problem of lack of work experience looking for a job.

Law students need properly organized practice based on the theory during their study at the university. Good work experience does not only give future experts a great opportunity to find a good job but it helps them choose the right direction in their future professional sphere. So the purpose of our study is to identify the problem of theory-practice interaction at the university and work out recommendations to resolve it.

To find out how students' practice is carried out today we conducted a survey among the students of the law faculty of NSU and SIU RANEPА in Novosibirsk. This study revealed two main opinions among the law students: 70% of respondents expressed their dissatisfaction with the place of work experience and the tasks they had to do (signing papers and delivering them to various authorities); 30% were satisfied with their work.

According to our survey the majority of students think that their work experience should correspond to their future professional activities. The students want to get the experience in legal clinics, prosecutor's offices, investigative agencies, courts and local authorities.

To solve this problem, we offer law students to take initiative at the first year and interact with the Dean's office to make suggestions for the development of the plans of work experience and curriculum.

This study enables us to conclude that the majority of future lawyers want to master good theoretical and practical knowledge at the university. Unfortunately, they are not satisfied with their course of study because they observe weak interaction of theory and practice. However, they do not take any actions to change this situation.

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THE STRUCTURE OF THE FUTURE ORGAIZATION

As digital transforms the business landscape, the successful organizations of the future will likely be those that can move faster, adapt more quickly, learn more rapidly, and embrace dynamic career demands.

In the past, most organizations were designed for efficiency and effectiveness, leading to complicated organizations. The resulting business models, which were based on predictable commercial patterns, are unsuited to an era of unpredictability and disruption. Instead of mere efficiency, successful organizations must be designed for speed, agility, and adaptability to enable them to compete and win in today's global business environment. An important part of designing for adaptability is a shift away from hierarchical organizational structures toward models where work is accomplished in teams. Leading companies are pushing toward a more flexible, team-centric model. As organizations make this transition, they find that smaller teams are a natural way for humans to work. Top companies are built around systems that encourage teams and individuals to meet each other, share information transparently, and move from team to team depending on the issue to be addressed. Different networks can have different specialties, such as innovation or getting to market quickly, but the principle is the same.

For a company to stay agile, teams must be formed and disbanded quickly. High-performing companies today may build a “digital customer experience” group, select individuals for the team, and ask them to design and build a new product or service in a year or two. Afterward, the team disperses as team members move on to new projects. This ability to move between teams without risk is a critical attribute of today's high-performing companies. Empowering people to make decisions and relying on networks of interactions does not mean that people are no longer accountable for results. In fact, one objective of an agile network is to use goal-setting to support success.

Using new experience and technologies to build an effective structure of the company is the first step to increase profits and involvement of employees as well as the first step in building the organization of the future.

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SOME LEGAL ISSUES OF IMPOSING ADMINISTRATIVE FINES AND WARNINGS

In this study the problem of correlation between administrative offenses and punishment is considered. Administrative sanctions should deter future breaches which cause harm, or risk of harm and be proportionate and based on identified risks. But as the size of administrative fine is the same for different types of business, fines can negatively affect the performance of small and medium-sized businesses.

There is the possibility of replacing an administrative fine with a warning stipulated in Article 4.1.1 of the Code of Administrative Offenses of the Russian Federation. Though to receive a warning, it is necessary to prove that administrative violations were committed in the absence of causing harm or threat of harm to life and health of people, objects of flora and fauna, the environment, and objects of cultural heritage. It turns out that in the opinion of arbitration courts, including the Supreme Court of the Russian Federation, the vast majority of offenses under the Code of Administrative Offenses of the Russian Federation automatically entail a threat to the health of people¹. For example, on the application of the LLC "Cinema Star" of the Yaroslavl Region which played an advertisement of horror films and thrillers with a marking of the age limit of 18+ and 16+ before showing the cartoon "Three heroes and the sea king" marked 6+, the impossibility of applying Part 1 of Article 4.1.1 was established.

To solve this problem, certain measures must be taken to improve the application practice of the above-mentioned article.

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¹ Проказина Е. А. Мнение Верховного Суда о применении судами предупреждения вместо штрафа [Электронный ресурс]. Режим доступа: <http://www.v2b.ru/articles/kak-primenyaetsya-novaya-norma-o-zamene-shtrafa-preduprezhdeniem/> (дата обращения: 12.01.2018).

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VIOLATION OF THE REQUIREMENTS OF LEGISLATION FOR THE PROTECTION OF THE RIGHTS OF INDIVIDUALS WITH THE IMPLEMENTATION OF OVERDUE DEBT RETRIEVAL (BASED ON MATERIALS FROM THE FEDERAL BAILIFF SERVICE OF THE NOVOSIBIRSK REGION)

From 01.01.2017, a new Federal law, 03.07.2016 No. 230-FZ, was introduced into the Russian Federation. "Concerning protection of the rights and legitimate interests of individuals with the implementation of the retrieval of arrears and the introduction of amendments to Federal law On micro-financial activity and the micro-financial organizations". Furthermore, the Law, which is designed to protect the rights of individuals when collecting expired credit obligations in pre-judicial and legal processes.

After research in 2017, 523 notices of infringement of the rights of individuals at the implementation of retrieval activities for return of arrears were revealed. They were issued by the Office of the Federal Bailiff Service for the Novosibirsk region, only 40 administrative reports for violation of requirements of the Law were made.

Following the results of the analysis of normative legal acts regulating questions of control, supervision, protection of the rights of individuals when collecting arrears, a legal collision is revealed: questions of control and supervision of the activity of MFO and credit institutions are assigned to the Central Bank of Russia. Only the Federal Bailiff Service is given the right of administrative prosecution for violations of requirements of the Law. At the same time, the Federal Bailiff Service is not given the right to obtain information when implementing the state control and supervision of compliance with the law in the MFO and credit institutions.

Thus, the solution to resolve the problem will be the introduction of amendments to the legislation, for example, investment in the Federal Bailiff Service with the rights for administrative investigations, or a direct instruction on the right of obtaining information according to the Law.

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THE PROBLEMS OF ELECTORAL DISPUTES SETTLEMENT IN THE RUSSIAN FEDERATION

It is indisputable that each electoral campaign is characterized by the emergence of electoral disputes, which can be resolved both in judicial and administrative order.

Violations of the electoral legislation norms include violation of the procedure for election commission formation, signature list, refusal to register candidates, voter bribery, etc. The imperfection of electoral disputes settlement special procedure in Russia is found to be an obstacle to electoral disputes resolving.

Proceeding of administrative cases on the Russian Federation citizens' electoral rights violations is regulated under the Administrative Proceeding Code of the Russian Federation. Court applicants have no obligation to prove the illegality of the deed, decision, action or omission of action they challenge. The only thing administrative plaintiffs need to do is confirm either a real probability, or the fact of their rights and legitimate interests violated by the challenged deed, decision, action or omission of action.

In Russia, widespread is the evasion of election commissions from the evidence presentation, which automatically means satisfying the claims of the plaintiff. However, in practice, courts refuse to satisfy such claims. Also, courts are often reluctant to examine fundamental evidence database, namely voter lists and ballots.

Thus, the need for detailed legislative regulation of the judicial process on electoral disputes, to reinforce the burden of responsibility on judges, is evident.

To enhance the effectiveness of the election commissions, it is necessary that the preliminary scrutiny of the complaints by working groups prior to the final election commission hearing should be incorporated in legislation.

To conclude, the electoral dispute indicates the imperfection of the legislation, judicial practice; and thus, reveals the need for its reform.

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SECTION 5. PHILOLOGY AND LINGUISTICS IN MODERN SOCIETY

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PRAGMATIC PECULARITIES OF FOREIGN- LANGUAGE INSERTIONS IN TRANSLATED TEXTS

One of the most significant issues in translation studies is rendering of foreign-language insertions. At all times the hard task for the translator is to find a suitable translation of foreign-language inclusion that does not violate pragmatic and stylistic norms of the source language.

The study focuses on identifying and analyzing translation patterns in the transfer of foreign-language insertions and their pragmatic potential in English and Russian translations of the novel *Stupeur et Tremblements* by Amélie Nothomb.

Today there are no unanimous definitions for the term *foreign-language inclusion*. For example, S. Vlasov and S. Florin define it as words and phrases in a foreign language for an original text that the author uses in a foreign-language spelling or transcribed for “giving the text authenticity, for creating flair, atmosphere or impression of erudition or wisdom, sometimes with a hint of comic or irony”¹.

Amélie Nothomb employs a fair number of foreign-language insertions of Japanese origin that are spelled with romanization of Japanese characters (*l'ôchakumi, okoruna, kassei no chokorêto*). The Russian and English translators changed almost nothing except the spelling system accepted in their languages (*kassey no chokoreto, касэй-но тёкорэмто*). There are no footnotes or references in the translations because the author explains all Japanese inclusions.

Furthermore, the author uses several Latin phrases (*memento mori, casus belli*) which the English translator left unchanged while the Russian translator provided footnotes with the translation to retain perlocutionary effect of the original text for Russian readers.

Thus, the transference of foreign-language insertions is a problematic question for translators since they have to make decisions of whether to modify these inclusions or not in order to prevent pragmatic and stylistic distortion in translation texts.

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¹ Власов С. И., Флорин С. П. Непереводимое в переводе. М: Международные отношения, 1980. 352 с.

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NEWSPAPER HEADLINES AS MEANS OF INFLUENCE ON A READER

The main aim of this work is to analyse how newspapers' headlines can influence readers. To achieve this we set the following goals: 1) to collect and categorize the most interesting newspaper headlines; 2) to identify different ways of drawing readers' attention and reveal the most commonly used ones; 3) to conduct a survey on clarity and attractiveness of selected titles to test our hypothesis: the same newspapers' headlines can attract both Russian and European readers; 4) to create a leaflet to help students and teachers work with newspapers' headings.

The relevance of the study is in the fact that nowadays people have less time to read newspapers "from cover to cover", and it largely depends on the headline if the article will or will not be read.

The object of the research is the ways of drawing readers' attention. The subject of the research is the most interesting newspapers' headlines for European online-readers of young age.

The methods of investigation are: 1) method of continuous sampling; 2) descriptive method; 3) method of comparative analysis; 4) survey method.

The base of our investigation is headlines taken from British and American newspapers «The Guardian», «The Times», «The Independent» for the period from October to November 2017. A total of 70 newspaper headlines were selected for analysis according to the interests of young readers (18-21 years old).

A study of newspaper headlines has showed that the main way to attract the attention of the mass reader is the use of epithets (66%), rhetorical questions (23%) and direct appeal to the reader (19%). The analysis revealed that among these titles of articles there are more informative (59%) than dotted (41%) headlines. Also while separating the selected headlines for three functions: nominative (3%), factual (49%), pragmatic (48%), we have revealed that the first function is used least of all in press.

The survey has proved our hypothesis: the same headlines seem to be eye-catching and interesting for both Russian and European young readers.

At last, the leaflet has been created with the useful information about ways of expression used in the newspapers' headlines, which can be useful for both students and teachers while working on this subject.

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**ORAL PRESENTATION STRATEGIES
AND AUDIENCE MANIPULATION TACTICS
IN ACADEMIC LINGUISTIC DISCOURSE**

The research focuses on academic linguistic discourse and offers analysis of oral presentation strategies and audience manipulation tactics. The study includes an introduction, two chapters, a conclusion and a bibliography. The first chapter deals with the theoretical background, the second chapter focuses on the methods of investigation and the analysis of the research material. In conclusion, main findings of the research are summarized. The introduction formulates the purpose and objectives of the study, substantiates its relevance, shows theoretical and practical significance and scientific novelty. The purpose of the study and author's contribution is to identify and analyze oral presentation strategies and tactics and to offer a detailed account of the means of audience manipulation. The research relevance is determined by insufficient degree of oral academic presentation strategies and tactics study. Scientific novelty is due to the fact that the work covers a detailed and in-depth research in academic audience manipulation tactics.

The following research methods have been used within the frame of the work: metalinguistic analysis of theoretical positions on the topic, analytical method for oral presentation strategies and tactics study, content analysis, statistical processing of material and formalized methods of presenting results (tables, diagrams).

The paper is based on video presentations from Russian scientific conferences and webinars. Within the framework of the research the video material lasting for 108 minutes has been analyzed. The study focuses on seventeen communicative tactics which are supported by examples. A number of tactics, including practical techniques such as references and quotations, rhetoric questions, appeals to the audience and NLP tools, are described.

The results obtained can be relevant for such areas of scientific knowledge as discourse analysis, psychology, sociolinguistics. The findings of the research can be valuable for scientific publications preparation and writing.

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FEATURES OF THE GENRE OF SCIENCE FICTION ON THE EXAMPLE OF THE NOVEL “THE WAR OF THE WORLDS” BY HERBERT WELLS

Science-fiction is one of the most popular genres for all age groups. Among numerous writers who devoted their talent to this genre Herbert Wells occupies a special place. He played a significant role in the development of this genre. Actually he is often called the "father of science fiction". He was most prominent as a visionary during his life.

These days a lot of readers consider that this writer was a real predictor. He predicted many inventions in his works which would become a reality some years or even decades later. For example phone, E-Mail and even television which were described by Wells in *Men Like Gods* (1923) and *When the Sleeper Wakes* (1899). Also it should be noted that the writer foresaw various important things for modern science such as Lasers and Directed Energy Weapons, Genetic Engineering, Atomic Bombs and Nuclear Proliferation.

The goal of the study is to explore the features of the genre of science fiction in the novel «The war of the world» by Herbert Wells. Our aim is to analyze the language of the novel and the author's techniques, as well as stylistic devices that make this novel so plausible. In particular, the devices were identified, due to which the effect of presence was reached.

Our research is based on the text of the novel “The War of the Worlds” and various historical and critical sources. These materials allowed us to solve the set tasks and to determine the main features of the genre of science fiction at that period of time as well the writer's contribution to the genre of science fiction.

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**THE ATTITUDE OF THE AMERICAN PRESS
TO RUSSIA AND ITS SPORTSMEN (BASED
ON ARTICLES PUBLISHED IN 2015—2018
ABOUT DOPING SCANDAL)**

Mass media (especially on-line versions of printed newspapers) play an important role in our everyday life and they can be easily used with different goals. Journalists have their own instruments to make everything they want with our minds: to change our opinion about something or someone, to make us choose something, to make us believe in different gossips and other different things.

Unfortunately, the image of our country has lately changed in a negative way. Doping scandal, referendum in Crimea, wars in Ukraine and Syria, Russian “interference” in the 2016 United States elections and lots more — all those things painted the negative image of Russia in foreign mass media (even if it hasn’t shown the real state of things).

I have chosen the doping scandal topic to investigate the image of Russia and its people.

In our work, we have analyzed newspaper articles, which specifically deal with doping scandal, and through them, we have tried to establish how American mass media covered this story and what their attitude to Russia and its sportsmen was.

Our goals are to do a research about the attitude and divisions of the attitude in the articles to Russia and Russian sportsmen; to find out how the attitude has recently changed (if it has).

Our conclusion is:

— The overall attitude is negative, but we can also rarely meet polar opinions in some of them. The attitude varied from completely negative with the support of IOC in its decision to not let our sportsmen take part in the Olympic games to completely positive, that there were no proofs and IOC’s decision wasn’t honest;

— From the very beginning, we can meet a lot of negative articles and opinions about this scandal, but later we can also discover some kind of empathy to our sportsmen (when for example other sportsmen tried to protect Russian athletes and spoke up the dishonesty of the IOC’s decision).

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**COMMUNICATIVE INTERRELATIONS STRATEGIES
WITH THE PARTICIPANTS OF AUTHORIAL
PROGRAMS (BASED ON ENGLISH TALK SHOWS)**

The paper offers a detailed account of communicative strategies specific features of which are addressed within diverse communicative situations between the participants of authorial programs.

The growing number of communicative strategies and tactics targeted at communicative success at talk shows as well as their informative, emotional and contact-establishing influence on the recipients prove the relevance of the research. The issue of interrelations with the communicators needs further investigation. Moreover, the types of authorial programs have not been given a special study yet.

The paper highlights distinctive features of media discourse. The data are relevant for the practical study of authorial programs. The research puts an emphasis on the theoretical points of communication strategies, deals with communication tactics that form the certain strategies. The types of authorial programs that offer strategies for successful communication are also nominated.

The crucial point for successful communication is that every participant must gain the communicative goal. The key successful strategy is a cooperative one. It is targeted at meaningful dialogue regarding communicators as cooperators who reach their goals due to mutual interaction. The study finds also vital to use acquiescence and compromise strategies along with tactics of agreement, sympathy, support, concessions, compliment, etc. The given examples prove that such strategies and tactics meet communicative intentions of both sides. As a result it leads to successful communication.

The study makes it possible to use the results in a variety of teaching courses of rhetoric, sociolinguistics and lexicology as well as for educational guidance, completing term papers and degree works on the issue.

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METHODS OF RENDERING DENOTATIVE MEANING OF TERMINOLOGICAL COMBINATIONS

Nowadays technological and scientific spheres are in constant development. It results in a range of new concepts, which should be properly defined and nominated. Therefore, number of newly-appeared terms and terminological combinations cause difficulties for translators.

Conveying equivalence of a concept in both original and target languages is the main purpose of translator. When translating terminological combinations the denotative equivalence, which provides saving the subject contents, is of the greatest interest. The concept of equivalence is closely connected with a concept of an invariant. According to linguists, when rendering an invariant, translators must maintain denotative meaning, which, in turn, can be expressed by inner form of a word.

The paper presents the analysis of theoretical approaches to the basic concepts and the theoretical analysis of methods of rendering denotative meaning of terminological combinations. In addition, the authors carried out a frequency analysis to determine the percentage ratio of methods applied for denotative meaning rendering. The work was based on the water microbiology text.

The authors present an algorithm, which can be used for translating the terminological combinations and rendering its denotative meaning in professional texts.

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RUSSIAN-TO-ENGLISH TRANSLATION OF PUBLIC AND POLITICAL ORGANIZATIONS' NAMES

The paper focuses on public and political organizations' names and their Russian-to-English translation patterns.

The analysis is based on a sample of English as well as Russian units derived from official websites and free prospectuses by continuous sampling method. The paper makes a structural and semantic analysis of the units. The analysis results in transformation models that provide a practical

insight on how to translate Russian public and organizations' names into English avoiding ambiguities or misinterpretation arising from differing culture- and language-specific features. Consider a few examples that can be compartmentalised into the following clusters of translation patterns:

— Calquing (transformation in terms of which we use a word or phrase borrowed from another language by literal, word-for-word or root-for-root translation): Справедливая Россия — A Just Russia, Партия «Против Всех» — Against Everybody Party, Единая Россия — United Russia Party;

— Transliteration (a type of conversion of a text from one script to another that involves swapping letters (thus trans- + liter-) in predictable ways): Партия «Яблоко» — Yabloko Party, Партия «За Победу» — Za Pobedu Party, Партия «Голос» — Golos Party;

— Translation (the interpreting of the meaning of a text and the subsequent production of an equivalent text): Партия «Города России» — Russian Cities Party; Партия «Гражданская Позиция» — Citizenship Party; Партия «Достоинство» — Dignity Party.

Thus, the study reveals some culture- and language-specific features, which are to be considered when translating from Russian into English as well as provides a list of adequate English equivalents of Russian public and political organizations' names.

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**THE REPRESENTATION OF THE CONCEPT
POVERTY IN THE NOVEL «THE CASUAL VACANCY»
BY J.K. ROWLING**

The research work is devoted to studying the concept POVERTY and linguistic aspects of its representation in the novel «The casual vacancy» by J.K. Rowling¹.

The significance of this theme is determined by the ambiguity of the very nature of social concepts, as well as by the growing interest to the problems of objectifying poverty in general and in the author's concept-sphere in particular. The prospects of the research are obvious: poverty, although a universal concept inherent in every society, has its own specific understanding in the English linguistic view of the world.

¹ Rowling, J. K. The Casual Vacancy. London, 2012. 568 p.

The material for this study are the text J.K. Rowling's novel «The Casual Vacancy», linguistic, etymological, paremiological, phraseological dictionaries and thesauruses.

The purpose of this study is a comprehensive analysis of the linguistic essence of the concept POVERTY in the modern English language consciousness based on the novel by J.K. Rowling. This concept is represented in all languages of the world. In English, the POVERTY concept is represented by a prototype lexeme and its derivatives. We have outlined the following conceptual features that reflect the national specificity of the nominative field of the poverty concept in English: it is socially conditioned; possesses state of inefficiency or infertility. Besides, it means the refusal of a member of a religious society to have the right to own property. Moreover, a person experiences weakness due to malnutrition in a state of poverty.

We found that the significance of the poverty lexeme in the English linguistic consciousness is manifested in eight attributes that are not fixed by dictionaries. Based on the analysis of direct and indirect nominations, it was determined that the POVERTY concept in the novel has an exceptionally negative evaluation.

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НЕМЕЦКИЙ ЯЗЫК

**SEKTION 1. AKTUELLE PROBLEME
DER GEISTESWISSENSCHAFTEN:
THEORIE UND PRAXIS**

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**JUGENDEXTREMISMUS IN RUSSLAND
UND IN DEUTSCHLAND**

In den letzten Jahren steigt in der ganzen Welt die Zahl der Straftaten mit extremistischem Hintergrund, die von Jugendlichen begangen werden. Deutschland und Russland stellen dabei keine Ausnahmen dar.

Besonders „anfällig“ für radikale Gruppen sind in beiden Ländern männliche Jugendliche im Alter zwischen 15 und 18 Jahren. Meistens sind es junge Leute, die nach Orientierung und einem Sinn im Leben suchen.

Um wirkungsvolle Antworten auf das Problem des Jugendextremismus zu finden, muss man feststellen, welche Einflussfaktoren dazu führen. Die Radikalisierung von Jugendlichen hängt von politischen, wirtschaftlichen, sozialen und psychologischen Gründen ab. Eine große Rolle spielen dabei soziale Medien. Die Verbreitung von extremistischen Ideen ist in Deutschland nicht zuletzt auch auf den massiven Zustrom von Flüchtlingen und Probleme mit deren Integration zurückzuführen.

In diesem Zusammenhang müssen vom Staat wirksame Maßnahmen zur Verhinderung und Bekämpfung des Jugendextremismus ergriffen werden. Von zentraler Bedeutung sind in Deutschland die Bundesprogramme „Demokratie leben! Aktiv gegen Rechtsextremismus, Gewalt und Menschenfeindlichkeit“ und „Zusammenhalt durch Teilhabe“.

In der RF wurde 2002 das föderale Gesetz „Über die Bekämpfung der extremistischen Aktivitäten“ verabschiedet. Auch wird das ressortübergreifende Programm „Entwicklung eines toleranten Bewusstseins und Bekämpfung des Extremismus“ erfolgreich umgesetzt.

Zusammenfassend lässt sich sagen, dass der Extremismus ein internationales, grenzübergreifendes Problem ist. Das Ausmaß dieses Problems erfordert eine umfassende Zusammenarbeit auf internationaler Ebene. Russland und Deutschland haben ihre großen Erfahrungen bei der Bekämpfung und Prävention des Jugendextremismus. Es liegt im Interesse von beiden Staaten ihre Bemühungen in diesem Bereich zu koordinieren und Informations- und Erfahrungsaustausch zu intensivieren.

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DER EINFLUSS VON INTERNET-MEMEN AUF DIE MODERNE JUGEND

Derzeit wird eine besondere Beachtung der Forschung eines Internetphänomens, das als Internet-meme bezeichnet wird, und seiner Auswirkungen auf die Internet-Benutzer geschenkt.

Das Mem ist eine Idee, ein Symbol oder ein Bild, das leicht im Kopf einer Person behalten wird und vom Bewusstsein einer Person auf das Bewusstsein der anderen weitergegeben wird. Das Internet-Mem spricht mehrere Informationskanäle an, meist visuelle, verbale und Audiokanäle. Dies macht das Internet-Mem zu einem idealen Mittel für Werbung oder politische Propaganda.

Es gibt ganze Komplexe von Memen, die darauf gerichtet sind, Ideen zu unterstützen und zu verbreiten. Diese Meme arbeiten zusammen und verstärken sich gegenseitig. In den USA wird beispielsweise eine Reihe von Memen mit dem Slogan "MakeAmerica Great Again" assoziiert. Ein Teil dieses Komplexes ist in Russland Putins Foto, auf dem er auf einem Pferd reitet.

Oft finden sich in sozialen Netzwerken Meme über Russlands Rivalität mit anderen Ländern, insbesondere über die Rivalität zwischen der Russischen Föderation und den Vereinigten Staaten. Nach dem Sieg der russischen Hockeyspieler gegen die deutsche Nationalmannschaft bei den letzten olympischen Spielen begannen sich im Internet die Meme zu verbreiten, die die Macht des russischen Staates unter Hinweis auf den Sieg im Zweiten Weltkrieg zeigten.

Die Internet-Nutzer drücken ihre aktive Lebensposition auch durch die Meme aus. So werden die russischen Siege über Deutschland im Sport mit dem Vorteil des deutschen Staates in wirtschaftlicher, kultureller, technischer und anderer Hinsicht mit Hilfe von Memen verglichen.

So ist das Internet-Mem zu einer universellen Kommunikationseinheit geworden. Mit Hilfe dieses Internetphänomens kann man seine Emotionen oder seine Einstellung zu einem Ereignis oder zu einer Nachricht zeigen und auch die Internetnutzer beeinflussen.

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ZIVILDIENT ALS ALTERNATIVE ZUR WEHRPFLICHT IN DEUTSCHLAND UND IN RUSSLAND

Als Wehrpflicht bezeichnet man die Pflicht eines Staatsbürgers, eine bestimmte Zeit in den Streitkräften seines Landes zu dienen. Meistens gilt sie nur für Männer. Wenn ein Mann aus Gewissensgründen den Wehrdienst mit der Waffe ablehnt, darf er den Zivildienst zum Wohl der Gesellschaft leisten. Der Zivildienst in Deutschland hat seit 1961 bestanden. Mit der Aussetzung der Wehrpflicht 2011 ist natürlich der Zivildienst ausgesetzt worden. Den Zivildienst konnte jeder taugliche Wehrpflichtige leisten, der aus Glaubens- und Gewissensgründen den Kriegsdienst verweigert hat. Der Zivildienst war die meiste Zeit seines Bestehens um 1-5 Monate länger als der Wehrdienst. Von 2004 bis 2011 war die Dienstdauer identisch. Den Zivildienst konnte man in Kranken- und Jugendhäusern, Altenheimen, Rettungsdiensten und letzte Jahre im Bereich des Umwelt- und Naturschutzes leisten. Da die Aussetzung des Zivildienstes der sozialen Sphäre schaden konnte, ist 2011 der Bundesfreiwilligendienst (BFD) eingeführt worden. Der Dienst soll das Engagement für das Allgemeinwohl in sozialen, ökologischen und kulturellen Bereichen fördern. Die Dienstdauer beträgt in der Regel 12 Monate. Zu den Einsatzstellen sind alle bisherigen Zivildienststellen automatisch geworden. Den BFD dürfen auch Frauen leisten. Dabei werden Unterkunft, Verpflegung, Kleidung und Taschengeld bezahlt.

Der alternative Zivildienst in Russland besteht seit 2004. Den Zivildienst kann jeder taugliche Wehrpflichtige leisten, der aus Glaubens- und Gewissensgründen den Kriegsdienst verweigert oder zu einem zahlenmäßig kleinen indigenen Volk gehört. Der Zivildienst dauert 21 Monate. Es gibt mehrere Einsatzstellen, die meisten davon sind in Krankenhäusern, bei der Post und im Bauwesen. Meiner Meinung nach wäre die künftige Weiterentwicklung des Zivildienstes in Russland wünschenswert, weil dieser Dienst direkter Dienst an der Gesellschaft ist und die Bildung der sozialen Verantwortlichkeit bei den jungen Männern fördert.

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**KOMMUNIKATIVE STRATEGIEN
DES MODERATORS
IN DEN DEUTSCHSPRACHIGEN TALKSHOWS**

In der sich globalisierenden Welt spielen die Medien eine wichtige Rolle, da sie die öffentliche Meinung formen. Zahlreiche Talkshows geben den Menschen die Möglichkeit, sich den anderen mitzuteilen und dadurch die öffentliche Atmosphäre zu beeinflussen. Das Ziel meiner wissenschaftlichen Arbeit ist es, die Besonderheiten des verbalen Verhaltens des Moderators, der den Gesprächsverlauf steuert, in den deutschsprachigen Talkshows aufzuzeigen.

Eines der wichtigsten Merkmale des TV Diskurs ist die Interaktion. Das Zusammenwirken der Experten und der Studiogäste, ihre kommunikativen Taktiken bestimmen die Flexibilität der Strategien. Das gut durchdachte verbale Verhalten des Moderators prägt den ganzen kommunikativen Prozess dank den Zielsetzungen seines strategischen Programms. Erstens ist es wichtig, kurze, aber treffende Fragen zu stellen, die Experten zur Diskussion anregen. Zweitens schafft der Moderator eine angenehme Atmosphäre im Studio, sonst bekommt er keine erwünschten ehrlichen Antworten auf seine sogenannten Provokationen. Es ist zu betonen, dass der Erfolg der Sendung von der Persönlichkeit des Moderators abhängt. Charisma, Sinn für Humor und Charme bringen seine Fachkenntnisse zur Geltung und erwecken Sympathie sowohl bei den Experten als auch beim Publikum. Drittens schneidet der Moderator jene Aspekte des Themas an, die alle Experten angehen. Auf diese Weise können sie ungehindert ins Gespräch einbezogen werden. Außerdem verteilt der Moderator die Zeit vernünftig zwischen den ihre persönliche Meinung ausdrückenden Teilnehmern der Talkshow, aber er bleibt dabei neutral.

Solche effizienten Taktiken, die die Grundlage jeder erfolgreichen Talkshow bilden, können durch das verbale Verhalten der anderen Teilnehmer neu gestaltet werden. Einige Experten können die Rolle des Moderators übernehmen. So tauschen die Studiogäste und der Moderator die Rollen, als Folge daraus wird das Genre der Sendung unentwegt verändert und entwickelt. Also lässt sich zusammenfassend festhalten, dass die Form der Interaktion heutzutage eine Modifizierung erfährt und das strategische Programm des Moderators sich auf neue Tendenzen einstellt.

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AUSWIRKUNG DER GLOBALISIERUNGSPROZESSE AUF DIE DEUTSCHE SPRACHE

Den Globalisierungsprozess kann man nicht nur in Politik und Wirtschaft, sondern auch in kulturellen Aspekten unseres Lebens beobachten. Zurzeit ist die Frage nach der Globalisierung der Sprache und deren Folgen für nationale Sprachen von großem Interesse.

Zuerst muss man erwähnen, dass Englisch heute ein internationales Mittel der Kommunikation ist. Wegen der Verbreitung amerikanischer Kultur und Technologien entstehen viele Anglizismen in anderen Sprachen, die nationale Wörter allmählich verdrängen.

Was die deutsche Sprache anbetrifft, nennen die Muttersprachler sowohl negative als auch positive Folgen der Verwendung von Anglizismen. Als negative Effekte betrachtet man den Verlust deutscher Wörter (73%) und den Wegfall von vielen, die Deutsch auszeichnen (61%). Außerdem weist man auf die erschwerte Verständigung mit den Deutschen hin (53%). Man richtet auch die Aufmerksamkeit darauf, dass die deutsche Sprache in der Welt an Bedeutung verliert (42%). Als positive Konsequenzen merkt man allfällige erleichterte Verständigung mit dem Ausland (40%) und bessere Ausdrucksmöglichkeiten (19%). Die Muttersprachler sind davon überzeugt, dass Deutsch moderner und internationaler wird (25%) und es leicht Englisch zu lernen wird (22%)¹.

Als Fazit der Untersuchung kann festgehalten werden, dass sich Deutsch verändert und ein wenig an seiner Identität wegen der Vermischung mit Englisch verliert. Die deutsche Sprache wird aber nicht verloren gehen, da sie auf Staatsebene und auf EU-Ebene benutzt wird. Es sei unterstrichen, dass der Globalisierungsprozess die Verbreitung von der deutschen Sprache begünstigt. Da die Sprachkenntnisse eine Pflichtbedingung von vielen deutschen Austausch- und Zuwanderungsprogrammen sind, lernen Millionen von Menschen Deutsch weltweit als Fremdsprache z.B. am Goethe-Institut und in deutschen Auslandsschulen.

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¹ «Folgen von Anglizismen» [Электронный ресурс] — URL: <https://de.statista.com/statistik/daten/studie/1140/umfrage/folgen-von-anglizismen/> (дата обращения: 1.03.2018)

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GRÜNDE FÜR DIE VIERSPRACHIGKEIT IN DER SCHWEIZ

Heute ist die deutsche Sprache auf der ganzen Welt sehr verbreitet. Es gibt Orte, wo die Menschen mehrere Sprachen gleichzeitig sprechen. Zum Beispiel die Schweiz. Die vier Landessprachen der Schweiz werden in vier geografischen Zonen gesprochen. Aber warum sprechen Menschen verschiedene Sprachen in verschiedenen Teilen des Landes?

Ein Blick auf die Herausbildung der scharfen Grenzen zwischen den Sprachgebieten zeigt, dass es drei Gründe dafür gibt: territoriale, institutionelle und individuelle.

Die Ursprünge der Mehrsprachigkeit des schweizerischen Territoriums liegen weit zurück. Während der Römerzeit wurde überall Lateinisch gesprochen. Ab dem 5. Jh. wanderten von Norden Alemannen. Der Kern der Eidgenossenschaft lag im deutschsprachigen Gebiet. Dem Bund von Uri, Schwyz und Unterwalden schlossen sich weitere Orte an. Im 19. Jh. kamen Genf, Neuenburg, das Wallis und Graubünden im Osten. Dort spricht man Rätoromanisch, im Süden Italienisch und auch Deutsch.

Institutionell ist die Schweiz seit der Mitte des 19. Jhs. mehrsprachig. Die alten eidgenössischen Orte waren alle deutschsprachig, hatten aber französisch- und italienischsprachige Untertanengebiete. Die Leitidee von der mehrsprachigen Schweiz bildete sich erst in der ersten Hälfte des 19. Jhs. heraus und wurde mit der Gründung des modernen Bundesstaates im Jahre 1848 institutionalisiert. Heute sind von den 26 Schweizer Kantonen vier offiziell mehrsprachig.

Die individuelle Mehrsprachigkeit hat auf dem Territorium der heutigen Schweiz eine lange Tradition. Die kulturellen und politischen Eliten waren oft mehrsprachig. Aber auch weniger gebildete Kreise wussten sich mit der Mehrsprachigkeit zu arrangieren. Mit der Einführung des modernen Schulsystems wurde es Pflicht, dass alle nebst der Muttersprache eine weitere Landessprache lernten.

Insgesamt können folgende Schlussfolgerungen gezogen werden: Erstens beruht die territoriale und institutionelle Zwei- oder Viersprachigkeit in der heutigen Schweiz auf einer normativen Regelung und zweitens ist die individuelle Mehrsprachigkeit das Ergebnis natürlicher Sprachkontakte.

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FINANZIERUNGSQUELLEN DES INTERNATIONALEN TERRORISMUS

Seit 2015 hat die neue Serie von Terroranschlägen deutlich gemacht, dass die geltenden Rechtsvorschriften zur Terrorismusfinanzierung verschärft werden sollen. Der Tatbestand der Terrorismusfinanzierung umfasst das Bereitstellen von Vermögenswerten mit dem Vorsatz, dass diese für terroristische Zwecke eingesetzt werden¹. Und hier entsteht eine Frage: wer finanziert den internationalen Terror?

Der internationale Terrorismus ist heutzutage ein Bestandteil von transnationalen kriminellen Organisationen, die von korrupten Staatsbeamten und Politikern unterstützt werden. Die Einnahmen solcher Organisationen erreichen Milliarden Dollar pro Jahr. Nicht umsonst nennt man auch die Terroristen „Meister der Geldbeschaffung“. Dabei haben sie eine Reihe von „Einkommensquellen“: wie z.B. Schmuggel, Drogenhandel, Entführungen oder die Spenden der reichen ideologisch ähnlichen Einzelpersonen.

So kann der Verlust einiger Quellen, etwa durch das Einfrieren von Konten, durch andere Quellen kompensiert werden. Diese Möglichkeit auf viele verschiedene Finanzquellen zurückzugreifen macht die Terrororganisationen sehr flexibel. Aus diesem Grund hat die Staatengemeinschaft den Kampf gegen Terrorismusfinanzierung verschärft, um den Terroristen ihre Finanzquellen zu entziehen. Dazu gehören:

- Verbesserung der Transparenz bezüglich der Eigentümer von Unternehmen und Stiftungen;
- keine Waffenexporte mehr in Konfliktregionen;
- strenge Kontrollen über die Banken, die verpflichtet sind, bei Geschäften mit solchen Ländern wie Afghanistan, dem Irak, Syrien, dem Jemen über alle Geldüberweisungen zu berichten.

Zum Schluss sei es gesagt, dass die Bekämpfung der Terrorismusfinanzierung komplex ist. Deshalb sollte die ganze Staatengemeinschaft fest vereint im Kampf dagegen stehen.

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¹ *Bekämpfung von Geldwäsche und Terrorismusfinanzierung.* [Электронный ресурс]. URL: <https://www.oekb.at> (дата обращения 09.03.2018).

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DIE UMSETZUNG DES SOFT POWER KONZEPTS AM BEISPIEL VON DEUTSCHLAND

Aktuelle Entwicklungen der internationalen Beziehungen zeigen, dass viele Staaten ihre Kultur, die Indikatoren des Wohlstandes und der inneren Stabilität erfolgreich nutzen, um ihr Image im Ausland zu verbessern. Das wird als Soft Power bezeichnet.

Unter dem Begriff „Soft Power“ versteht man die politische Machtausübung aufgrund von kultureller Attraktivität, Sprache, und glaubwürdigen Angeboten der zwischenstaatlichen Kooperation. Das Ziel dieser außenpolitischen Strategie ist es, politische Präferenzen anderer Akteure zu beeinflussen und sie für sich zu gewinnen.

Neben Politik, Kultur, und Massenmedien umfasst Soft Power auch Wissenschaft und Wirtschaft.

Deutschland gilt heutzutage unbestreitbar als eines der einflussreichsten Länder im Bereich „Soft Power“. Deutschland gehört zu den Gründungsländern der Europäischen Union, die die Richtlinien der europäischen Integration bestimmt haben. Als eine der wirtschaftsstärksten Nationen hilft Deutschland vielen Ländern und beeinflusst damit ihre wirtschaftliche und soziale Entwicklung. In den Massenmedien präsentiert Deutschland aktiv seine Leistungen in Bereichen Wirtschaft, Wissenschaft, Kultur und Sport.

Für die Vermittlung eines positiven Deutschlandbildes im Ausland spielen die sogenannten Kulturmittlerorganisationen eine große Rolle. Dazu gehören in erster Linie das Goethe-Institut, das die Kenntnis der deutschen Sprache im Ausland fördert und die internationale kulturelle Zusammenarbeit pflegt, und der Deutsche Akademische Austauschdienst (DAAD), die weltweit größte Förderorganisation für den internationalen Austausch von Studierenden und Wissenschaftlern.

Am Beispiel von Deutschland, einem politisch und wirtschaftlich einflussreichen Staat, können die Wissenschaftler neue Tendenzen bei der Umsetzung der Soft-Power-Politik feststellen, was zu deren Konzeptualisierung beitragen wird.

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**SEKTION 2. WIRTSCHAFTS-, RECHTS-,
VERWALTUNGSWISSENSCHAFTEN: AKTUELLE
TENDENZEN UND ERFAHRUNGEN
AUS DEM AUSLAND**

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**DIE ALLGEMEIN ANERKANNTEN PRINZIPIEN
UND NORMEN DES VÖLKERRECHTS,
INTERNATIONALE VERTRÄGE
IM VERFASSUNGSRECHT RUSSLANDS**

Heute gewinnen die Prozesse der Globalisierung und Integration stark an Bedeutung. Diese Tendenz hat bedeutende Auswirkungen auf die nationale Souveränität. Aus diesem Grund ist die Berücksichtigung der Anwendung allgemein anerkannter Prinzipien und Normen des Völkerrechts in unserem Land eines der aktuellsten Themen.

Die Verfassung der Russischen Föderation festigt in Artikel 15 Abs. 4: „Die allgemein anerkannten Prinzipien und Normen des Völkerrechts und die völkerrechtlichen Verträge der Russländischen Föderation sind Bestandteil ihres Rechtssystems. Legt ein völkerrechtlicher Vertrag der Russländischen Föderation andere Regeln fest als die gesetzlich vorgesehenen, so werden die Regeln des völkerrechtlichen Vertrages angewandt“¹. In der Plenarentscheidung des Obergerichts der Russländischen Föderation vom 10.10.2003 N.5 kann man die Begriffe allgemein anerkannter Prinzipien und Normen des Völkerrechts finden. Nach der Analyse der Definitionen kann man schließen, dass die Prinzipien in einem weiteren Sinne verstanden werden und die Grundlage für normative Regelungen bilden.

Bei der Forschung unseres Themas entsteht die Frage über die Stelle dieser Prinzipien und Normen im Rechtssystem. Der modernen Realität am nächsten ist der Standpunkt von Professor Avakyan S.A. Er meint, dass die Normen der internationalen Dokumente in das innerstaatliche Recht so schnell wie möglich umgeformt werden sollten, um den Druck der Mitglieder der internationalen Gemeinschaft auf den Staat zu vermeiden. Auf diese

¹ „Sammlung von Rechtsvorschriften der Russischen Föderation“ — 4.08.14. Nr. 31. Art. 4398.

Weise wird das dafür sorgen, das Gleichgewicht zwischen der Einhaltung der internationalen Gesetzgebung und der Erhaltung der nationalen Souveränität des Staates zu gewährleisten.

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BETRUG IM INTERNET

Immer mehr Menschen nutzen das Internet zur Erledigung alltäglicher Geschäfte wie Einkäufe, Bestellungen oder Banküberweisungen. Mit der steigenden Nutzerzahl steigt auch die Gefahr, Opfer von Internetbetrug zu werden. Internetkriminelle denken sich immer neue Maschen aus, um Schadsoftware auf Computern, Tablets und Smartphones zu installieren. Gefährlich kann dies für Privatpersonen und Unternehmen sein.

Unterschiedliche Angriffsmethoden tragen Namen wie Phishing, Identitätsdiebstahl oder Eingehungsbetrug.

Phishing bedeutet, dass dem Internetnutzer entweder eine gefälschte Website, eine gefälschte E-Mail oder eine gefälschte Nachricht (SMS oder im Chat) vorgetäuscht wird¹.

Identitätsdiebstahl ist ein Verbrechen. Der Betrüger versucht, sich als jemand anderes auszugeben. Die Formen von Identitätsdiebstahl sind Kreditkartenbetrug, Kontenraub und Bankbetrug.

Der Eingehungsbetrug ist eine besondere Erscheinungsform des Betrugs. Ein Eingehungsbetrug liegt dann vor, wenn der Vertragspartner den anderen über seine Leistungsfähigkeit zum Zeitpunkt des Vertragsschlusses täuscht.

Die Gefahr, Opfer eines solchen Betruges zu werden, ist sehr groß. Wichtig ist, den eigenen Computer durch technische Hilfsmittel zu schützen. Zweifellos ist die beste Maßnahme gegen Internetbetrug: Benutzen Sie Ihren Verstand!

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¹ Phishing [Electronic resource] //Bundesamt für Sicherheit in der Informationstechnik URL:https://www.bsi-fuer-buerger.de/BSIFB/DE/GefahrenImNetz/Phishing/phishing_node.html.

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**VOM GASTARBEITERLAND
ZUM MIGRATIONSLAND:
MIGRATIONSGESCHICHTE IN DEUTSCHLAND**

Wie bekannt nimmt Deutschland viel mehr Migranten auf als andere Länder. Aber es sei gesagt, dass die Einwanderung kein neues Phänomen in Deutschland ist. Die Geschichte der Einwanderung nach Deutschland ist eine Folge verschiedener Entwicklungen. In der vorliegenden Arbeit wird behandelt, wie Deutschland zu einem Migrationsland wurde, welche Migrationsbewegungen zu unterscheiden sind und ob die deutsche Gesellschaft sich als Migrationsland versteht.

Die wichtigste Phase seit 1945 war die der "Gastarbeiter". Ein wichtiger Grund dazu war ein Mangel an Arbeitskräften auf dem deutschen Arbeitsmarkt in der Nachkriegszeit. Infolgedessen kamen von 1955 bis 1973 mittels Anwerbeabkommen von 1955, 1960, 1968 Millionen von Arbeitern aus Italien, der Türkei, Portugal, Spanien und Jugoslawien. Das war die Phase der Verwandlung von den Gastarbeitern zu Einwanderern. Da Deutschland schnell attraktiv vorwiegend für Migranten wurde, existierte von 1973 bis 2000 ein Anwerbestopp, was zum Rückgang der Migranten führte. Der damalige Innenminister Manfred Kanther betonte, dass Deutschland kein Einwanderungsland werden soll.

Seit 1990 ist eine neue Migrationswelle zu beobachten. Dazu gehören vor allem Bürgerkriegsflüchtlinge aus Serbien, Albanien, Kosovo. So musste die Bundesregierung eingestehen, dass in Deutschland „eine unumkehrbare Zuwanderung“ stattgefunden habe¹.

Seit 2006 steigt die Zahl der Zuwanderer aus den Mitgliedstaaten der EU, was auf die Freizügigkeit zurückzuführen ist. Die neuen Migranten, die seit 2012 nach Deutschland kommen, sind größtenteils Flüchtlinge aus Syrien, Afghanistan, Pakistan u.a. So sprach Angela Merkel 2015 die historischen Worte: „Deutschland ist ein Einwanderungsland.“

Zusammenfassend sei es gesagt, dass Deutschland de facto ein Migrationsland ist. Doch stoßen die Migranten noch immer aufgrund der Vorurteile bei der deutschen Bevölkerung auf Ablehnung.

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¹ MigrationundIntegration. [Электронный ресурс]. URL: <http://www.bpb.de> (дата обращения 05.03.2018).

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DER GLOBALE HUNGER NACH ENERGIE

Der globale Hunger nach Energie ist ungestillt. Heute liegt der weltweite Energieverbrauch fast doppelt so hoch wie zu Beginn der 70-er Jahre. Nach Schätzungen der Internationalen Energieagentur in Paris steigt er bis zum Jahr 2020 weiter um ein Drittel - wenn keine Gegenmaßnahmen getroffen werden. Unser Ziel ist es zu zeigen, wie eine klug umgesetzte Energiewende in Deutschland mehr wirtschaftliche Chancen als Risiken hat.

Initiative Energieeffizienz - Netzwerke ist in Deutschland gestartet. 500 neue Netzwerke sollen für Steigerung der Energieeffizienz in Industrie, Handwerk, Handel und Gewerbe bis 2020 in Deutschland entstehen¹. Es gibt Energie mit begrenzter Zukunft: Spätestens im Jahr 2023 soll in Deutschland das letzte Atomkraftwerk vom Netz gehen. Erdgas und die erneuerbaren Energien tragen mit jeweils 11 und 10 Prozent zur Stromversorgung bei. Wichtigster Lieferant für die Stromversorgung bleibt aber die Kohle. Das Erneuerbare-Energien-Gesetz (EEG) wirkt fortan als Motor für den Ausbau Erneuerbarer Energien, auch weil es stabile Rahmenbedingungen bietet. Das Gesetz entwickelt sich in der Folgezeit zum erfolgreichen Exportgut: 65 Länder weltweit haben zwischenzeitlich Fördersysteme nach dem Vorbild des EEG eingeführt. Es geht um weniger Treibhausgase, mehr Energieeffizienz und Erneuerbare Energien als Grundlage.

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ONLINE-KOMMUNIKATION DER UNTERNEHMEN: MIT SOCIAL-MEDIA KUNDEN GEWINNEN

In der vorliegenden Arbeit geht es um die Online-Kommunikation der Unternehmen, die heutzutage eine bedeutende Stellung im Einsatz der Kommunikationsinstrumente einnimmt. Nach den Angaben vom FAMAB²

¹ *Magazin* Deutschland № 1/ 2014. Die Energiewende. Das Projekt, die Ziele, die Prognose. S. 22—54.

² *FAMAB RESEARCH*. Die Zukunft des Marketing / FAMAB. URL: http://famab.de/uploads/media/FAMAB_RESEARCH_Kurzbericht_2016.pdf [Zugangsdatum 29.03.2018]

steigt die Bedeutung von Online-Kommunikation der deutschen Unternehmen weiter.

Die betreffende Forschung fokussiert sich auf Unternehmenskommunikation mit (potentiellen) Kunden, Partnern und der Öffentlichkeit durch folgende Kommunikationskanäle wie corporate Webseite, Blog, soziale Medien. Es werden Online-Ressource von zehn deutschsprachigen und zehn russischen Firmen auf dem Gebiet Gastronomie analysiert. Die wichtigsten Aspekte der Analyse sind wie folgt: Anzahl von genutzten Kommunikationskanälen, virtuelle Präsenz der Firmen, Strategien der Kundengewinnung durch Social Media Kanäle.

Zu den genutzten Kommunikationskanälen gehören Facebook, Instagram, Twitter, YouTube. Im deutschsprachigen Raum ist Facebook und im russischen — Vkontakte besonders populär. In der virtuellen Präsenz der Unternehmen werden folgende Bewertungskriterien herangezogen — tägliche Kommunikation (regelmäßig), 1-3 Mal pro Woche (nicht regelmäßig) und 1-2 pro Monat (selten). Als Strategien der Kundengewinnung durch Social Media Kanäle werden Quiz/ Wettbewerbe, Gewinnspiele, Aktionen, Bilder/ Videos, Workshops, Blogbeiträge/ Nachrichten mit interessanten Inhalten berücksichtigt. Die Anwendung der Kommunikationskanäle der deutschsprachigen Unternehmen beträgt 61 Prozent, der russischen Unternehmen — 56 Prozent.

Nach den Ergebnissen unserer Analyse benutzen die deutschsprachigen Unternehmen mehr Kommunikationskanäle im Vergleich zu den russischen und ihre virtuelle Präsenz ist regelmäßig. Die russischen Unternehmen benutzen meistens zwei Kanäle, nicht immer regelmäßig.

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TRANSFORMATION DER INTERAKTION MIT DEN KUNDEN

Die digitale Transformation entfaltet heute in nahezu allen Branchen und Industriezweigen ein fundamentales Potenzial. Im Fokus erfolgreicher Unternehmen stehen auch in der digitalen Welt die Kunden und das aktive Management von Kundenbeziehungen. Das Ziel der vorliegenden Arbeit ist es, die Transformation der Interaktionstechnologien mit den Kunden unter den Bedingungen der Entwicklung von Informationstechnologien zu verfolgen. Es wurden dazu die folgenden Stufen der Entwicklung von Interaktionstechnologien mit den Kunden analysiert:

1) «bis zum Netzwerk» — in dieser Stufe schaffen die Unternehmen für die Verbesserung der Interaktion mit den Kunden lokale Datenbanken, die bei der Arbeit mit den Kunden benutzt wurden;

2) die Entstehung der Netzwerke — das erlaubt, die Interaktion mit den Kunden unter den Bedingungen der geografisch verteilten Unternehmen zu verbessern;

3) die Entstehung der mobilen Geräte und Wi-Fi Technologien, die ermöglichen, die Kunden mit der notwendigen Information zu versorgen und ihnen notwendige Dienstleistungen unter den instationären Bedingungen anzubieten, wenn sie mit dem Unternehmen durch das Netzwerk aus einem anderen Ort interagieren;

4) die Entstehung des mobilen Internets — infolgedessen steigt der Zuwachs des Auditoriums von Internet-Geschäften und mobilen Apps durch die Erhöhung der Anzahl von Internet-Nutzern.

Die Analyse der letzten Stufe der Transformation zeigt, dass gerade bei den großen Unternehmen Interaktionstechnologien mit den Kunden am meisten verbreitet sind. Es lässt sich auch feststellen, dass ihre Erfahrung auch von kleineren Unternehmen übernommen wird. Daraus folgt, dass die Entwicklung von mobilen Apps für kleine Handelsunternehmen nicht nur für das Modell B2B, sondern auch B2P zweckmäßig ist.

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CYBER-MOBING

Viele sind täglich mit dem Smartphone im Internet unterwegs. Die Folgen davon sind, dass uns auch unterwegs Informationen in immer kürzeren Zeitabständen erreichen¹. Die Nutzer tauschen mit Freunden Nachrichten, Fotos und Videos aus oder nutzen Soziale Netzwerke. Aber nicht alle Posts sind für alle anderen Nutzer positiv.

Der Begriff „Mobbing“ stammt aus dem Englischen und bedeutet „anpöbeln“, „über jemanden herfallen“. Mobbing ist durch systematisch durchgeführte Kränkungen, Verletzungen, Demütigungen, Drohungen oder sexuelle Belästigungen gekennzeichnet².

¹ *Cyber-Mobbing* — was ist das? - klicksafe.de // <https://www.klicksafe.de> > ... >

² *HELP.gv.at: Was ist Cyber-Mobbing, Cyber-Bullying, Cyber-Stalking?* // <https://www.help.gv.at/Portal.Node/.../Seite.1720710.htm>

Man unterscheidet drei Formen von Mobbing: verbales, physisches, psychisches Mobbing.

Cyber-Mobbing kann gegen Einzelpersonen im Berufsleben oder gegen Unternehmen gerichtet sein. Besondere Angriffsflächen bieten dabei Kinder und Jugendliche. Täter sind natürlich Menschen, die auch selber schon erlebt haben, selbst zum Opfer geworden zu sein, wo man Rache nehmen möchte.

Ursachen von Cyber-Mobbing sind Angst, Anerkennung, interkulturelle Konflikte, Langeweile, Machtdemonstration, persönliche Krisen¹.

Cyber-Mobbing gehört zu einer der zentralen Gefahren im Umgang mit Internet und neuen Medien. Schnelles Handeln und Prävention kann Mobbing im Netz vermindern oder sogar verhindern. Alle sind selbst für das verantwortlich, was sie sehen, tun, veröffentlichen.

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START-UP-UNTERNEHMEN IN DEUTSCHLAND UND RUSSLAND

Die Start-Up-Unternehmen gewinnen immer mehr an Bedeutung. Sie sind ein Indiz für die Innovationsfähigkeit eines Landes und sind damit ein wichtiger Wirtschaftsfaktor.²In der vorliegenden Arbeit wurden die Start-up-Szenen in Deutschland und in Russland verglichen, um herauszufinden, vor welchen Herausforderungen die Jungunternehmer stehen.

Um ein Start-up zu gründen braucht man 3 Dinge: eine Idee, Geld und ein starkes Team. So sind die Rahmenbedingungen für die Gründung von Start-ups in Deutschland besser als in Russland. Die jungen Deutschen haben es einfacher, das nötige Startkapital zu finden. Die meisten Start-ups in Deutschland finanzieren ihre Geschäftsidee am Anfang aus eigenen Ersparnissen oder mit Hilfe von privaten Investoren. Außerdem will die Bundesregierung Start-ups fördern und das Engagement der Finanzbehörden in diesem Bereich verstärken.

Die Frage der Finanzierung steht in Russland stärker im Fokus als in Deutschland. Die Finanzierung durch Bankkredite ist aufgrund der hohen

¹ *Cyber-Mobbing* — Wikipedia // <https://de.wikipedia.org/wiki/Cyber-Mobbing>.

² *Deutschland noch kein Start-up-Paradies*. [Электронный ресурс]. URL: <http://www.dw.com/de/deutschland-noch-kein-start-up-paradies/> (дата обращения 01.03.2018).

Zinsen unerschwinglich und private Investoren sind eher Ausnahme, weil sie nur dann investieren, wenn das Projekt Gewinne verspricht.

Noch eine der größten Herausforderungen für Start-ups ist Mitarbeiter-suche. Es sei gesagt, dass der Standort in Deutschland dabei eine wichtige Rolle spielt. So ist es in Großstädten wie Berlin, Frankfurt am Main oder München etwas leichter, geeignete und motivierte Mitarbeiter zu finden. Was Russland betrifft, so kann man sagen, dass motivierte Gründer mit tollen Geschäftsideen nicht nur in Großstädten zu finden sind, sondern auch in den russischen Weiten.

Zum Schluss sei es gesagt, dass es bei der Gründung eines Startups viele Risiken gibt. Infolgedessen werden die Startup-Gründer mit vielen Herausforderungen sowohl in Russland als auch in Deutschland konfrontiert.

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GEGENWÄRTIGE VORAUSSETZUNGEN FÜR GLOBALE WIRTSCHAFT

Das Ziel unserer Untersuchung ist es anhand der deutschen Wirtschaft die Voraussetzungen für globale ökonomische Entwicklung darzulegen, die eine Wirtschaft global machen, und zu zeigen, welche Länder von der Globalisierung profitieren.

Eine der ersten Voraussetzungen sind *internationale Verflechtungen der Unternehmen*. In Deutschland z.B. sind mehr als 400 000 mittelständische Unternehmen im Auslandsgeschäft aktiv¹. Die nächste Voraussetzung ist *Innovationsfähigkeit* der Wirtschaft. Drittens, es muss *enge Zusammenarbeit mit den Entwicklungsländern* sein. Die beste Art der Zusammenarbeit sind gute Projekte in diesen Ländern. Viertens, *Einhaltung der Menschenrechte und die Eigenverantwortung der Partnerländer*. Deutschland arbeitet heute mit 57 Partnerländern zusammen. Fünfte Voraussetzung ist *die Reform der staatlichen Entwicklungsinstitutionen*. Sie baut unnötige Doppelstrukturen ab, schafft mehr Effizienz, spart Geld und erhöht zugleich die Wirksamkeit der Arbeit.

Das sind die wichtigsten Voraussetzungen für globale Wirtschaft. Solche Industrieländer wie Deutschland und Entwicklungsländer profitieren von offenen Weltmärkten und Globalisierung. Weltweiter Handel und In-

¹ *Magazin Deutschland* № 1, 2 / 2014, № 1,2,3 / 2015, № 1,2 / 2016, № 3 / 2017.

vestitionen sind ein Garant für Wachstum, Beschäftigung und Wohlstand. Globalisierung ist eine Chance für alle Menschen auf der Erde.

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PROBLEME DER RENTNER

Viele Rentner haben einen Nebenjob. Es ist mit zwei Sachen verbunden: erstens ist die Rente nicht allzu hoch und zweitens gibt es auch einen Mangel an Freizeitaktivitäten für Senioren. Einige bleiben über das Rentenalter hinaus berufstätig und verzichten darauf, in die Rente zu gehen. Die anderen suchen einen Nebenerwerb.

Laut Statistik betrug die durchschnittliche Rente 2013 russlandweit ungefähr 9000 Rubel, wobei das Existenzminimum bei 5600 Rubel lag. Der Rentner gibt das Geld gewöhnlich für verschiedene Sachen aus. Es gibt aber 3 Aspekte, die durch die höchsten Beträge gekennzeichnet sind: Miete und Nebenkosten (von 15 bis zu 30 % der Rente), Ernährung sowie Medikamente. Je älter der Mensch wird, desto mehr Erkrankungen hat er.

In Russland gibt es sehr wenige Unterhaltungen für die Rentner. Die Klubs nach den Interessen existieren eher selten oder gar nicht. Jeder Mensch muss sich um seine Freizeitgestaltung selbst kümmern. Die Rentner sind oft bei Hauseingängen oder in Parks beim Schachspielen zu sehen.

Viele Rentner haben finanzielle Probleme, manche leben sogar im Elend. Die arbeitenden Rentner verfügen über ein höheres Lebensniveau. Eine Alternative wäre als Teilzeitkraft zu arbeiten. Dies erlaubt einen flexiblen Zeitplan. Man könnte auch Obst und Gemüse selbst anbauen.

Warum müssen aber die Menschen im Rentenalter arbeiten, wenn sie eine Erholung verdient haben? Das ist ein riesengroßes Problem in Russland. Es wäre sinnvoll die Rente zu erhöhen. Der Staat könnte auch verschiedene Rabatte anbieten, die Gruppen nach Interessen schaffen, wo man sich mit den anderen treffen und kommunizieren könnte. Um den gewohnten Lebensstandard im Rentenalter beizubehalten, ist es empfehlenswert, Geld noch im mittleren Alter zu sparen, eine sogenannte Altersvorsorge. Dazu muss der Staat eine gute Informationspolitik durchführen, weil nicht alle Menschen pragmatisch sind und an ihre Zukunft denken. Zusammenfassend lässt sich sagen, dass die Probleme der Rentner auf staatlicher Ebene gelöst werden müssen.

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ФРАНЦУЗСКИЙ ЯЗЫК

SECTION 1. LES PROBLÈMES D'ACTUALITÉ

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LA CRIMÉE EN ÉPOQUE DES SANCTIONS

Les résultats du référendum d'autodétermination de Crimée le 16 mars 2014¹ et son rattachement à la Russie le 21 mars 2014² n'ont pas été reconnus par la majorité des pays occidentaux. L'Assemblée générale de l'ONU a adopté la résolution sur l'intégrité territoriale de l'Ukraine³.

Pour faire la Russie refuser la réintégration de la péninsule, les Etats-Unis ainsi que l'UE ont imposé des sanctions économiques contre la Russie affectant la Crimée et la ville de Sébastopol⁴. Par conséquent, les groupes américains de cartes bancaires Visa et MasterCard ont arrêté de servir ses clients en Crimée et à Sébastopol. Ils ont été suivis par les entreprises américaines et européennes des industries diverses : matériel informatique, vente directe, système de paiement, banque, restaurants rapides, communications.

En outre, dès le mars 2014 les activités touristiques en Crimée et à Sébastopol ont été interdites aux européens par le Conseil de l'UE⁵.

Les contacts intergouvernementaux officiels ont cessé entre la Crimée et les pays qui ont adopté les sanctions. Pourtant, à la suite de la divergence d'opinions dans les milieux parlementaires des pays occidentaux à propos de la position de la Russie, certaines délégations se sont rendues en Crimée malgré la désapprobation des dirigeants de leurs pays.

Pendant la période allant de mars 2014 à janvier 2018 la péninsule a été visitée plusieurs fois par des délégations françaises, allemandes, italiennes et norvégiennes. Pour certaines, le Ministère des Affaires Étrangères de l'Ukraine a interdit de se rendre au territoire ukrainien pendant 3 ans.

Les relations internationales ont été conservées mais ont changé de forme, c'est-à-dire que les négociations en coulisse, ou en sous-main, ont succédé aux relations officielles.

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¹ Государственный совет республики Крым. URL: goo.gl/pcqEd1.

² Федеральный конституционный закон : 6-ФКЗ. URL: goo.gl/Sfp7ys.

³ Résolution adopté par l'Assemblée générale de l'ONU. URL: goo.gl/k18e3j.

⁴ Barack Obama's Executive Order 13685. URL: goo.gl/jxExX; Liste des sanctions adopté par l'Union européenne. URL: goo.gl/N1pYSP.

⁵ Conseil de l'Union européenne. URL: goo.gl/nkzSTk.

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LES MOYENS LINGUISTIQUES REPRÉSENTANT L'IMAGE DU PROFESSEUR DANS LA LANGUE FRANÇAISE ET DANS LA LANGUE RUSSE

Notre recherche, intitulée «Les moyens linguistiques représentant l'image du professeur dans la langue française et dans la langue russe (à l'exemple des textes littéraires et journalistiques extraits des corpus)» a pour but de déterminer les particularités sémantiques des moyens linguistiques représentant l'image du professeur dans la langue française ainsi que dans le russe et de comparer l'image du professeur dans les deux langues.

Les méthodes d'analyse sont : méthode continue, analyse contextuelle et analyse en composantes principales.

Le corpus de recherche comprend 2 parties: 1) 500 unités transphrastiques, où le mot-clé est «professeur», tirées d'un corpus français EmoBase. 2) 500 unités transphrastiques, où le mot-clé est «преподаватель», tirées d'un corpus nationale russe.

Selon les résultats, les moyens linguistiques représentent l'image positive aussi bien que négative du professeur dans les langues, française et russe. Néanmoins, on dénote une prépondérance de l'évaluation positive du concept recherché.

Dans le cadre de la recherche, autant par des moyens linguistiques que verbaux, des adjectifs et nominatifs ont été relevés. Le groupe des moyens linguistiques le plus vaste est verbal, pendant que le groupe le plus petit se compose des moyens linguistiques nominatifs. Parallèlement, le groupe verbal est divisé en sous-groupes où ces derniers de fonction verbale et sociale dominant dans les deux langues.

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L'INDUSTRIE 4.0 : UN NOUVEAU DÉFI POUR L'ÉCONOMIE

C'est la quatrième révolution industrielle et on en parle encore peu ; les usines 4.0 seront complètement autonomes et cela va provoquer de gros changements sociaux.

Si pendant la dernière révolution industrielle, l'automatisation des processus productifs a principalement concerné les aspects les plus simples, aujourd'hui, à cause d'un développement très rapide des technologies, les « robots » sont en train de substituer l'homme même dans les activités les plus complexes. Ces machines ne sont plus seulement capables de *faire* des choses mais elles sont même capables à *apprendre* à les faire grâce à l'*apprentissage automatique* et à l'*intelligence artificielle*.

Tout cela est en train de créer un alarmisme causé par la menace d'une grande augmentation du chômage de masse, par exemple, selon une étude de l'Université d'Oxford¹, 50% des emplois actuels risque d'être substitués par les robots et selon un rapport de Merrill Lynch², 47% des métiers peut être automatisé aux États-Unis.

L'industrie 4.0 a été aussi le thème principal du *World Economic Forum* de Davos — Suisse, 2016 - ; un rapport³ de cette organisation estime une disparition de 7 millions de postes de travail en Europe et une création de 2 millions d'emplois avant 2020, une perte donc de 5 millions.

La quatrième révolution industrielle pose beaucoup de questions auxquelles il est difficile de répondre même pour les institutions du secteur vu la vitesse avec laquelle la technologie procède, mais un fait est sûr : l'économie de demain sera totalement différente de celle d'aujourd'hui et donc la société mondiale aussi.

Les gouvernements, pour s'adapter au futur, doivent déjà se mobiliser en rendant leurs citoyens plus compétitifs : en Italie, par exemple, on prévoit que presque 44% des travailleurs devra changer ses compétences professionnelles pour rester dans le marché du travail.

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¹ https://www.oxfordmartin.ox.ac.uk/downloads/academic/The_Future_of_Employment.pdf.

² *Bank of America Corporation — Merrill Lynch & Co.*

³ *The Future of Jobs: Employment, Skills and Workforce Strategy for the Fourth Industrial Revolution : Global Challenge Insight Report.* Available at: https://d3alc7xa4w7z55.cloudfront.net/upload/images/01_2016/160122154610.pdf (accessed on 03 March, 2018).

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LA JEUNESSE RUSSE À LA RECHERCHE DES SENS

Avant, à l'époque de l'URSS, les jeunes étaient réunis au sein d'une seule organisation — une organisation politique — le Komsomol qui pouvait aider les plus actifs à faire une carrière de fonctionnaire. Les années des réformes sont devenues un temps perdu, mais la Russie a réussi à rattraper ce retard. Depuis 2014, on observe la création de «terrains»: des forums d'éducation pour les jeunes visant à former la nouvelle génération qui va développer sa patrie. En même temps, les forums régionaux de jeunesse qui existaient depuis les années 2000 ont été modernisés.

Aujourd'hui, les jeunes Russes ont deux véritables «ascenseurs sociaux»: des concours de subventions et des forums fédéraux de jeunes, tous les deux sont l'initiative de l'Agence fédérale pour la jeunesse. Les domaines couverts par les subventions sont : la politique, l'économie, la science, les initiatives civiques, l'art et la créativité.

Un soutien financier considérable est accordé pour accroître la compétitivité de la jeunesse russe, ayant le talent de générer des innovations, des compétences entrepreneuriales, un haut niveau de responsabilité sociale et d'implication dans la vie de la société. Il y a 3 étapes indépendantes: les forums et la sélection d'Internet parmi les individus et les ONG (2 fois par an) où on peut obtenir de 300 000 roubles à 2 millions de roubles¹.

Les forums éducatifs pour les jeunes, tels que «Le territoire des sens sur Klyazma», «Tavrida» et «Ituru» sont une alternative au passe-temps extrême, à l'arnaque, à l'anarchie en fin de compte². Ainsi, grâce à eux, la jeune génération de la Russie est plus motivée, plus informée dans les domaines de leurs droits et devoirs, de leurs possibilités.

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¹ Грантовая поддержка // Официальный сайт Федерального агентства по делам молодежи [Электронный ресурс]. Режим доступа: <https://fadm.gov.ru/activity/grant> (дата обращения: 15.03.2018).

² Дорогу молодым: как молодежные форумы становятся социальным лифтом // РИА Новости [Электронный ресурс]. Режим доступа: <https://ria.ru/society/20170822/1500889645.html> (дата обращения: 15.03.2018).

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L'INTERPRÉTATION DU RÔLE DE LA FÉDÉRATION DE RUSSIE EN TANT QUE POUVOIR MONDIAL DANS UN DISCOURS POLITIQUE EXTÉRIEURE

L'amélioration continue des technologies politiques, l'influence croissante des médias, l'exagération des événements politiques attire l'attention du public sur la communication politique.

La parole a toujours été un moyen d'influence efficace sur les masses et cela se manifeste pleinement dans le discours politique. Les propriétés du discours et du discours politique ouvrent de larges possibilités d'influence consciente sur les opinions des gens.

La Fédération de Russie et la France mènent des activités diplomatiques ininterrompues. De nos jours, la mise en œuvre de la politique étrangère en Ukraine a eu un impact négatif sur les relations russo-européennes.

Il faut souligner que le discours dans les médias, qui a reçu un puissant élan des événements politiques actuels, distingue assez clairement les oppositions binaires de son / de l'autre, le bien / le mal. Dans les textes politiques français, les métaphores qui créent l'image de la Russie, exercent des fonctions de manipulation telles que l'étiquetage, la fabrication de mythes, la désinformation et la distorsion de la situation réelle les choses.

L'utilisation dans le discours politique étranger d'un grand nombre de métaphores à connotation négative, caractérisant la Russie et ses actions, est due au désir des milieux occidentaux de représenter négativement la réalité politique russe. Ceci est fait dans le but de discréditer les autorités et de dépeindre la situation dans le pays à travers un lexique péjoratif¹.

Dans les études d'experts occidentaux, la Russie est une grande menace pour l'ensemble de la communauté mondiale. Les politologues nationaux, à leur tour, déclarent que les analystes occidentaux doivent garder le silence sur les informations véridiques sur la Russie et noter l'orientation idéologique excessive des études des experts occidentaux.

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¹ *Научный журнал «Политическая Лингвистика» [Электронный ресурс]
Режим доступа: <http://politlinguist.ru> (дата обращения: 18.03.2018).*

SECTION 2. LA LINGUISTIQUE DANS LA SOCIÉTÉ MODERNE

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LA COMPRÉHENSION DES MOTS DU SENS ABSTRAIT PAR LES BILINGUES APPRENANT LA LANGUE ANGLAISE COMME LA LANGUE ÉTRANGÈRE

Nous sommes attachés à la compréhension des mots abstraits en langue étrangère par les bilingues selon des certains facteurs pouvant influencer le niveau et la qualité d'interprétation de ces mots.

Notre recherche a pour but d'élucider si les textes préliminaires peuvent influencer sur la compréhension du sens d'un mot abstrait par les bilingues.

La recherche a été menée en anglais chez les étudiants bilingues russo-anglais. La méthode est une expérience associative libre. La particularité de ce travail consiste en stimulus (les mots abstraits) présentés immédiatement après la lecture des petits textes qui contenaient l'information expliquant la sémantique de certains stimuli. Les mot de notre intérêt (serendipity, drastic, candour, eerie) ont été entremêlés avec d'autres mots pour éviter l'influence indésirable des stimulus l'un sur l'autre. Tous les étudiants ont été divisés en deux groupes: le premier a été fourni des définition lexicographique, le deuxième — des propositions avec ces mots décrivant des situations précises et réelles. Nous supposons que les mot-réponses dans le deuxième groupe diffèreraient qualitativement de ceux du premier groupe car les connaissances obtenues des textes meneraient à la quantité plus grande des mot-réponses avec la signification individuelle.¹

Dans notre recherche nous nous sommes basés sur les oeuvres de A.A. Zalevskaïa sur la théorie de bilinguisme d'étude.

Notre hypothèse n'a pas trouvé sa confirmation et l'information des textes n'influence pas ou guère la compréhension des mots abstraits. Nous présumons, par conséquent, que la description des situations ponctuelles et l'exemple d'utilisation ne sont pas suffisantes pour l'apparition des mot-réponses avec la signification individuelle.

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¹ *Залевская А. А. Значение слова через призму эксперимента: монография. Тверь: Твер. гос. ун-т, 2011. 240 с.*

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LES PARAMÈTRES PSYCHOLINGUISTIQUES DES MOTS RUSSES DANS LA CONSCIENCE LINGUISTIQUE DES TOUVAINS-BILINGUES

L'objet de notre recherche est la conscience linguistique des Touvains-bilingues. Le but est de mettre en évidence les différences entre les paramètres psycholinguistiques des mots russes dans la conscience linguistique des bilingues par rapport aux Russes-monolingues. La méthode de recherche est expérimentale et la méthode d'analyse est comparative.

Nous avons élaboré une enquête qui consiste de deux parties : sociolinguistique (8 questions) et expérimentale qui comprend 134 stimulus : 65 nominations russes ayant la valeur culturelle la plus significative pour les Touvains et 69 mots russes de la base de données «Bibliothèque de stimulus : substantif et objet»¹ (Y. Akinina), tirés à l'aide de la méthode d'échantillon systématique. Chaque mot est suivi par une série de questions orientées à la mise en évidence de ses paramètres psycholinguistiques : âge d'acquisition, faculté d'imaginer le concept, ressemblance de l'image, complexité subjective de l'image.

Les résultats attendus : 1) mise en évidence des différences entre les paramètres psycholinguistiques des mots russes de la base de données et les paramètres des mêmes mots révélés lors de l'expérience avec les Touvains-bilingues ; 2) définition des différences entre les paramètres psycholinguistiques des mots russes de la base de données et les paramètres des mots en russe qui ont la valeur culturelle pour les Touvains.

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¹ *Акинина Ю. С., Искра Е. В., Иванова М. В., Грабовская М. А., Исаев Д. Ю., Коркина И. Д., Малютина С. А., Сергеева Н. Ю. Библиотека стимулов «Существительное и объект»: нормирование психолингвистических параметров // В кн.: Шестая международная конференция по когнитивной науке: Тезисы докладов. Калининград, 23—27 июня 2014 г. / под общ. ред.: Б. Величковский, В. Рубцов, Д. Ушаков. Вып. 6. Калининград : [б.и.], 2014. — С. 112—114.*

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LES STRATÉGIES DU GROUPEMENT DES OBJETS LINGUISTIQUES ET NON-LINGUISTIQUES

Notre recherche vise à découvrir quelles stratégies guident les gens classant des objets linguistiques et non-linguistiques et à révéler des ressemblances et des différences entre les stratégies pratiquées dans les situations du groupement de deux types d'objets.

La méthode principale est celle du classement libre¹ avec l'introduction des quasi-mots en cas du classement des objets linguistiques.

En tant que le corpus de la recherche on utilise les résultats des expériences du groupement des objets non-linguistiques (des monnaies) et puis des objets linguistiques (des mots et des quasi-mots en différentes langues) par cent interrogés qui expliquent leurs critères d'un classement des objets.

La langue est un outil de la pensée. D'autre part, la langue présente une forme historiquement développée de la conscience collective. La recherche des ressemblances entre les stratégies appliquées pour le groupement des objets linguistiques et non-linguistiques s'avère possible en vertu d'une hypothèse que la valeur d'une monnaie et la signification d'un mot sont identiques par leur nature : la valeur nominale d'une monnaie est une forme socialement significative de la valeur, son équivalent universel ainsi que la signification d'un mot est une forme socialement significative du reflet d'une dénotation dans le signe puisque le mot présente une enveloppe de signe pour une notion reflétant un mode d'action avec l'objet.

Les résultats montrent que les stratégies du groupement des objets linguistiques et celles du groupement des objets non-linguistiques ne coïncident pas toujours.

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¹ Лурия, А. Р. Язык и сознание. Под редакцией Е. Д. Хомской. — М.: МГУ, 1979. — 320 с.

КИТАЙСКИЙ ЯЗЫК

“当代实际问题”中文小组 (АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОВРЕМЕННОСТИ)

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数字经济对中国经济发展的影响

数字经济指一个经济系统，在这个系统中，数字技术被广泛使用并由此带来了整个经济环境和经济活动的根本变化。数字经济也是一个信息和商务活动都数字化的全新的社会政治和经济系统。企业、消费者和政府之间通过网络进行的交易迅速增长。

在中国数字经济正在经历高速增长、快速创新，并广泛渗透到其他经济领域，深刻改变世界经济的发展动力、发展方式，重塑社会治理格局。

党中央、国务院高度重视发展数字经济，对发展数字经济做出了重要部署，如“十三五”规划《纲要》、《国家信息化发展战略纲要》等。¹

2017年7月中国信息通信研究院发表中国数字经济发展白皮书²。白皮书的数据显示中国数字经济现在成为中国经济增长的主要动力。2016年，中国数字经济规模达到22.6万亿元，同比增长18.9%，远远高于GDP的增长率。数字经济的份额占中国GDP比重达到30.3%，同2015年增长2.8%。

中国数字经济发展白皮书还预测到2020年中国数字经济的总额将超过32万亿元将是GDP的35%，到2030年数字经济的份额占GDP比重超过50%。

因此，在中国数字经济成为经济增长的动力，其对加快国家工业化进程起到催化剂作用，并在国际竞争中增加新的优势。

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¹ http://www.ndrc.gov.cn/xwzx/xwfb/201709/t20170929_862265.html.

² <http://www.cac.gov.cn/files/pdf/baipishu/shuzijingjifazhan.pdf>.

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现代的繁体字

现在学习汉语的人在全世界很多，可是他们大半只用简体字。因为简体字是在中华人民共和国国定标准的。但是学习汉语的外国人不注意学习繁体字。现代的中国人是常常用繁体字的。

台湾政府正式批准繁体字是正体字。还有中国人说繁体字是老字或者全体字。

文言是从中世到二十世纪中的书面语言，有一些词汇和语法的特点。到二十世纪开始，公共文件，科学文，美术文都写着文言。那么中国人只有用繁体字。以后简体字的写法变为国家巩固地树立的。

但是于今繁体字再现中华人民共和国适用的：

— 文化上的相互交往 和历史上的相互交往

就是繁体字帮助我们学习汉字的本意，明白中国人民的世界观，学习中国人生活的知识。

近年以来，大量中国语文学的书籍出版着繁体字。每个中国人能再书店里找这种书，上古汉语的经教会审订的圣书也能上网着读书。比如，“孫子兵法“（孫子）。

书法和现代的实用技术有写繁体字的传说。能看这种传说明信片上，春联上，瓷器上，陶器上，不同的衣服等等。比方说“教師只開大門，再你走你自己。中國諺語“

— 政治的问题

繁体字在香港，澳门和台湾使有法律根据。

— 不同的社会集团中间用繁体字

繁体字不只是语言学家和历史学家的语言，是有学问的人和年轻人的特性。常常能看见年轻人用在朋友网里，也网友讨论里繁体字的电信。那么用这种方法，每个人能注意读者，给自己的学问和文化上的修养看。

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北海航线——俄罗斯北极的海上运输航线

北海航线是链接俄罗斯远东地区与欧洲部分的海上运输道路。在俄罗斯北部的沿海地区，创建这样的运输路线是最经济便捷的。

创建北海航线的优点有以下几点：

- 通过北海航线运输工业产品和能源载体更快捷方便；
- 北海航线的运输距离短，能节省大量的燃料和运输时间；
- 政府不需要进行打击海盗的活动。

这条道路的意义对俄罗斯和中国都是显而易见的。这条运输道路可以为领先的石油天然气公司提供更高的利润。而且这些石油天然气公司会有意建造属于自己的破冰船。如果没有在冰面上开辟出来一条道路的能力，就不可能掌握北极的这条海路。毕竟建造破冰船的费用比建造石油运输管道或者天然气运输管道的费用要低得多。

根据<Совфрахт>公司提供的数据，2013年，经过北海航线的货物总重为290万吨，2014年为380万吨，2015年为540万吨，2016年为748万吨百万吨，2017年的前七个月530万吨。作为比较：1986年，北海航线的货运总量为650万吨¹。中国意识到北海航线的经济和战略吸引力，中国开始着手通过北海航线进行货物运输的战略布局。

可以说所有的强国都对于能创造更多利润的国际经济活动感兴趣。

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¹ *Заквасин, А.* Арктика близко: каких результатов достигла Россия в освоении Северного морского пути [Электронный ресурс]. Режим доступа: <https://russian.rt.com/russia/article/465433-severnyi-morskoi-put> (дата обращения: 21.03.2018)

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语文学的阅读把语言认知的动因组成

语文学的阅读是在外国文给语言和文化消息了解的一种特别阅读。要说，语文学的阅读不但在外国文对语文情报影响的，也在语文学家工作作用的工具，意味着的各种各样方面研究人们的文化和民族语言，而且一种特别的学生的语言认知的动因促进。

语言认知的动因是动机的变体之一，它对语文材料用好也给语言符号特色了解，了解的时候学生有正面的态度。¹

可分出一些法，为了特高语言认知的动因。第一在文学性语篇的语义学特色用的，第二文工作的时候用它里面的结构特性，及其利用艺术文本结构也机构艺术文本的时候给分析和解释风格办法。

利用教学科研本文的时候对语言认知的动因最有效的是这种态度，那种态度可能用目视阅读的战略，在文里分出中心的，通过阅读的变形。这帮助今后文的理解也实际用写的料，达到固定教学的目。²

事实上，为了用语文学的态度特稿语言认知的动因，要有格言的语言单位，学语言的实际事物，给学生了解的练习，开阔普通教育的眼界，帮助学生在文理解行为的动机也主意作者用的修辞手法。

这样一来，注释着文的过程可用即语言的目，时且是给教育过程提高效率力的工具。

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¹ Гальскова, Н. Д. Теория и практика обучения иностранным языкам. — М. 2004. 240 с.

² Михайлова, Н. Г. Формирование познавательных стратегий в процессе чтения иноязычных научно-учебных текстов (профильный класс, английский язык): автореф. дис. ... канд. пед. наук : 13.00.02 / Н. Г. Михайлова ; Тамбовский гос. технический ун-т. Тамбов, 2008. 23с.

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中国的社会控制。

中国的社会控制这是个系统包括几个要素，它可以帮助国家维持国家秩序。报告由四部分组成。第一部分是中国的电子眼。中国正在加强对其公民的控制，使用人脸识别。例如：2017年，中国有超过一千六百六十万室外电子眼，到2020年，这个数字将增加三倍。它有助于防止犯罪或迅速找到入侵者。¹

第二部分是中国的带有人脸识别系统的眼镜。它们可以帮助核实一个可疑的人。只要2-3分钟就可以在数据库中找到一个人。如果找到匹配，系统会告诉警察这个人的姓名和家庭地址。中国河南省郑州市的警察首次使用该设备。²

第三部分是工人智能在中国。中国声明到2030年成人工智能发展的领导者。³ 中国警察局和数据库将被人工智能管理。它能跟踪从家或工作单位离开了300米的罪犯。⁴

第四部分是社会控制体系。总结一下我可以社会控制很多体系，新技术非常有用，他们协助国家与流氓行为、恐怖主义和罪犯现象作斗争。根据中国媒体的最新数据在人脸识别系统的眼镜的，电子眼的和工人智能的帮助下，30多名罪犯被抓获，这个统计量将会增长。⁵

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¹ *Magazeta* [Электронный ресурс]. URL: <https://magazeta.com/news/surveillance-cameras/> (дата обращения 02.03.18). Загл. с экрана.

² *Meduza* [Электронный ресурс]. URL: <https://meduza.io/feature/2018/02/11/v-kitae-sozdavut-totalnuyu-sistemu-raspoznavaniya-lits-grazhdan-ona-pomozhet-lovit-prestupnikov-i-sobirat-dannye-na-vseh-ostalnyh> (дата обращения 02.03.18). Загл. с экрана.

³ *Magazeta* [Электронный ресурс]. URL: <https://magazeta.com/news/ai-police/> (дата обращения 02.03.18). Загл. с экрана.

⁴ 智慧红云 [Электронный ресурс - официальный сайт веб-сервиса Baidu]. URL: <https://baike.baidu.com/item/%E6%99%BA%E6%85%A7%E7%BA%A2%E4%BA%91/21509076?fr=aladdin> (дата обращения 02.03.18). Загл. с экрана.

⁵ N+1 [Электронный ресурс]. URL: <https://nplus1.ru/news/2018/02/08/chinese-police> (дата обращения 02.03.18). Загл. с экрана.

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关于如何提高快速阅读的技能

在学校的时候，学生面临着大量的信息。要做到这一点，他们需要能够快速浏览文本材料。由于这个缘故，教育家都很重视各种各样的外语阅读种类的学习过程。我们工作的基础是 Folomkina Sofya 建议的阅读类型的分类。其中，根据交际阅读，可分为：泛读 (extensive reading); 精读 (intensive reading); 略读 (skimming reading); 快速阅读 (scanning reading)。

由于我们的研究对象，在这个书面工作里 搜索阅读的特征被更详细地考虑。把Folomkina Sofya的快速阅读的定义作为基础。它的目的是找到具体的信息。如果学生从快速阅读开始与文本工作，这有助于学生更好地了解文本的结构和内容，理解信息的某些部分。

如果对阅读目的有清晰的知识，学生可以预测在文本的哪一部分应该找必要的信息，将以何种形式呈现信息。

一些科学家，比如Galskaya Nadegda, Passov Efim, Solovova Elena, Rogova Galina, 都指出掌握快速阅读技能是分阶段实施一系列练习的结果。“三步法”阅读教学模式包括三个阶段：阅读前 (Pre-reading)，阅读中 (While-reading)，阅读后 (Post-reading)。

应当指出，在现代的外语教学实践中有很多教材。其中，为了每种言语活动的类型 练习作业都附有方法建议。这些都允许自己解决教育任务，解答各种各样的习题，克服某些教育活动中最困难的时刻。

在分析教学参考书“Exam Success”和“State Exam Maximiser”之后，我们选择了与在快速阅读过程中文本工作有关的方法规则。我们总结了研究的材料，也补充了关于组织直接教育活动的自己的建

议后，根据我们考虑的文本的工作阶段，我们制订了自己的掌握快速阅读技能的建议的分类。我们确定了四套建议，这就是阅读前（Pre-reading），阅读中（While-reading），阅读后（Post-reading），组织培训活动的阶段(Stage of the organization of training activities)。

遵循这些小贴士，学生将能够提高他的快速阅读技能，也将能够成功地完成阅读作业，借以在课文找到所需的信息。

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普通话的发展：现代汉语外来词汇借用

在中国百分之七十的人都可以听懂普通话，因为它可以解决方言中语法，语音和词汇差异引起的问题。语法上，普通话是以白话语为基础的；语音上，普通话基于北京方言发音；书写上，使用简化和繁体的象形字。

汉语的特点之一是主动借用外语词汇。在中国发展的历史中，词汇借用分为了三个阶段。第一次发生在外国借款期间，始于十九世纪上半期，发生在“鸦片战争”（1839-1842）时代。在二十世纪的前十年中，中文的词汇出现了与马克思主义意识形态发展相关的社会政治术语。除此之外，还有一个历史事实证明，出现了新的外来词的原因是中日战争。在中文词典中还有一小部分词语借用了俄语。原因是因为中国和俄罗斯是世界上拥有最长共同边界之一国家。中俄关系经历了发展的不同阶段 - 从友好的邻国到现在的战略合作伙伴，聚焦21世纪的战略互动。大多数现代借用词语都是由中文演变而来，主要是美国

版本的英文。这些词的语义多样，涉及到政治，经济，金融，计算机技术，商业等诸多领域。¹

每个时期都以自己的方式影响了汉语。在汉语中，随着掌握的问题，还有翻译外语材料的问题。但许多汉语专家认为，外语词汇的积极流动可能会对汉语本身产生不利影响，违反其“语言和谐”。

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从贫穷走向富强的“神奇旅程”

随着经济体制改革的不断深入和从自我孤立向对外开放的转变，中国进入国际社会变得更加可能。中国的社会经济转型使国民经济快速崛起，外交政策和文化关系迅速活跃，人民幸福感增加。中华人民共和国对世界政治经济形势的影响力日益增强，对全世界的经济学家而言都有着极大的兴趣。外国专家和科学家说，改革开放40年，中国为世界经济增长发挥了重要的作用，逐渐成为全球经济发展的引擎。改革开放政策是确保可持续发展，应对气候变化，确保能源安全，保护环境和应对其他全球挑战方面的智慧的体现。在改革开放的问题上对大量科学文献进行系统化研究，可以区分改革开放政策的三个阶段。

改革开放政策首先是为了吸引外资，利用科技成果，管理经验，提高中国的国际竞争力。改革开放是中国经济和社会的一场宏伟转型。第一批结果出现在20世纪90年代末和21世纪初。开放改革的主要成果：

- 创建多层次经济体。
- 定价体系发生了变化。
- 正如周新城¹指出的那样，增长速度明显加快。

¹ *Иванов, В. В. Терминология и заимствования в современном китайском языке. М.: Наука, 1973. 171 с.*

— 中国水泥、棉织物、煤炭的生产量持续占世界第一。

— 按国内生产总值计算，中国是世界上经济快速增长的地方之一。在广东，珠海，汕头，厦门，海南，喀什等地建立自贸区，使人民生活水平提高，解决就业问题，加快和完善基础设施建设成为可能。为改革的成功实施创造了有利条件，积累了整个经济体制改革的经验。通过改革，中国进入世界市场实现了巨大的发展潜力。

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新西伯利亚国立技术大学在上合组织下的活动

上海合作组织大学是一所网络化大学，其主要目标是为上合组织国家创建统一的教育空间。

上海合作组织目前在七个领域开展培训：“能源”，“生态学”，“纳米技术”，“信息技术”，“区域研究”是基本方向，新西伯利亚国立技术大学属于“能源”方向的基础大学。近年来，他们又加入了“经济学”和“教育学”。这些方向的选择考虑了上合组织国家劳动力市场的要求和组织本身的要求。²

在具体的工作过程中，新西伯利亚国立技术大学接触到了一些因国家教育体系的不同产生的障碍。其中一个就是在当地实施上海合作组织项目与上海合作组织国家和行政部门的项目管理混淆。

¹ Чжоу Синьчэн. Экономическая реформа в Китае: достижения и задачи // http://vasilievaa.narod.ru/3_2_97.html.

² Университет Шанхайской организации сотрудничества [Электронный ресурс] / Шанхайская организация сотрудничества. Режим доступа: <http://unisco.org/?lang=CN>. Загл. с экрана.

在了解到这一问题后我们做出了总结并制定了解决方案，我们认为，实施下列方案对于在上海合作组织框架内发展新西伯利亚国立技术大学是有所帮助的：

- 使用统一的地名引用规则和条款，并且使这一程序清晰透明；
- 组织上海合作组织大学网站的功能填充，因为就目前来说这一功能并不完善。

开发上海合作组织大学的商业部分，为相对受欢迎的教育计划创建合同组。

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РУССКИЙ ЯЗЫК КАК ИНОСТРАННЫЙ

СЕКЦИЯ 1. ФИЛОЛОГИЯ И ЛИНГВИСТИКА В СОВРЕМЕННОМ ОБЩЕСТВЕ

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О НАЦИОНАЛЬНО-КУЛЬТУРНОЙ СПЕЦИФИКЕ ОБРАЩЕНИЙ В СОВРЕМЕННОМ КИТАЙСКОМ ЯЗЫКЕ

Система обращений в китайском языке чрезвычайно развита и имеет выраженную национально-культурную специфику. Изучение системы обращений особенно актуально, поскольку этот элемент речевого этикета призван отражать социальные отношения, которые устанавливаются в ходе речевого общения.

Состав обращений в китайском языке довольно хорошо описан¹. Их принято делить на родственные и социальные. При этом существует множество критериев использования обращений: возраст, социальный статус, степень знакомства коммуникантов; принадлежность к тому или иному поколению, степень официальности общения и др.

В исследовании описаны результаты анкетирования представителей китайской молодёжи (15 человек), в ходе которого исследователь сделал попытку выявить употребительность того или иного обращения в молодёжной среде носителей языка.

Анкетирование выявило сдвиги в употребительности многих традиционных китайских обращений в молодёжной среде говорящих, например, *чжисе чэнвэй* — профессиональных обращений: *шифу*, *лаоши дайфу*, *ишэн*, *хуши*, *сыцзи*, *юдиюань*, *миньцзин* и некоторых других.

Сделаны также интересные наблюдения относительно использования наряду с традиционными жаргонных обращений.

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¹ *Хуа Цзэвань*. Ханьюй чэнвэй. Китайские обращения // Сюэ ханьюй. Пекин, 1990. — № 9. — С. 18-20.

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ЦВЕТОВОЙ КОНЦЕПТ «КРАСНЫЙ» В КИТАЙСКОМ И РУССКОМ ЯЗЫКАХ

Картину мира говорящего определяет множество концептов, представленных в языковом сознании говорящего, носителя того или иного языка. Важное место среди концептов занимают цветообозначения, поскольку именно у слов, представляющих эти концепты, обычно развиты переносные значения.

Если проанализировать лексико-семантические варианты слова «красный» в русском языке и слово с этим же значением в китайском языке (а также фразеологизмы с его участием) можно увидеть, что часть значений и коннотаций в двух языках совпадает (например, «алый, цвета крови»; «революционный, коммунистический»), другая часть — различается (например, в русском языке выделяются значения «самый лучший, высшего качества», «красивый, прекрасный», «парадный, почётный» и др.; в китайском языке - «молодой; разодетый», «счастливым; пользующийся успехом», «выдающийся; популярный, знаменитый, любимый, модный», «чистый (*о прибыли*)» и др.

Сопоставление систем значений данных лексем и соответствующих фразеологизмов показывает, что концепты «КРАСНЫЙ» в китайском и русском языках имеют много общего и на уровне лексических значений, и на уровне коннотации: практически все экспрессивные единицы, относящиеся к данному концепту, имеют мелиоративную коннотацию.

При этом сходства и различия значений, исследованных лексико-семантических вариантов и фразеологизмов имеют своё культурно-историческое обоснование¹.

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¹ См., например, *А. В. Ручина, У. В. Хоречко* Базовые концепты в китайском языке. Анализ устойчивых словосочетаний // Вестник науки Сибири. 2014. №2 (12). С. 228—234.

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ПРОФЕССИОНАЛЬНЫЙ РУССКИЙ ЯЗЫК ДЛЯ КИТАЙСКИХ СТУДЕНТОВ КАК СПОСОБ ПОВЫШЕНИЯ ЭФФЕКТИВНОСТИ ИХ ПОДГОТОВКИ В ВУЗЕ

Актуальность темы работы обусловлена необходимостью формирования любому современному вузу в условиях конкурентоустойчивости стратегического партнерства с зарубежными вузами. Одними из реализаций таких условий становятся межвузовские программы получения совместных дипломов. В СГУПСе первый выпуск студентов, обучающихся по подобной программе, состоится уже в 2018 году. Основной проблемой, с которой столкнулись иностранные учащиеся, осваивающие данную программу, стало отсутствие в вузе пособий по обучению их профессиональному русскому языку. Решением проблемы является создание ведущими преподавателями кафедры русского языка и восточных языков СГУПСа, специалистами выпускающей кафедры мировой экономики, китайскими студентами и консультантами по китайскому языку учебно-методического пособия "Профессиональный русский язык для китайских студентов". Это позволит не только повысить результативность обучения китайских студентов, но и изменить имидж университета в мире в лучшую сторону, модернизировать и усовершенствовать образование в нем и представить его во Всемирной информационной сети.

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ПОЭТИЧЕСКИЙ ПЕРЕКРЕСТОК: СРАВНИТЕЛЬНЫЙ АНАЛИЗ ПРОИЗВЕДЕНИЙ А. С. ПУШКИНА И М. МАКАТАЕВА

Стихотворение — это одна из форм литературного произведения, в котором автор выражает чувства и переживания. В каждом стихотворении заключен особый смысл, передаваемый автором.

Цель работы — сравнить стихотворения русского и казахского поэтов и выявить их общие черты и отличительные особенности, что позволит понять особый склад культуры того или иного народа.

Поэзия, рожденная в недрах национальной традиции и национального сознания, — единственное, что может дать поэт своему народу, и в этом он видит способ служения ему.

Стихотворение «Памятник» великого русского поэта — поэтический манифест, в котором А.С. Пушкин размышляет о назначении поэзии. О чем бы он ни писал, его мысль всегда обращалась к родной стране, ей посвятил он все свое творчество. Заслуга поэта — в том, что он «чувства добрые лирой пробуждал» и «в жестокий век восславил свободу». Поэт выражает надежду, что память о нем надолго сохранится в сердцах людей: «душа в заветной лире мой прах переживет». Голос поэта становится голосом самого народа.

В стихотворении казахского поэта М. Макатаева «Три счастья» также сформулировано поэтическое кредо автора: «Первое счастье мое — это мой народ, если он есть, значит, живу и я», «второе счастье — это родной язык», «третье счастье мое — Родина-мать». Макатаев верит в казахский народ и старается быть нужным ему. В дневнике он пишет: «В моих мыслях есть лишь одна мечта. Это быть полезным своему народу... Народ мой, как донести мне до тебя свой голос?».

Можно сделать вывод о том, что поэт в любой стране обладает особым чувством Родины и стремится быть полезным своему народу. Любовь к своей стране, к родному языку, стремление к справедливости — это универсальные черты, которые характеризуют духовную жизнь каждого народа и находят свое отражение в поэтических произведениях разных времен и культур.

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СРАВНИТЕЛЬНЫЙ АНАЛИЗ ПОСЛОВИЦ О ВОСПИТАНИИ ЛИЧНОСТИ В РУССКОМ, МОНГОЛЬСКОМ И КАЗАХСКОМ ЯЗЫКАХ

В пословицах разных народов выражена философская, культурная, лингвистическая, страноведческая, ценностная информация об этносах.

Анализ пословиц

Критерии	Пословицы русского этноса	Пословицы казахского этноса	Пословицы монгольского этноса
Композиция	Очень короткое изречение, но несёт назидательный смысл, метафоричны, ситуативны	Целый куплет; назидание, завет. Двучастны. ситуативны.	Афористичны, тяготеют к высокой степени обобщения. Как короткие, так и объемные изречения.
Значение для воспитания личности	Подсказка в момент жизненных трудностей, утешение человека в трудной для него ситуации.	Призыв к саморазвитию, сборник моральных законов.	Важные для людей идеи и установки, предупреждают человека от плохих поступков.
Тематика	Богатство и бедность, дружба, вина человека, Применимы к любой ситуации	Патриотизм, мир, семья, дружба. Добро и зло, правда и ложь.	Труд, добро, милосердие, помощь, труд.

Цель работы — сравнить пословицы русского, казахского, монгольского народов о воспитании человека, понять, как пословицы этих этносов отражают взгляды народов на воспитание ребенка, формирование его личности.

Таким образом, было проведено сравнение пословиц о воспитании трех этносов. Можно сделать вывод о том, что разные народы, хотя и видят своих детей добрыми, трудолюбивыми, справедливыми, милосердными. Это говорит о том, что ценностные и моральные ориентиры людей, представителей разных культур, очень схожи.

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ЦВЕТОВОЙ КОНЦЕПТ «БЕЛЫЙ» В КИТАЙСКОМ И РУССКОМ ЯЗЫКАХ

Исследованию концептов, составляющих языковую картину мира человека говорящего, посвящено множество работ. Актуальным представляется изучение деталей языковой картины мира в культурно-

сопоставительном аспекте. Одной из таких деталей является концепт «БЕЛЫЙ», исследуемый в работе в русском языке в сопоставлении с китайским.

Данный концепт представлен как в лексическом значении соответствующих слов, так и в устойчивых словосочетаниях. Для анализа были выбраны именно эти единицы. Сопоставительный анализ концепта «БЕЛЫЙ» выявляет значительные различия в восприятии данного концепта представителями двух культур — русской и китайской. Диаметральна противоположна в этих культурах и коннотативная нагруженность лексико-семантических вариантов соответствующих слов. В русской языковой картине мира *белый* в целом имеет мелиоративную коннотацию, например, в народной поэзии белый представляется как воплощение народных представлений о женской красоте (*тепло белое; красавица румяна и бела*), о чём-л. связанном с добром (*рубаха черна, да совесть бела* — пословица). В китайской языковой картине мира «белый — это иссякающий и безжизненный цвет, символ смерти, плохого предзнаменования»¹. Этим и определяются такие значения лексемы «белый» в китайском языке, как «голый, пустой, опустошённый», «напрасный, безуспешный» и др.

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СРАВНИТЕЛЬНЫЙ АНАЛИЗ ЗАГАДОК В РУССКОМ И ТАДЖИКСКОМ ЯЗЫКАХ

Загадка отражает культурный опыт народа, его способы познания окружающего культурного мира. Человек, способный отгадывать загадки, во все времена считался мудрым, находчивым, смекалистым. Загадки — самостоятельный жанр устного народного творчества, тем не менее, загадки часто встречаются в художественной литературе, сказках, легендах, описаниях древних военных походов.

Актуальность изучения и сравнения загадок необходима для понимания особенностей культуры разных народов.

¹ *Хэ Чжунюнь*. Цветовая символика национального костюма в китайской и русской культурах // Гуманитарные исследования в Восточной Сибири и на Дальнем Востоке [Электронный ресурс]. Режим доступа: <https://cyberleninka.ru/article/n/tsvetovaya-simvolika-natsionalnogo-kostyuma-v-kitayskoy-i-russkoy-kulturah> (дата обращения: 11.03.2018).

Цель работы — сравнить загадки русского и таджикского народов. Сравним загадки по следующим критериям: форме, употреблении.

Таблица 1

Анализ загадок

Критерии	Загадки русского народа	Загадки таджикского народа
Форма	Диалог, могут быть простыми и сложными	Диалог, чаще бывают простыми
Употребление	Сказки, легенды, мемуары, исторические записки. Используются как самостоятельный жанр.	Используются как самостоятельный жанр, встречаются в народных сказках
Темы	Связана с реальным миром, окружающим человека: растения, животные, птицы, предметы домашнего обихода, труд.	Связана с реальным миром, окружающим человека: растения, животные, птицы, предметы домашнего обихода.
Композиция	Загадки-иносказания, загадки-описания, загадки-вопросы, загадки-задачи	Чаще всего загадки-описания, иногда загадки-вопросы
Средства художественной выразительности	Метафора, олицетворение, сравнение	Метафора, олицетворение, сравнение

Таким образом, был проведен сравнительный анализ загадок русского и таджикского народов. Можно сделать вывод о том, что загадки сравниваемых этносов схожи по форме, темам, композиции, что говорит о сходстве русской и таджикской культуры.

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ОСОБЕННОСТИ ПЕРЕВОДА ТЕКСТОВ ТЕХНИЧЕСКОЙ НАПРАВЛЕННОСТИ НА АНГЛИЙСКИЙ ЯЗЫК

Перевод текстов технической направленности уже давно рассматривается специалистами как самостоятельная прикладная дисциплина, тем не менее, поскольку научно-технические тексты описывают всевозможные технические процессы, они содержат целый ряд особенностей на всех уровнях языковой системы. Качественный перевод раз-

личных технических документов должен быть максимально эквивалентен оригиналу, обладать смысловой достоверностью и понятностью. Этим и обусловлена актуальность настоящей работы. В работе выявляются основные особенности перевода научно-технической литературы на английский язык. Предметом рассмотрения стали лексические, словообразовательные и проч. характеристики текстов научно-технической литературы, а также виды сокращений в технических текстах.

Проведенные исследования позволяют говорить о том, что перевод технической литературы на английский — это весьма сложная и кропотливая работа в области языка конкретной специальности. Для правильного, точного и грамотного научно-технического перевода текстов на английский язык необходимо знание не только основных терминов, лексики и словосочетаний, но и учет специфических отличительных особенностей языка специальности.

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ЦВЕТОВОЙ КОНЦЕПТ «ЖЁЛТЫЙ» В КИТАЙСКОМ И РУССКОМ ЯЗЫКАХ

Способность цветообозначений принимать на себя символическую функцию уходит корнями в глубокую древность. Эти символы различаются от культуры к культуре, именно они, наряду с другими «символообразующими» концептами, формируют картину мира членов одного языкового коллектива.

Жёлтый относится к простым цветам, которые характеризуются древностью происхождения. Интересно, что в русском языке концепт «ЖЁЛТЫЙ», представленный, в первую очередь, прилагательным «жёлтый» имеет почти неразвитую систему лексико-семантических вариантов: 1) цвет яичного желтка // о нездоровом цвете лица; 2) продажный, соглашательский, низкопробный. Интересно, что в китайском языке, где жёлтый цвет — символ императорской власти, система лексико-семантических вариантов тем не менее во многом пересекается с русскоязычной: 1) жёлтый; бледный (о цвете лица); 2) императорский, высочайший, августейший. Общее в двух языках и заимствованное из английского значение «продажный, низкопробный» — обычно о прессе.

Однако если рассматривать доминанту указанного концепта в двух культурах, то в китайской жёлтый цвет чаще всего служит для выражения социального статуса и власти, символизирует, по ассоциации с солнцем, знаки императорской власти¹. В русской культуре лексемы, воплощающие данный концепт, имеют скорее пейоративную оценку (жёлтый дом, жёлтый билет).

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¹ *Энциклопедия: символы, знаки, эмблемы.* М.: Астрель, АСТ, 2004. 556 с.

СЕКЦИЯ 2. АКТУАЛЬНЫЕ ПРОБЛЕМЫ ОБЩЕСТВЕННЫХ НАУК: ВЫЗОВЫ СОВРЕМЕННОСТИ

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СМАЙЛЫ КАК СРЕДСТВО ИНТЕРНАЦИОНАЛЬНОГО НЕВЕРБАЛЬНОГО ОБЩЕНИЯ

Актуальность употребления смайлов в различных ситуациях общения не вызывает сомнений. Цель работы — доказать, что смайлы — это средство невербального общения. Кроме того, смайлы включают в себя целые понятия. Помимо эмоций, смайлики обозначают действия, предметы, флаги, праздники, указатели, погоду, еду, животных, транспорт, семью, разные другие явления окружающей нас действительности. Считаем, что смайлы могут помочь при изучении языка в процессе межкультурной интернет — коммуникации.

Представим результаты опроса студентов г. Новосибирска об использовании смайлов в процессе интернет-общения. В опросе приняли участие 50 человек. На вопрос «Как часто вы пользуетесь смайлами в процессе общения»: 80% ответили «Всегда», 10% — «очень часто», 7% — «иногда», 5% — «не пользуюсь». На вопрос «Для чего пользуетесь»: 76% ответили «для передачи эмоций», 22% — «снять напряжение в беседе и уточнить свою позицию», 2% — «вместо слов». На вопрос «Назовите плюсы использования смайлов»: 60% отметили быстроту передачи сообщений, 12% отметили точную передачу настроения, 28% отметили «легкий набор, замена однотипных фраз». На вопрос «Назовите минусы использования смайлов»: 92% отметили, что их нет, 8% заявили, что смайлы нужно разнообразить.

Представим результаты опроса студентов г. Улан-Батора (Монголия) об использовании смайлов в процессе интернет-общения. В опросе приняли участие 50 человек. На вопрос «Как часто вы пользуетесь смайлами в процессе общения»: 76% ответили «Всегда», 10% — «очень часто», 14% — «иногда», 0% — «не пользуюсь». На вопрос «Для чего пользуетесь»: 79% ответили «для передачи эмоций», 11% — «снять напряжение в беседе и уточнить свою позицию», 10% — «вместо слов». На вопрос «Назовите плюсы использования смайлов»: 75% отметили быстроту передачи сообщений, 11% отметили точную передачу настроения, 24% от-

метили «легкий набор, замена однотипных фраз». На вопрос «Назовите минусы использования смайлов»: 100% отметили, что их нет.

Таким образом, считаем смайлы современным невербальным средством эффективной коммуникации.

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ГУМАНИТАРНАЯ ИНТЕРВЕНЦИЯ КАК ЮРИДИЧЕСКИ ОБОСНОВАННОЕ ВМЕШАТЕЛЬСТВО ВО ВНУТРЕНнюю ПОЛИТИКУ ГОСУДАРСТВ

Различные виды актов вмешательства во внутренние дела государств возникали в мировой истории достаточно часто, что в определенной степени подрывало международные отношения, вызывало конфронтацию между народами и, в итоге, приводило к беспорядкам в мире. Понимание необходимости уважения суверенитета каждой страны стало причиной формулирования и отражения в Уставе Организации Объединенных Наций принципов, обеспечивающих мирное сосуществование стран и развитие мирового сообщества. Один из них — невмешательство во внутреннюю политику других государств.

Именно в условиях защиты соблюдения обозначенного принципа появилась гуманитарная интервенция (*humanitarian intervention*) — вмешательство в дела иностранного государства, обоснованное гуманитарной миссией, например, «защитой основных прав граждан данной страны и/или иностранных граждан, когда режим этой страны не желает или не может сделать это сам»¹.

Присутствие слова «гуманитарное», как кажется, оправдывает вмешательство, делая его разумным и, что важно, законным. Однако в международной практике гуманитарная интервенция часто является односторонним и несогласованным актом, как правило, с использованием силы, то есть деятельностью, не имеющей юридического обоснования, и, по сути, являющейся проявлением гуманитарного насилия.

¹ *Гуманитарная интервенция* // Краткий словарь по правам человека. [Electronic resources]. URL: <https://lawbook.online/kniga-grajdanskoe-pravo-rossii/iii-kratkiy-slovar-pravam-18516.html>

Таким образом, считаем возможным полагать, что гуманитарная интервенция может рассматриваться как юридически обоснованное вмешательство во внутреннюю политику государств.

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ПРОМЫШЛЕННОСТЬ НОВОСИБИРСКОЙ ОБЛАСТИ: ТЕНДЕНЦИИ И РАЗВИТИЯ

Тезис посвящена изучению возможностей применения многомерного статистического анализа в исследовании промышленного производства Новосибирской области на основе сравнения его темпов роста и структуры с РФ целом.

Методология сравнительного статистического анализа промышленности России включает в себе достаточно много показателей, но из них самым важным является «Индекс промышленного производства».

Индекс промышленного производства Новосибирской области (по видам экономической деятельности «Добыча полезных ископаемых», «Обрабатывающие производства» и «Производство и распределение электроэнергии, газа и воды») за 2016г. по сравнению с 2015г. составил 100,8%.

Для более корректного сравнения темпов развития региональной и федеральной промышленности стоит оглянуться еще на год назад — на итоги 2015 года, когда значения индекса промышленного производства (ИПП) по НСО и РФ отличались более существенно. Именно в этот период Новосибирская область сумела добиться роста промышленного производства (101%) на фоне спада в целом по стране (96,6%). Такой успех давал все основания предполагать, что в регионе сложилась оптимальная промышленная инфраструктура, способная противостоять внешним стрессам. Если по темпам добычи полезных ископаемых область заметно уступала Федерации (95,3% против 100,3%), то по двум другим составляющим опережала ее — обрабатывающие производства в регионе выросли до 101,8% против федерального спада 94,6%, производство и распределение электроэнергии, газа и воды также показали хороший рост до 102,8% на фоне общероссийского спада до 98,4%¹.

¹ На основании сведений официального сайта Федеральной службы государственной статистики [Электронный ресурс]. Режим доступа: <http://www.gks.ru/> (дата обращения: 17.03.2018).

Сравнительный анализ показывает, что промышленность НСО более значительно растет, чем страна в целом.

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СОПОСТАВИТЕЛЬНЫЙ АНАЛИЗ КУЛЬТУРНЫХ ТРАДИЦИЙ РОССИИ И МОНГОЛИИ

Актуальность изучения и сопоставления традиций важна потому, что у каждого народа есть своя культура. Когда иностранные студенты попадают в другую страну, то они отмечают сходства и различия со своей родной культурой. Происходит диалог культур как способ адаптации к иной культурной среде и снятия противоречий. Как писал М.М. Бахтин: «Чужая культура только в глазах другой культуры раскрывает себя полнее и глубже...»¹.

Цель работы — сравнить русские и казахские (на примере аймака Баян-Улгий, Монголия) праздники, традиции и обычаи. В качестве примера были выбраны похожие праздники — Масленица и Наурыз, которые празднуют как в исламском, так и славянском мире. Масленица — восточнославянский традиционный праздник, отмечаемый перед Великим постом, сохранивший в своей обрядности элементы славянской мифологии. Наурыз (состоит из двух древнеиранских слов "нау" (новый) и "рыз" (день)) — это казахский праздник весны, обновления природы, начала нового года, новой жизни, отмечаемый в Монголии казахским населением 22 марта в день весеннего равноденствия. Считается, что в этот день совершается годичный круговорот и небесные светила начинают новый путь — круг.

Сравнение традиций проводилось по таким критериям как: значение в языке, символ, кухня, игры, обычаи, пословицы и поговорки, связанные с данными праздниками. На основании проведенного сравнения была составлена таблица, сходств и отличий. Было выявлено, что у разных народов есть стремление к общей культуре, единению. Сопоставление культурных традиций иностранными студентами способствует взаимной адаптации, позволяющей сосуществовать разным культурам вместе.

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¹ *Бахтин, М. М.* Эстетика словесного творчества. М.: Искусство, 1979. С. 333.

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СПРАВЕДЛИВАЯ ТОРГОВЛЯ КАК НЕОБХОДИМОЕ УСЛОВИЕ ЭКОНОМИЧЕСКОГО СОТРУДНИЧЕСТВА ГОСУДАРСТВ

Глобализация, с одной стороны, дала возможность потребителям (развитым странам) приобретать товары, ранее недоступные из-за удаленности их производства, и повысила уровень экономического развития стран — экспортеров (как правило, развивающихся стран), — с другой. Следствием обозначенных, безусловно, положительных, международных отношений стала несправедливая практика торговли: завышенная цена товаров, ущемление прав рабочих, находящихся в нерациональной системе оплаты и условий труда, эксплуатация детского труда и т.д.

Как реакция на данные проблемы появилось общественное движение, направленное на устойчивое развитие мировой экономики, — справедливая торговля (fair trade). Ее целью является создание справедливой цены через инновационную структуру торговли, суть которой — изменение отношений между потребителем и производителем.

Основные принципы справедливой торговли: открытие маргинальным производителям доступа к рынкам, просвещение производителей в мировой экономике, повышение осведомленности потребителей, связанное с необходимостью и возможностью социальной справедливости¹.

Обратим внимание на то, что справедливые торговые отношения не благотворительность, а основанное на доверии и взаимной выгоде устойчивое партнерство.

Как известно, если вы хотите идти быстро, идите в одиночку, если вы хотите уйти далеко, идите вместе (африканская половица). Так, экономика одной страны зависит от нескольких государств, а покупка одного потребителя может влиять на другую страну. Следовательно, нам нужно делать справедливую покупку.

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¹ A charter of fair trade principles [Electronic resources] // Culemborg: World Fair Trade International and Fairtrade Labelling Organizations International, 2009. URL: http://fairtrade-advocacy.org/images/Charter_of_Fair_Trade_principles_EN_v1.2.pdf.

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ВЛИЯНИЕ КОНСТИТУЦИИ РФ НА КОНСТИТУЦИИ СТРАН СНГ: НЕКОТОРЫЕ ВОПРОСЫ

В современном мире невозможно без взаимодействия государств, которое неизбежно оказывает влияние и на их правовые системы. Указанное актуализируется и находит свое отражение в том, что, после распада СССР, в странах, получивших независимость, были приняты новые Конституции. Государства, получившие независимость, шли к новому конституционному строю самостоятельно. В их конституциях воплощается известный во всём мире принцип объединения суверенитета народа, приоритет прав личности, основные демократические правила, политический многообразие и экономическая непринужденность.

Целью проведенного исследования является — сравнительно-правовой анализ Конституций стран СНГ, обнаружение их сходств и различий с действующей Конституцией Российской Федерации 1993г., по таким критериям, как: закрепление прав и свобод человека и гражданина, форма правления и др.

Известный факт, что Конституция РФ соответствует международным стандартам прав человека. Большинство ее статей, находящихся в Главе 2 отразили постулаты «Всеобщей декларации прав человека», то же самое мы можем увидеть в конституциях стран СНГ.

Относительно формы правления, следует отметить, что в странах, входящих в «Содружество Независимых Государств», формирование в Правительстве законодательных органов и глав государств схожи, но при этом имеются индивидуальные черты. Идея о том, что Президент является главой исполнительной ветви власти, имеет наибольшее распространение в таких странах как Азербайджан, Таджикистан, Туркменистан, а в Российской Федерации Президент напрямую таковым не является.

Там образом, в Конституциях стран СНГ и Конституции РФ есть множество схожих черт, которые образовались благодаря пребыванию в одном сверх государстве и заключенным международным договорам. Однако, каждое государство не лишено своих особенностей.

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К ВОПРОСУ О КУЛЬТУРНЫХ ЗАИМСТВОВАНИЯХ КАК ИСТОЧНИКЕ КУЛЬТУРНЫХ ИЗМЕНЕНИЙ

В эпоху глобализации международные отношения рассматриваются, прежде всего, в политическом и экономическом аспектах. Между тем глобализация воздействует и на другие сферы жизни государств. Полагая, что достаточно важным ее следствием являются культурные заимствования, обратимся к их рассмотрению.

Культурные заимствования обусловлены, как правило, выгодой перенимающего народа и должны отвечать «внутренним потребностям данного этноса, то есть удовлетворять такие фундаментальные потребности, которые не могут удовлетворить культурные артефакты и культурные комплексы, имеющиеся в его распоряжении»¹. В рамках глобализации оправдано говорить о культурной диффузии — взаимовыгодном взаимопроникновении культур, при котором культурные заимствования проходят строгий отбор.

В современном мире все чаще причиной заимствования культурных реалий становится не разумная необходимость, а мода. Считаем возможным рассмотреть в обозначенном аспекте американских фильмов, занявших определенную нишу в китайском кинопрокате. В них транслируется (и пропагандируется) индивидуализм (личные достижения, подвиги и героизм одиночки), который, выходя за рамки кинематографа, постепенно вытесняет коллективизм, являющийся одной из основ культуры Китая. Иными словами, вслед за фильмами, некоторые китайцы начинают заимствовать американскую картину мира и образ жизни. Важно, что посетителями кинотеатров являются, в основном, студенты, которые через несколько лет станут основой общества. То есть речь идет уже не о диффузии культур, а о проникновении одной культуры в другую.

Так, глобализацию культуры следует отличать от культурного империализма, поскольку освоение и принятие чужой культуры не должно происходить в ущерб собственной.

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¹ Шендрик, А. И. Теория культуры. М., 2002. С. 107.

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СТАНОВЛЕНИЕ И РАЗВИТИЕ ДЕЛОВОГО РОССИЙСКО-КИТАЙСКОГО ТУРИЗМА В КИТАЕ

Актуальность темы работы обусловлена необходимостью формирования и развития делового российско-китайского туризма в Китае. Бизнес-туризм на сегодняшний день представляет собой высокоразвитую индустрию по обслуживанию бизнес-поездок во многих странах и является одним из самых высокодоходных и перспективных видов туризма, характеризующихся стабильным ростом и устойчивостью к воздействию экономических, социальных, климатических, политических и других факторов.

Несмотря на важное место, занимаемое туризмом в Китае, в китайском законодательстве до настоящего времени отсутствует единый регулирующий закон в сфере туризма. Проект закона КНР о туризме до сих пор находится на стадии разработки. Хотя в настоящий момент существует нормативно-правовая база для индустрии туризма, есть основания полагать, что она не соответствует быстрым темпам развития комплекса. Китай не может создавать новые правила и положения достаточно быстро из-за сохраняющегося высокого уровня бюрократического руководства страной. В настоящее время Китай и Россия являются друг для друга важным источником развития туристических направлений, а китайско-российское туристическое сотрудничество оказывает далеко идущее влияние на отношения между двумя странами.

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