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при Президенте Российской Федерации»**

**СИБИРСКИЙ ИНСТИТУТ УПРАВЛЕНИЯ**

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МИРОВОГО СОТРУДНИЧЕСТВА**

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Сборник включает материалы VI 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 3 марта 2017 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.

2—3 марта 2017 года в Сибирском институте управления — филиале РАНХиГС прошёл IV Международный научный студенческий Форум на иностранных языках: «Глобальные изменения: взгляд молодёжи» для старшеклассников средних школ, студентов 1-5 курсов всех направлений подготовки и специальностей высших учебных заведений и аспирантов.

Форум состоял из двух мероприятий:

— 2 марта 2017 г. — IV Межвузовская олимпиада по иностранным языкам «Молодёжь — стратегический ресурс развития российского общества»;

— 3 марта 2017 г. — VI Международная студенческая научно-практическая конференция на иностранных языках «Современные тенденции мирового сотрудничества».

В работе Форума приняли участие более 200 участников из 32 городов России и Казахстана: Архангельска, Астаны (Казахстан), Барнаула, Белгорода, Воронежа, Горно-Алтайска, Екатеринбурга, Иваново, Йошкар-Олы, Иркутска, Калининграда, Кемерово, Краснодара, Красноярска, Курска, Москвы, Нижнего Новгорода, Новосибирска, Омска, Самары, Санкт-Петербурга, Саранска, Саратова, Стерлитамака, Сыктывкара, Таганрога, Твери, Томска, Тулы, Тюмени, Челябинска, Якутска.

В состав жюри входили не только преподаватели кафедры иностранных языков Сибирский институт управления — филиал РАНХиГС, но и преподаватели из других вузов России во главе с заведующими кафедр иностранных языков, а также 13 зарубежных гостей из

Великобритании, Гамбии, Германии, Индии, Индонезии, Италии, США и Франции.

Во второй день Форума (3 марта 2017 года) состоялась VI Международная студенческая научно-практическая конференция «Современные тенденции мирового сотрудничества» на английском, немецком, французском и английском языках. На 8 секциях обсуждался широкий круг вопросов, таких как международные отношения в эпоху глобализации; социальные трансформации в современном обществе: локальное, региональное и глобальное измерения; актуальные вопросы экономического развития в современном мире; публичное и корпоративное управление: современные тенденции и подходы; актуальные проблемы юридической науки: теория и практика; филология и лингвистика в современном обществе. В своих докладах студенты представили как оценку современной ситуации в нашей стране и на местном уровне, так и анализ зарубежного опыта. По результатам работы Конференции были выбраны победители и призеры.

В рамках Олимпиады прошёл мастер-класс «Секреты эффективной подготовки к кембриджским экзаменам», который провели Пименова Анастасия Дмитриевна, руководитель экзаменационного центра Cambridge English Ru158 MagellanExams и Пашкова Любовь Валерьевна, представитель издательства «Макмиллан» в Сибирском федеральном округе,

Благодарим представителей школы иностранных языков «Юнисити», региональный информационный центр Германской службы академических обменов DAAD в г. Новосибирске, культурно-информационный центр Альянс Франсез — Новосибирск, школе английского языка BigAppleSchoo за активное участие в IV Международном научном студенческом Форуме на иностранных языках: «Глобальные изменения: взгляд молодёжи» и надеемся на дальнейшее сотрудничество.

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

Оргкомитет

# **АНГЛИЙСКИЙ ЯЗЫК**



**SECTION 1. INTERNATIONAL  
RELATIONS IN THE ERA  
OF GLOBALISATION**

## **Ekaterina Adamovich**

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### **TOURISM AS A FACTOR OF THE DEVELOPMENT OF INTERNATIONAL RELATIONS IN A GLOBALISING WORLD**

Nowadays tourism plays a very important role in a globalising world. Travelling abroad, people get acquainted with the cultures of other nations. The development of tourism helps to relieve political tension between representatives of different nationalities and cultures because it provides the opportunity to form an opinion about important political issues, not just relying on the media and other public sources, but on their own experience. The interaction of people from different countries on a peaceful basis such as tourism contributes to the development of international relations in a most effective way.

Novosibirsk is in seventh place (after Moscow, St. Petersburg, Kazan, Sochi and others) in the ratings of cities, which are visited by foreign tourists. We conducted a survey among the students of our Academy, which showed that the majority of respondents noticed the increase in the number of foreign tourists arriving in Novosibirsk in recent years (60%) and think that our city is attractive for international tourism (62%). The most popular and famous sights of the city are Opera and Ballet Theatre, Novosibirsk Zoo, Novosibirsk metro bridge, Akademgorodok and a few others places.

According to our research, the growing interest of foreign tourists in Novosibirsk is the result of several factors: the variety of sights and interesting places, the prospects for the development of the business environment, an opportunity to get acquainted with the culture of "real Russia", unusual nature and climate.

In order to create favourable conditions for the development of international tourism in Novosibirsk, it is necessary to implement the following steps: create green areas, develop the infrastructure, make the city cleaner, carry out a variety of international events and festivals, make centres of Russian culture for foreigners and embed foreign languages into everyday city life. Special attention should be paid to events aimed at promoting the image of Novosibirsk and carrying out PR exercises in the media, for example, the creation of electronic versions of the resources on the Internet in English and other languages and the distribution of promotional materials about the tourist complex and coming events in the city.

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### **THE KURDS IN AND OUT OF TURKEY: CORRELATION OF TWO CONFLICTS**

The significance of the research is conditioned by the growing importance of the Kurds' factor in the Middle East and recent political reforms in Turkey. In the context of insecurity in this region attempts to predict the evolution of internal and international conflicts make sense. The aim of this research is to determine some regular patterns in the relationship between Turkey and the Kurdish inside the state and between Turkey and Iraqi Kurdistan, and to conduct probability analysis of what prospects the parties can face.

Upon the analysis of researches done by Cale Salih<sup>1</sup>, Soner Cagaptay and Cem Yolbulan<sup>2</sup>, Teub A. Akhmedov, Kirill Vertyaev the following evidence of the conflicts' interdependence was detected:

Kurdish nationalism inside the state arose as the reaction to Turkish politics. It escalated every time when human rights were encroached on.

Turkish government treats Iraqi Kurds as terrorists. However, the strengthening of foreign Kurds' presence has instigated Turkish aggression in both directions, i.e. escalation of military actions and political repression towards local Kurds.

Despite the fact that Kurdish political parties in Turkey demand respect for the rights and a limited autonomy solution, Turkish government still blames them for infringement on the territorial integrity and tends to meet it with force.

Based on these common tendencies in Kurdish-Turkish conflict the escalation scenario seems most feasible as things stand now. A current constitutional reform raises Recep Erdogan's authority significantly. Thereby, Turkey will most likely continue the fight against Kurdish terrorism as well as local residents.

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<sup>1</sup> Cale Salih. Turkey, the Kurds and the fight against Islamic State. — London, 2015.

<sup>2</sup> Soner Cagaptay, Cem Yobulan. The Kurds in Turkey: A Gloomy Future. — Washington D. C., 2016.

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### **THE EU FATE AFTER THE NATO LEAVING**

We are living in a complicated world. On the one hand, globalization is gaining momentum day by day, on the other hand, some national governments frightened with its fast pace aspire pursuing the simulacrum of protectionism policy, striving to redress the inner conditions of their countries.

The relevance of the discussed issue is due to the recent Donald Trump's accession to power and his enounced intentions to reduce American military presence at a global scale, primarily in the NATO format.

In this regard, a research was conducted where we compared the NATO and the EU military forces, assessed contribution of the North Atlantic Treaty Organization to the European Union military security, described possible scenarios with a view to Trump's potential actions. For recent years, the annual reports of the NATO's General Secretary were used as the material for research, as well as some official addresses and declarations of the representatives of this organization and military statistical data.

The findings of the research have shown that the official EU position consists in the following idea: if the NATO leaves, the possibility of Russian aggression will rise. Yet Mr. Trump supposes that the EU countries are able to ensure security themselves. As we know, America plays a key role in the NATO, and Trump's decision can become fateful for the EU.

As for our opinion, we suppose the EU is afraid of the US canceling its patronage.

The Trump's victory and the news about the potential NATO transformation have shaken Europe and shown its fear and powerlessness of the states which used to rely on the US and not to bother with its own arms.

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## **GLOBAL UNIVERSITY IN THE WORLD OF GLOBALISATION**

Nowadays Universities show the level of the country's competitiveness in the global arena and promote the development of science and technology. Qualitative changes in the field of higher education are related to the globalization of the world economy and changes of the universities' role in the modern world. In 2015 Tyumen State University joined the "5-100" project aimed at increasing the international competitiveness of the Russian education. Thus, the main goal of my research is to make suggestions on the increase in the global competitiveness level of TSU on the basis of studying international educational standards and conducting a sociological survey.

In order to find out the attitude of students and teachers to the program I conducted a survey of 50 people and identified significant benefits of the "5-100" project, which include the development of research complex, the improvement of the quality of education, the expansion of partnerships with large international employers. On the other hand, respondents named such negative aspects of the program as an increase in the number of paid services and the cost of tuition fee, cancellation of score-rating system, series of unnecessary changes in the educational process.

After analyzing the information about universities of global competitiveness, the criteria for their evaluation as well as the "5-100" project specific features and conducting students' survey, I have suggested the following: focusing on the creation of the university brand name and increasing the awareness of the university development in Russia and abroad (through establishing links with partners, joining the national and international educational associations); developing and investing in the scientific sphere (by means of involving a bigger number of teachers and students into research activities, improving the material and technical base, rewarding teachers and students for scientific achievements), reviewing the educational programs with an account of the demand on the Russian educational market and international standards, launching innovative professional development programmes for faculty.

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### **THE CHARACTER OF GLOBALIZATION IN THE MODERN WORLD**

The modern world is transforming. Globalization has had a dramatic impact on every life sphere of the world community. The system of international relationships is also undergoing considerable changes. The goal of our research is to uncover the essence of globalization and to show how this phenomenon is reflected in the modern world.

As a historic process of unification of nations, globalization has led to the improvement of the production quality, development of tourism, exchange of cultural values, creation of the modern communication and transport systems.<sup>1</sup>

Our research has shown that the globalization of international relations also resulted in the establishment and successful functioning of numerous international institutions which solve the most critical and urgent problems on a global scale. One of such institutions has been the UN, although it eventually becomes more evident that it also acts as an instrument that makes advanced countries bring pressure to bear on each other and less developed countries as well. This situation illustrates one of the most significant globalization problems: the hegemonic countries occupying the dominating position in the world. Other problems include blurring of the cultural differences, which results into the loss of national uniqueness and economic instability. For example, anti-Russian sanctions, imposed by the USA in 2014, led not only to the decrease of Russian GDP to 2,4 % but also to the decline of the US and the EU industrial production to 11,7 %.<sup>2</sup>

In conclusion, we can state that the inevitable reason of the stated problems is the immense discrepancy in the development level of world countries. Thus, nowadays concept of globalization significantly differs from its original meaning. And the listed conditions serve as the framework for the modern development of the globalization process.

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<sup>1</sup> Salikhov, G.G. The world community in globalization. — Bulletin of Bashkir University, 2013. — P. 113-115.

<sup>2</sup> Andreev A. M. Features of economic globalization today, its prospects and threats. — Journal of the Ural State University of Economics, 2014. — P. 24-29.

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## GLOBAL CITIZENSHIP MYTH OR THE FUTURE

With the development of globalization, the issue of global citizenship is becoming more relevant. Due to the development of technologies there are more opportunities for communication and interaction of different peoples.

The main objective of our study is to determine the possibility of establishing global citizenship in the near future. In the process of collaboration with Notre Dame College students (South Euclid), it was discovered that in spite of some difficulties in communication, different peoples are ready and willing to cooperate with each other and render mutual assistance, which will subsequently lead to the emergence of global citizenship in some form or another.

The analysis of scientific literature and the experience of foreign students helped identify two possible scenarios. The first one is based on the opinion of Kjell Nordström. He claims that we are at the beginning of the most rapid urbanization of mankind. We think that everything has already happened, but it is just the beginning. Countries die as structures. In 50 years, instead of 218 countries there will be 600 cities. For example, in 25 years there will be no Austria, because now Austria is Vienna with some small towns nearby.<sup>1</sup>

The second scenario involves precisely global citizenship. In this case, Eric Liu suggests using the USA experience as an example, because it is a multicultural country.<sup>2</sup>

Having come to a consensus with foreign students, we can assume that the process of globalization covers all areas of social life and has many advantages. It can undoubtedly be the future of succeeding generations.

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<sup>1</sup> Kjell Nordström. In 50 years, instead of the 218 countries there will be 600 cities. [Electronic resource] // Center for Strategic Assessment and Forecasts. — URL: <http://csef.ru/ru/nauka-i-obshchestvo/445/kell-nordstrom-cherz-50-let-vmesto-218-stran-budet-600-gorodov-7275>

<sup>2</sup> Eric Liu. Why There's No Such Thing as Global Citizenship. [Electronic resource] // The Atlantic. — URL <https://www.theatlantic.com/national/archive/2012/08/why-theres-no-such-thing-as-global-citizenship/261128/>

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## **SOCIAL INEQUALITY AND POVERTY**

Currently there is quite an acute problem of social inequality and poverty. One in five people in developing countries lives on \$ 1.25 a day and 10% of the richest residents earn almost 10 times more than 10% of the poorest ones.

In the ranking of the OECD members with the highest income inequality one of the five leaders are the United States.<sup>1</sup> According to the experts the difference of GDP per capita among countries has increased. Even if we compare the only aspect, it becomes obvious that the rich people continue getting richer faster and the poor ones remain poor. In other words, the gap in the standards of living is growing even in the highly developed countries. The research shows that the gap between the rich and the poor exists in 34 countries, the members of the OECD. There is no unique method of measuring the quantity of this inequality. However, most of the statistics indices show that it decreased during the crisis but has started to grow again. For the first time during the current economic recession in Russia, we have recorded the growth in income inequality of the population. According to Rosstat, in the beginning of 2016 the Ginnie index increased to 0,399 compared to 0,396 in 2015. The number of people living below the poverty line is growing.

The success achieved in the past and accumulated over many years of practical work of international organizations allows us to claim that it is possible to solve a poverty problem. This process will require to understand clearly in which regions the concentration of poor is the highest and to focus attention on those regions where living conditions are particularly difficult. Therefore, joint actions are needed in many countries in order to stimulate economic growth, create more productive jobs, improve the access to education and create the effective system of social protection.

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<sup>1</sup> Manukov S. Ten developed countries with the highest income inequality — Moscow, 2015.

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## NATIONALISM IN RUSSIAN MASS-MEDIA

«Nationalism» in Russia is a complex and ambiguous phenomenon. There are many ethnic groups living in Russia, and each of them has its own cultural identity. That is why there should be no xenophobia and hostility towards their own citizens.

The works by I.D. Alexandrovich and S.N. Petrovna on the problems of the ideology of nationalism have been chosen as the methodological basis of our research<sup>1</sup>, as well as the work of G.K. Serazhudinovich, in which the author reveals the features of the radical and integrating nationalism<sup>2</sup>. In these works nationalism is considered primarily as an ideology, but the authors do not consider the mechanisms which influence the opinions of readers of different media.

As the result of the research the following conclusions were made: In the news articles of «RT» (43,72% or 188 phrases) and «Life-News» (57,51% or 199 phrases) in 2015 a fairly high percentage of manifestations of extreme nationalism can be observed. In 2016 these manifestations remained at the same level: «RT» (44,08% or 190 phrases) and «Life-News» (59,21% or 196 phrases).

Despite the fact that extreme nationalism manifestations in the news of «Ria-News» in 2015 amounted only to 6.61% (17 sentences) and 9.45% (24 sentences) in 2016, we cannot speak about the decline of the tension. We can come to the conclusion that «Ria-News», in contrast to the «RT» and «Life-News», positions itself as a major analytical source.

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<sup>1</sup> Aleksandrovich I. D., Petrovna S. N. Nationalism problem at the present stage of society development: scientific Journal / I. D. Aleksandrovich., S. N. Petrovna // Journal of law and modern states. — Moscow, 2015. — № 1. — S. 87—98.

<sup>2</sup> Serazhudinovich, G. K. Nationalism as an ideology: Scientific Journal / G. K. Serazhudinovich // Journal of Power. — Moscow, 2012. — № 11. — P. 4—8.

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## **IMPLEMENTATION EXPERIENCE OF JOINT RUSSIAN-GERMAN RESEARCH PROJECTS**

Improvements in the existing national education system require its transformation, which is necessary to generate the national human capital, capable of constructing an economy based on knowledge<sup>1</sup>. At the regional level the experience of mutual integration of educational process has been accumulated by the Southwest State University. Within the university structure there is a dynamically developing center of communications with EU countries. The program is implemented in two partner universities — the technical university of Leipzig and Dresden. One of the advantages of such cooperation is the possibility of visiting a partner university in Germany at the closing stage of a student's research work.

The primary goals of integrated projects are completed and published scientific works, the improvement of professional skills of Russian trainees, fostering of mutual respect.

In order to improve the quality of joint projects the author of the paper assessed the effectiveness of the performance indicators achieved by the researchers as the result of their training and participation in grant programs. Among others the assessment covered such indicators as the number of joint scientific papers, the number of dissertations completed within the framework of the program with clearly identified share of research conducted abroad the Russian Federation, the number of international scientific events in which the grant holders took part, etc. Furthermore, several indicators are below the expected performance level. For example, it has been found that the percentage of practically implemented research results (adoption of innovative results in the Russian Federation) is less than 5%, which seems unsatisfactory.

Indicator assessment results were incorporated into the University strategy of the development of top priority areas of educational and scientific cooperation with EU countries.

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<sup>1</sup> National education strategy for sustainable development of the Russian Federation (the Electronic resource) // the United Nations Economic Commission for Europe: the website URL: <http://www.unece.org> (date of reference 26.12.2016)



## **Daria Galina**

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### **GLOBALIZATION AND THE PROBLEM OF ETHNIC IDENTITY**

The purpose of this study is to consider globalization's consequences and their impact on ethnic identity and problems resulting from it. Globalization intensified the problem of national and cultural identity. The world arising from globalization can deliver a strike at basic structures of almost all national cultures.

On the one hand, globalization accelerates and increases the amount of information received by individuals and expands their horizons. On the other hand, globalization results in the exacerbation of cultural inequality. Globalization has contributed to the exacerbation of differences in rates of cultural development between the leading countries and outsiders. Furthermore, globalization reduces the status of national languages. The UNESCO Universal Declaration on Cultural Diversity sees the preservation of ethnic cultures as one of the most important conditions for the survival of humanity<sup>1</sup>. The socio-cultural reality of the globalizing world reduces the chances of the formation of ethnic and cultural identity as subjectively established identity for people living in their native environment as well as for people existing outside it.

The dialogue is a way of organizing people living together on this planet, because the dialogue is a range of different forms of contact, the interaction, that is common to all transitional periods. In this case, the dialogue based on pluralism and partnership, recognition of the equality of cultures is a basic principle of the interaction of cultures in the globalizing world.

Thus, in the globalizing world a new system of values is necessary to be developed to achieve civilizational synthesis for better understanding and developing the dialogue between different cultures. The maintenance of cultural pluralism is also essential. At any rate, this system would aim at going beyond stereotypes and dogmas of the "closed" culture, overcoming archaic traditions that prevent various nations from coping with global challenges, such as poverty and hunger, illiteracy and poor standards of public health service.

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<sup>1</sup>The Universal Declaration on Cultural Diversity, 1978.

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### **HIGHER EDUCATION AS A TOOL OF «SOFT POWER» IN FOREIGN POLICY OF THE STATE**

The latest studies of «soft power» showed that one of the main tasks of foreign policy is to maintain the image and credibility of a country on the world stage. As many researchers underline, the main factors of the country's influence are not only the military power of the state, the economy, environment and natural resources, but also culture, art, technology, science and education. With the help of the «soft power» the state is able to maintain its attractiveness by demonstrating cultural and moral values.

The key world trends of the XXI century can be considered as competing public, government and socio-economic models. The aim of our study is to determine the potential value of higher education as the state's «soft power» tool which helps a country obtain a political influence on the international community. This approach to the issue supports the viewpoint that with the advent of new information technologies, as well as economic changes, the higher education system is changing and increasing competitiveness, resulting in the struggle for the "great minds"<sup>1</sup>.

It was found that educational exchange programs for foreign students can be regarded as one of the most powerful instruments of «soft power» in higher education. The higher the quality of education and extracurricular activities is, the better further education will be, both for local and foreign students. Being in a host country, foreign students raise cross-cultural awareness and learn cultural values.

Therefore we came to the conclusion that the impact of higher education on the world by means of soft power in the long run is much more efficient than other tools: higher education is a channel for cross-border flow of people and exchange of experience, the acquisition of cultural values and the impact on the economy of the state.

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<sup>1</sup> Торкунов Анатолий Васильевич. Образование как инструмент «мягкой силы» во внешней политике России // Вестник МГИМО. 2012. № 4 С. 85—93.

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### **CHINA IN GLOBAL ECONOMY**

Economic transformations in China taking place for about two decades attract the attention of the global community. Interest in this country is not accidental. For the first time in its history, China, one of the most ancient countries in the world, has achieved impressive success in real production sector.

The aim of the paper is to study the features of the Chinese economic development presently.

Ranking the third in the territory, China is located in Central and East Asia. The population of the country is 1 billion people which is the first and the foremost factor of its development. It is an industrial and agricultural country. The second factor of its success is a unique authoritarian management style involving the government in the final decision process. Thirdly, the Chinese transition period has been characterized by the accelerated development of space, aviation, nuclear, petrochemical and radio-electronic industries. Presently China supports foreign economic relations with more than 220 countries and territories.

Nevertheless, there is still an essential gap and considerable lagging from the developed countries on a number of indicators. The most general criteria characterizing relative backwardness of the Chinese economy are low income per capita, lack of the equity and skilled labor forces necessary for the development of modern types of production.

Consequently, it is urgently important to invest into millions of small and smallest subjects of management.

In conclusion, it is possible to state that China has managed to provide high dynamism of economic development and improvement of indicators of level of living thanks to the stability and the systematic development of the country.

If current trends remain, then in 20 years China will become the power with the largest world economy. Surely, it is thought that China then will begin to play an important role in the upper echelons of the market.

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# **Ekaterina Kondrashkina**

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## **INTERNATIONAL CONFLICTS OF THE 21<sup>ST</sup> CENTURY**

Presently, modern conflicts have become one of the leading factors of instability in the world. Being poorly managed, they tend to sprawl, connecting a growing number of participants and creating a serious threat not only to those directly involved in them, but also for all beings on earth. The paper is devoted to the international conflicts of the present century. The solution of the problems related is very urgent. The aim of the study is to discover the nature of an armed political conflict, clarification of the peculiarities of the contemporary conflicts.

Today it is impossible to argue about any contemporary international conflict without correlating them with the ethno-political situation in the world. The ethno-political situation in any country is based on the ethnic and religious peculiarities. The political situation is predetermined mainly by the economic foundations. Domestic and international conflicts have become so far the main problem of the world community. The most applicable method of resolving a conflict is direct and indirect violence<sup>1</sup>.

It is possible to solve the conflict problems economically and politically. That is why the issues of international conflicts are the subjects of concern for almost all international institutions and organizations, as regional wars and clashes move to the international arena, involving new members and creating a threat to the international security.

To conclude, the concern of the world community focuses on the increasing number of conflicts in the world. The development of new technologies and the media have become one of the main instruments of destruction. Unfortunately, it is difficult so far to solve this problem completely. Both highly developed and lagging behind in economic and social development countries are not also immune from such conflicts.

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<sup>1</sup> O. V. Monina. Modern Conflict Study: Ways to Promote. Moscow, 2005. P. 178—180.

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## **WAYS AND PROSPECTS TO OPTIMISE LOGISTICS BETWEEN THE RUSSIAN FEDERATION AND THE REPUBLIC OF KOREA**

As collaboration of Russia with the Republic of Korea has been recently expanding, it is necessary to identify opportunities of cargo turnover development between the countries. In the article, a comparative analysis of advantages and disadvantages of various options of cargo carriage between them is conducted.

Connection of the Trans-Korean Railway and the Trans-Siberian Railway is the most beneficial for both countries in terms of delivery price and time scale as well as the absence of cargo trans-shipment<sup>1</sup>.

Cargo carriage through the Japanese Sea and Far East ports in Russia with the entrance to the Trans-Siberian Railway is preferable for raw materials transportation to the Republic of Korea and for delivering Korean finished goods to the Far-Eastern Federal District of the Russian Federation.

The use of the Northern corridor of the Silk Road is promising for cargo carriage from Korea to the West Siberian, Ural and Central Federal Districts in Russia, since the overwhelming volume of goods delivery is implemented to these regions.

The most frequently used option is cargo transportation through the New Suez Canal with the account of comparatively low costs. Moreover, movement of vessels in both directions has been in use since 2015, which is the route's competitive advantage in terms of delivery time.

Mutually beneficial projects of the countries will simultaneously permit more efficient employment of transit traffic to connect the Republic of Korea with the European Union, the Republic of Korea expanding its foreign trade and the Russian Federation enhancing the volume of transportation services.

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<sup>1</sup> Russia and the World: 2016. Annual Forecast: Economy and Foreign Policy / Project leads A. A. Dynkin, V. G. Baranovskii. Moscow, IMEMO RAN, 2015. P. 138.

# Marina Matusevich

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## GLOBALIZATION AND INTERNATIONAL TERRORISM

As more and more organizations and governing bodies adjust to the modern international order of an associated global economic system, nations become rather interrelated. So, there is such an international and Global problem as terrorism.

Globalization is a comparatively new, unpredictable process, which raises fundamental issues within international relations. This process has negative and positive manifestations. An extremely important issue of Globalization — is international terrorism. The initial problem of the government is to support people with authentic information and consolidate forces against terrorism and overcome it by combined efforts. Globalization has refined technical abilities which simplified the operations of terrorist groups via the Global Network. Therefore, the government should recognize the paramount importance of this problem and the political activity should be subservient to that major consideration<sup>1</sup>. In order to solve the problem of global terrorism, we must try to find the roots of it, to analyze the actions of countries taken against terrorism, develop social attitude to this phenomenon. The first step is to take under rigid control mass media and Internet in order to disseminate objective and authentic information, which will assist to form the right idea of the trans-border problem. It is also necessary to create some effective organizations which main objective will be to inform people of terrorist attacks and make them aware of potential terrorists or suicide-bombers. These organizations will arrange special meetings in colleges, universities and at schools where global problems will be discussed. It will form an objective independent opinion that will help people to create a community and overcome this poser that endangers people's lives.

In conclusion, globalization has played a dual role in terrorist activities. On the one hand it facilitates international communication and simplifies propagation of the illegal activity. On the other hand, it allows many nations to consolidate forces for more effective elimination of terrorism.

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<sup>1</sup> Hirst, P. and Thompson, G. Globalisation in Question. London, 2014. P. 64—82.

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**NEOLIBERAL REFORMS AND GLOBALIZATION  
INFLUENCE ON THE ECONOMY  
OF LATIN AMERICA IN COMPARISON  
WITH ALTER-GLOBALIZATION**

Latin America has always been a complex region with the intention to be out of the US sphere of influence. As a result, this purpose caused the appearance of alter-globalization as an ideological basis for new Latin American leaders. Their views contradicted the neoliberal ideas and were proclaimed as the opposite to the neoliberal ones and negatively influenced the relations with the USA. If globalization process mainly involves neoliberal reforms there is a logical question, which types of actions are more suitable and profitable for the Latin American countries.

Research is conducted with the usage of a comparative method, which distinctly represents key similarities and differences between two types of reforms. We started with the consideration of the genesis of neoliberalism and alter-globalization in Latin America, remarking the experience of economic reforms in Peru and Chile as they had the biggest neoliberal reform package within the region. Then we studied the problem of external debt, because of its prevalence in Latin America (88% of states affected).

The research focuses on the statistics and its analysis, the matching of reforms and economic situation in the states for a certain period of time (1990-2015). The negative and positive aspects of both alter-globalization and neoliberal reforms were analyzed and compared, representing the preferable way of conducting reforms for the Latin American states.

As a result, two key points were determined. Firstly, alter-globalization and reforms, conducted in accordance with its ideas, give more prosperity in a long-term perspective unlike the neoliberal values, which are not fully applicable to Latin America. Secondly, relationships between the USA and Latin America worsened because of the failure of neoliberalism, which had been imposed by the US, but did not bring promised results.

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## **CLIMATE CHANGE AS A FACTOR OF INFLUENCE ON INTERNATIONAL RELATIONS**

Over the last years climate change has become not only an ecological issue but a great problem for international politics as it can, for instance, be the reason for migration increase and lead to escalation of competition for natural resources. This situation often causes destabilization and growth of violence, which may expose national and international security to serious danger. The aim of the research is to explore the influence of climate change on international relations and study people's opinion on the issue.

The protection from global climate change is managed both at national and international levels. In 2009, Russian government adopted The Climate Doctrine of the Russian Federation, which states that climate change is a threat to the country's safety. The aim of Russian climate policy is maintenance of safe and stable development of the Russian Federation. The first international agreement on the emissions reduce — Kyoto Protocol — was accepted in 1997 but its realization started only in 2008. The aims of the agreement included the cut of emissions by 8% in the EU and 7% in the USA by 2012. The goals were achieved, emissions decreased by 20% by the target year. Today there are plenty of international agreements and the core of their success is obligations of the countries that sign them.

To understand public awareness of the question of climate change, a survey among 150 students of the Siberian Institute of Management was conducted. It showed that about 48% of respondents agree with the statement that climate change can influence international relations but this influence is not significant. Only 14% think climate change is an important factor. About 38% believe that climate change has no impact on international relations. Thus, it is possible to conclude that the majority of respondents see climate change as an ecological problem, not as a factor of influence on international relations. Nevertheless, the threat to international safety created by climate change is real and can become noticeable very soon.

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### **KURDISH ISSUE IN IRANIAN-TURKISH RELATIONS**

Turkey and Iran, as the biggest countries of the Middle East, have a significant influence in this unstable region. Due to objective geopolitical, ethnic, religious and economic reasons, they have become important regional "centers of gravity" in the current confrontation, the majority of states of this region has already been involved. Moreover, relations between the two powers, which have a tradition of long term rivalry, have become the subject of attention of the leading countries in the world.

Although, their interaction, or even the "stagnation", has a direct impact on the development of the region. Having significant influence in this unstable region allows Iran and Turkey to "dictate their rules", exacerbating the situation on the territory and thereby creating new conflicts involving states that have many domestic issues reflecting on the international arena.

Having studied the statistics, we revealed that today Kurdish question is getting more and more fundamental for the establishment of closer cooperation between states. Even though, conflicts in the Middle East clearly show that ignoring this issue might be crucial.

We would like to highlight the necessity of studying the Iranian-Turkish relations with regard to the Kurdish issue, since the development of relations between these three sides spreads its influence not only in the region but also shows their impact on the international scene. According to our investigation, these unresolved conflicts between the states, as well as individual factors lead to the fact that the situation around them becomes more tensed, making it impossible to come to any compromise in the future.

Our analysis of the documents and several meetings helped reveal that nowadays Iran and Turkey need to cooperate with Kurds on their territories in order to promote peace and security in the Middle East. Our research of Ankara and Tehran interaction will help distinguish that both of them should continue to use diplomatic methods due to a large influence on the developments in the region. Sometimes even small changes can lead to irreparable consequences. This proves the need to control the formation of relations between the two states. In this case, we should not lose the Kurdish issue, which has become a rallying point for these countries.

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### **EXPLORATION OF THE ARCTIC IN THE CONTEXT OF GLOBAL ISSUES**

In recent studies variability and predictability of the Arctic climate system has occupied a prominent place. The interest to it has notably increased due to information received through observations of rapid climatic change in this region. The world community has recognized the numerous important and relevant but still poorly understood climatically significant processes, which in recent years have been reflected in a number of international large-scale initiatives on the Arctic climate studies. The aim of my research was to find and analyze scientific data on environmental situation in the Arctic in the context of exploration of its natural resources.

Many countries take active part in the exploration of the Arctic region. For example, Finnish organization "Arctic Climate Impact Assessment" started in 1996 works to protect the unique nature of the polar environment. The priority areas of cooperation in the Finnish Arctic are environmental protection, the development of maritime transport and advanced ice technologies. Norway is a leader in Arctic oil and gas extraction, as well as a center of research on the Arctic. In the near future Russia, together with Iceland, may become the major centers of marine transportation services aimed at the Northern Sea Route.<sup>1</sup>

At present the Arctic region is a vivid example of penetration of scientific issues into political sphere. Rapid climate change observed in recent decades in the Arctic could drastically rediscover existing or create new inter-state problems associated with exploration and production of energy, use of marine biological resources and transport routes, and problems connected with delimitation of the continental shelf. They can also become a factor of destabilization of naval activities in the region. Still active collaboration in the Arctic on international scale including political, scientific and economic spheres will lead to positive results and in the first place will work well for protection and preservation of nature resources in the Arctic region. Fulfilment of this task, a thorough analytical analysis and field research may help improve the situation and will serve as a solid foundation for solving environmental problems jointly.

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<sup>1</sup> Арктика: зона мира и сотрудничества / отв. ред. А. В. Загорский. ИМЭМО РАН, 2011. 195 с.

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### **THE CAUSES AND CONSEQUENCES OF THE BREXIT**

The research theme of the issue is the causes and consequences of the United Kingdom's (UK) leaving the European Union (EU) as the result of the referendum which was on the 26 of June 2016.

The causes of the Brexit can be subdivided into 3 groups: political, economic and social. Political reason is the delegation a part of state sovereignty in favor of EU that limits the UK authorities in carrying out domestic policy. The economic reason is the growth of the UK contribution to the EU budget: during the 2009—2010 financial year it was 4.7 billion pounds, but in contrast, during the 2015—2016 financial year it was at the level of 8.8 billion pounds.<sup>1</sup> The social reason is the migration policy of the EU: the balance of the increase in the number of migrants over the last four years was 45%.

The consequences of the Brexit will be interrelated both for the UK and the EU. Intra-EU trade level will fall in connection with the increase trade costs and falling commodity circulation because all trade between the UK and the EU will be regulated only by the World Trade Organization (WTO). The migration policy of the UK will also change: the UK may restrict entry of EU citizens into the country by bilateral agreements with other countries or the UK can agree to the free entry of EU citizens in exchange for obtaining trade preferences in the internal market of the EU within the European Economic Area (EEA).

In conclusion, it might be said that the causes of the Brexit are justified and transparent, but real consequences for the international community can be observed only some years later after the end of the official procedure of the Brexit.

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<sup>1</sup> European Union Finances 2015: statement on the 2015 EU Budget and measures to counter fraud and financial mismanagement [Электронный ресурс]: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/483344/EU\\_finances\\_2015\\_final\\_web\\_09122015.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/483344/EU_finances_2015_final_web_09122015.pdf)

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### **STRUGGLE OF RUSSIAN DIPLOMACY / FOR NORMALIZATION OF RELATIONS WITH WESTERN COUNTRIES AS A PROJECTION OF SOVIET DIPLOMACY STRUGGLE FOR THE USSR RECOGNITION**

Nowadays it is not a secret that Russia is going through the stage of tense relations with the West. Over the past years there happened serious international events that led Russia to diplomatic isolation: the Ukrainian crisis, Syrian war, annexation of Crimea and etc. In the light of these facts the West criticizes such ways of Russian policy and blames it for “propaganda”, “espionage”, “attempts to establish it’s hegemonism throughout the world”. Russian diplomacy, which during the history has finally found itself on international arena, actively fight with such false accusations.

Talking about Russian position on the world arena we shouldn’t forget about public opinion. Based on the survey that was conducted by “Levada center” in the end of 2016 we can say that the most part of interviewees believe that the West aspires “to humiliate and knock the stuffing out of Russia”.<sup>1</sup>

So, for better understanding of this problem we tried to compare the current political situation with the situation of 1920—1930<sup>th</sup> when the Soviet Union was experiencing the process of diplomatic isolation after the Bolshevik’s seizure of power. Finally, the Soviet diplomacy managed to achieve the recognition of the USSR by the majority of the capitalist countries. As then nowadays the Kremlin also as the USSR is trying to build equal relations with partners through negotiations and aspires to friendly and peaceful cooperation, with respect to its own interests.

In the research we drew the parallel between these two different epochs and figured out that the situations are quite alike. This current period of diplomatic collaboration between Europe and Russia has shown that it’s impossible to talk about “the trust” of the West powers because it can be used against our country. We came to conclusion that after 100 years Russia again fights for its position on the international arena.

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<sup>1</sup> Россия-Запад [Электронный ресурс]/ Левада-центр. Аналитический центр Юрия Левады. 2016. URL:<http://www.levada.ru/2016/11/08/rossiya-zapad/>

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### **INFLUENCE OF THE «LEFT TURN» ON INTEGRATION PROCESSES IN LATIN AMERICA (1998—2011)**

Studying Latin American region, it is impossible not to face with a term «left turn», a phenomenon, which appeared in 1990s with the rise to power of left-wing governments in many countries, such as Venezuela, Brazil, Chile, Argentina, Bolivia, etc. One of the reasons why these changes happened was alter-globalization, as a counter to globalization. At that time there was a democracy crisis, intensification of social and political antagonism, growth of unemployment and inequality, so the «left turn» was an action, designed to change that situation. All these facts had positive and negative consequences; however we would like to mention the influence of the described phenomenon on integration processes.

According to our investigation, some initiatives, oriented to regional integration, occurred right after the events discussed above. First of all, ALBA Alliance creation and using a virtual regional currency known as the Sucre is worth mentioning. Secondly, the Pacific Alliance was formed with some features of further integration. Moreover, UNASUR and Andean Community are equally important, because of the Andean passport creation, which allowed people to move freely within the borders of Andean Community participants. Furthermore, having studied the statistics, we revealed that after the left-wing governments came to power, living standards raised. For instance, Human Development Index has changed for the better and poverty alleviation has taken place<sup>1</sup>.

To sum up, we would like to highlight that there are many issues which show the influence of the «left turn» on integration processes in Latin America: all changes and the creation of regional organizations specify it. However, the issue still needs further research, so it can help us to define the tendency of future integration in Latin American region.

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<sup>1</sup> United Nations development programme. Human development reports. Trends in the Human Development Index, 1990—2014. URL: [<http://hdr.undp.org/en/composite/trends>]

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## **A TRANSFORMATION OF THE STATE SOVEREIGNTY IN AGE OF GLOBALIZATION**

Today any political science research, dedicated to the world politics, isn't mentioned without a globalization like an important tendency of the modernity. The state sovereignty totally saves itself importance of fundamental principle of world organization, which admits by all subjects of the international politics. However that contents with which he is filled at the present stage of development cardinally differs from earlier periods. National frontiers stopped being barriers to globalization forces in the field of economy, culture, education, information, etc. Today it is impossible to imagine the state which sovereignty in practice wouldn't be limited to the international liabilities. The international organizations gradually assume the increasing volume of the power and receive ability to impose the decisions to the sovereign states not only in external, but also in domestic policy. And the states are often forced to agree with the decisions imposed to them not to appear in the international isolation.

In 50 years in Europe was created the system of the institutes limiting sovereignty of the certain states. The USA offered the world liberal democracy as ideological base of a new world order, but did not confer on themselves responsibility for its development. The policy of the USA at a boundary of the XX — XXI centuries was connected with a series of armed conflicts, including military intervention, airstrikes, and also the hidden influence in regions of the American interests, that is practically worldwide. In process of reduction of opportunities of the USA for realization of their advantages «anarchical» tendencies increase in international policy that show events of 2014 not only in Ukraine, but also in Libya, Syria, Iraq and other countries.

Thus, in the fullest volume the sovereign advantages will be saved by the steadiest states.

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### **PROTECTION OF REFUGEES: IS IT POSSIBLE FOR EUROPE TO SOLVE THIS PROBLEM?**

During 2015, almost one million refugees and migrants arrived in Europe from many different countries. Nowadays Europe suffers from disability to give these people protection and good conditions. What is the main reason of this problem? How can it be solved? The main reason of such global issue is that Europe is divided.

It is not a secret that European countries don't want to cooperate on the refugee issue. The Visegrad Group would not agree a change in EU rules on the relocation of refugees. The largely globalized societies of Western and Northern Europe, that already hosted huge immigrant communities, contrasted with the societies of Central Europe, which had lived in relative isolation over decades and were consequently less prepared to deal with a large influx of foreigners. According to the Review of European Economic Policy, as a functioning European distribution system for refugees does not exist, the number of refugees depends on geographical location, the level of benefits offered in the asylum procedure and the refugees' intention to join existing networks of their own ethnicity<sup>1</sup>. As an example of effective refugees' distribution we can see the situation within the USA. While only the federal government may decide who can enter the USA as a refugee, generally, federal law requires cooperation between federal, state, and local governments when it comes to the resettlement of refugees.

I came to a conclusion that European countries should distribute those that are coming through single distribution system. More than that, a supervisory body must be created which will control and oblige all EU members. Europe is able to solve refugee crisis through common cooperation and negotiations. It is a good way to help people who suffer from terrorist attacks in the Middle East and other parts of the world.

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<sup>1</sup> Martin Altemeyer-Bartscher, Oliver Holtemöller, Axel Lindner, Andreas Schmalzbauer, Götz Zeddies. On the Distribution of Refugees in the EU // Intereconomics. URL: <http://archive.intereconomics.eu/year/2016/4/on-the-distribution-of-refugees-in-the-eu/>.

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### **ANALYSIS OF MIGRATION PATH: POLITICAL, LEGAL AND ECONOMIC REGULATION IN THE SOCIAL SPACE AND TIME**

The subject of migration relation is a human being who has his/her own individual features and social status. A person becomes a migrant voluntarily or under pressure of circumstances, and must have a set of physical, intellectual and professional skills in order to adapt to new conditions. The goal of the study is to provide information for data base on migrants, concerning their social and psychological needs, legal issues in order to design special protection and support programs.

At the same time migrants with higher education should verify their qualification and compliance with the professional requirements of the host country that is extremely difficult without knowledge of the local language. So, migrants first join the "shadow" labor market, increasing criminal processes in the field of employment and causing dissatisfaction of the local population.

Therefore for political, economic and legal regulation of migration flows and in order to avoid conflicts with the local population, which would inevitably lead to differences in the ethnic violence, terrorism and extremism, it is necessary to streamline the uncontrolled dispersal of migrants on the territory of the host country:

- to encourage migrants on settlement trajectory with considering of labor market needs, demand for those particular professions;
- to diversify the direction of migratory flows in accordance with the needs of the economy, science and industry;
- to create comfortable social environment for migrants, attractive for life, allowing to implement human capital;
- to analyze the migratory trajectory in Western Europe in order to bring foreign experience of migration flows regulation into Russian economy, science and production.

The results of the study are programs of legal, social and psychological support as an optimal solution of migration concerned issues, involving scientists and students, social workers, Legal Clinic and Psychology Lab volunteers.

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

## **Denis Aksenov**

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### **ETHICS AND MORALITY IN INTERNATIONAL RELATIONS**

All around the world, every country has its festivals and occasions, some cultural events are worldwide. Nowadays the most well-known are: Olympic Games, Eurovision Song Contest, Academy Awards (Oscar), Woodstock Music & Art Fair and others. They were created just to recognize who is the best. Today all these events are more than just contests; they are the stage for political conflicts.

The aim of my study is to show how political issues influence all spheres of our life.

N. Machiavelli claims that human beings are egoistic and self-interested to the extent that self-interest overcomes moral principles. States tend to pursue self-interest therefore there is a tension between demands of morality and requirements of successful political action. He denies the presence of ethics and morality in international relations. According to his doctrine “anything is justified by reason of state.”

The Oscars faced criticism again this year after zero nonwhite performers were nominated in the acting categories for the second year in a row. But over its past 87 ceremonies, the Academy Awards have honored a number of nonwhite actors, directors, musicians, writers, and others.

Crimean Tatar singer Susana Jamaladinova under the stage name Jamala performed the song “1944”, which lyrics actually focus on Joseph Stalin’s mass deportation of 244,000 Crimean Tatars in 1944 — a tragic event that has been equated to genocide by the Ukrainian parliament.

Anti-doping at the Rio Olympics was branded the “worst” ever at Games. Rio 2016 began less than three weeks after the publication of a damning report in which Russia was found guilty of state-sponsored doping at the 2014 Winter Olympics.

Political implication of these events is obvious. If we want to change the situation we should return to the values which these events initially had. We allow politicians to rule our world. Soon we will not be able to buy some milk without a political scandal.

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## **Lubov Grigori**

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### **WOMEN'S MOVEMENT EVOLUTION IN THE KOMI REPUBLIC IN THE LAST 100 YEARS**

In the late 19th — early 20th centuries the question of equal rights in society between men and women was not raised due to objective circumstances. Revolutionary ideas, the foreign policy situation in the country and the traditions of patriarchal society where a powerless woman obeyed the husband completely led to the development of women's movement. This movement originated in Russia in the 20th century.

In the early 20th century a feminist movement was born in Russia, which brought a different worldview and clearly identified the problem of gender inequality. In 1908 the First all-Russian women's Congress with more than 1,000 delegates was held. The first women's organizations appeared in Komi when the World War I began. Their purpose was equal representation of women and men in local governments. The position of women in society changed dramatically when the Soviet period started. The women's movement got organization and ideology. In Komi women's organizations appeared at different levels in industry, state institutions, operating under the party and the state control.

A new period began in 1991 when women's movement declared itself as an independent social movement. The Komi Republic Union of women has offices in all municipalities of the Republic. "Women of Syktyvkar" organization is actively working in the capital of the Republic. Originally the main issues of the women's movement were those of childhood and maternity, now women's initiatives deal with the solution of problems in education, housing, media etc. The women's movement has become an important force in the political life of the Republic of Komi.

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### **EUTHANASIA, HUMAN RIGHTS AND THE LAW**

What are human rights? International human rights law lays down obligations of Governments to act in certain ways or to refrain from certain acts, in order to promote and protect human rights<sup>1</sup>.

An analysis of legislations of different countries indicated that the vast majority of countries have no laws permitting active euthanasia or assisted suicide. However, the latest research show that it is practiced illegally by some doctors, nurses and even by friends and family members of seriously ill patients. Otherwise, the right to assisted suicide or voluntary euthanasia is not a globally recognized human right. While we have a right to life, the opposite (a right to death) is not recognized at the international level.

The paper is trying to answer the question: what a person can do if he has his own human rights but cannot use them in full? Today, it has been the subject of moral, religious, philosophical, legal and human rights debates. The core issue is how to reconcile competing values: the desire of individuals to choose to die with dignity when suffering, and the need to uphold the inherent right to life of every person, as recognized by Article 6 (1) of the International Covenant on Civil and Political Rights (ICCPR)<sup>2</sup>.

The paper studied several legislative attempts which have been made to legalize euthanasia. For example, Australia's Northern Territory was the first place in the world to legalize euthanasia.

The example has shown that, on the one hand, the right to life, guaranteed by Article 2 of the Convention, obliges the states to establish a procedure to ensure that a decision to end one's life indeed corresponds to the free will of the individual concerned. On the other hand, the right to life does not include a right to choose to die. Therefore, we came to a conclusion that a state's obligation to protect life must be balanced against the right to personal autonomy which any person has within the right to privacy.

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<sup>1</sup> Euthanasia, human rights and the law. Sydney, 2016. P. 9.

<sup>2</sup> Pollard, B. Human rights and euthanasia. London, 2008. P. 95.

# Alexander Kalistratov

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## UNIVERSAL VALUE OF CULTURAL PROPERTY

At the present moment, the cultural property is under protection of international bodies. However, should independent states or even ethnic groups have more liberty in respect to actions they can undertake to protect cultural property?

During the 20<sup>th</sup> century, the international community has elaborated the unified approach to issues concerning protection of cultural property. However, new challenges have disclosed that it is time to modify the approach. Every independent state is obliged to treat its cultural property with due respect in order to keep it safe for the world. At the same time, many cultural objects represent groups which share common culture or ethnicity and thus measures undertaken by states should be more active.

1970 UNESCO Convention binds states with such obligations in respect to cultural property, as to prevent illicit traffic of it and to cooperate<sup>1</sup>. Apparently these obligations are not enough. Destruction of Buddha statues in Afghanistan, ancient manuscripts in Mali, artifacts in Palmyra, all these dire examples demonstrate that some states can no longer comply with their obligation to protect cultural property. Other states already undertake steps to save cultural property originated from where it is in danger. For example, the British Museum has confirmed that it keeps looted artefacts from Syria and Afghanistan to guard them and return when the situation becomes stable.

In the circumstances when priceless artefacts are wiped out, every state should have a duty to preserve illicitly imported cultural property rather than an obligation to return it to a dangerous place.

It can be concluded that the model of international bodies' leading role in protection of cultural property doesn't work anymore. The protection needs to be more flexible, and there are states and ethnic groups which can react to imminent dangers effective enough.

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<sup>1</sup> Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property 1970 // URL: [http://portal.unesco.org/en/ev.php-URL\\_ID=13039&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201.html](http://portal.unesco.org/en/ev.php-URL_ID=13039&URL_DO=DO_TOPIC&URL_SECTION=201.html)

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**MEDIA VIRUS AS A SOURCE OF SOCIETAL  
TRANSFORMATION: THE ARAB SPRING  
PHENOMENON**

With the wide spread of communication tools we penetrate into information environment where mutual exchange of data with the help of means is realized. Media here is not only a source of information, but also a provider of an opportunity to enhance a particular culture and heighten the impact of feedback and interaction. A minor media event reflected in data sphere could lead to a change in configurations of a former structure of society, i.e. societal transformation. These events according to Rushkoff D.<sup>1</sup> are called media viruses.

The goal of the study is to describe media viruses as a source of societal transformation using the example of the Arab Spring events. Its objectives are: to trace the mechanisms of distribution of media virus, to formulate reasons for the successful assimilation of the virus in Arab republics. The work is based on structural-functional and factor analysis.

Wide publicity given to the death of an internet activist Khaled Said in Egypt initiated the beginning of the revolution, despite the fact that Khaled was not the first victim of police tyranny. Societal transformation in Egypt and Tunisia is caused by self reproduction of media viruses. Revolution as one of the form of societal transformation led to regime change in countries mentioned above. However, media virus in Yemen, Libya, Bahrain, Algeria and other was not distributed widely and became only a tool of transformation.

The events of the Arab Spring illustrate and indicate media viruses' role as a source of transformations. In recent years, studying the essence of media virus has become an urgent problem, so that it was possible to prevent society from impetuous radical social changes.

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<sup>1</sup>Rushkoff, D. Media virus!: hidden agendas in popular culture. — New York: Ballantine Books, 1994. — P. 6–17

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**CHANGES IN THE MEDIA SPHERE  
AS A REFLECTION  
OF SOCIETAL TRANSFORMATION**

The fact that mass media influence on people's minds seems to be obvious and commonplace in media studies. Mass media is a social change indicator because it always changes with society. Every single societal change is reflected in media sphere, and vice versa. For instance, at the beginning of the 21st century people used to get information at work in the morning and in the evening, after having gone home. Nowadays media consumption has changed and people get information round the clock. At present, instead of the term "journalism" the term "media" is being used.

The goal of the research is to theoretically analyze the concept of media projects, to find and define the difference between officially registered mass media and private independent media projects. Our aim is to create a model of a successful media project. Methods of research include content analysis of the following media projects: BuzzFeed Inc. — global media project, available in 6 languages, founded in 2006 in the USA, Baten'ka, da vy transformer! (Daddy, you are a transformer!) — the independent regional media project, available in Russian only, founded in 2014 in Moscow, OUT OF — local media project, covering cultural life of Arkhangelsk, founded in 2016 in Arkhangelsk.

The choice of particular media projects is based on the target audience: global, regional and local. We compare models of these media on three levels that gives a theoretical background to create a general model of the media project.

The reason for increasing popularity of media projects is the availability of technical means (websites: tilda.cc, readymag.com etc.). The conceptual difference is that media project is not real media, it is a website with particular information. Still it could be analyzed as an extension of the regular media due to the functions which it performs. These issues will be detailed in the research.

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### **POSSIBLE INTERNATIONAL CONSEQUENCES OF THE PROHIBITION OF “JEHOVAH'S WITNESSES” IN RUSSIA**

Jehovah's Witnesses is an international religious organization with more than a hundred years' history. The members of this organization have always been under the pressure from the governments and society because of the dominant position of other religions in the countries around the world. Today, the study of Jehovah's Witnesses' activities occupies a special place in Russia, where the pressure on this organization has become especially strong. It should also be noted that the topic under consideration has not been studied enough in modern science and this fact highlights its novelty.

The main purpose of this study is to identify possible specific effects of the eventual ban on the activities of the organization in the Russian Federation with the reflection on the domestic and global processes. To achieve this objective the current state of the conflict has been carefully studied by analyzing the extremism charges against the organization; drawing an analogy with the previous similar conflicts and by attracting wide factual material as well as the results of opinion polls.

The study shows that the most significant possible consequence of the problem is that the ban on the activities of the organization can lead to a negative attitude of the global society to Russia and the prestige of our country as a "democratic secular state" can wane. The measures taken by the Russian government concerning the "Jehovah's Witnesses" seem to be ineffective and will not lead to positive results for our country. Respectively, it is worth considering that the government should somehow correct its policy towards this organization to avoid the above-mentioned negative consequences.

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## **METHODOLOGICAL PROBLEMS OF MODERN JURISPRUDENCE**

Methodological aspect of the jurisprudence in recent times has caused quite a lot of interest in the scientific community. It can be connected with the increasing complication of the scientific knowledge and its contradiction. It leads to the consideration of the concepts of method and methodology to be very important elements of the science. They usually stand as a base of its ideological component and therefore help to determine the direction of the research.

Talking about the methodology of the jurisprudence on the current stage and the problems identified, we must note the difference of opinions over the classification of the methods, which sometimes causes confusion in the investigation. There are 3 groups of methods usually distinguished in the general theory of law, which are the philosophical, common and particular methods. Another classification includes specific methods used only by the juridical science like formal-legal or comparative method. Despite the fact that now it is giving more attention to methodology, its status in whole and especially in the jurisprudence still stays low.

It seems reasonable to offer new methods as a solution to these problems, their detailed studying; the development of a methodology as a science. Having analyzed the current situation, we suppose it would be rational to stop the choice on the division containing all methods that may be used by jurisprudence: philosophical, common, particular and special legal methods.

In prospective, all the scientific material in this area will be, most probably, systematized and updated, what will serve as a possibility to move the cognition of the state-law phenomena on the new level.

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### **TIME MANAGEMENT FOR STUDENTS**

Student life is the brightest period of our life. It is a mixture of study and great fun, playing sports and following their hobbies, earning money and wasting time. But many students complain that they haven't enough time to do what they really want to do. That's why students need to manage their time effectively if they're going to be successful.

This paper aims to investigate students' attitude towards time management.

Undoubtedly, the main tool is planning the day. So, a survey of 102 students of the Siberian Institute of Management revealed that most of them don't make time to plan the day. It's interesting that 5% of respondents try to plan their day and to follow it; 47% of students tried to plan their day's activity for several days, but then gave it up; 48% of the students didn't even try to plan their day. And yet 97 % of all respondents have a desire to do more in their free time.

My research shows that most of the students have a problem with planning their day's activity and they wanted to do more about it. Most of their time is devoted to learning; they recognise that they have enough free time, but cannot use it economically. Students accept that they often don't do homework, because they feel that they lack the time for it.

At the same time they would like to learn better and sleep better, have time to play sports, do their favorite hobby and meet with friends and family.

As a result, students are asking to be taught the skill of time management at university. There are also some rules that students should observe to achieve success in their professional activities, as well as in personal life.

In conclusion, students have busy schedules that include study, work and going out to socialize. Time management is a skill that can be learned, and when it is it can make life less stressful and more productive. Surely the university is a place where students should have a chance to learn to organise their day's activity properly. Time management skills and discipline can help students for the rest of their lives.

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### **THE CONCEPT OF EVERYDAY RACISM**

Since the time of approval of the colonial practices as a new form of domination, racism has continued to influence social relationships throughout the world. The scientific community continues to debate the nature of this phenomenon. Despite the fact that the concept of racism was formed a relatively short time ago, its current state has undergone many significant changes. Recent widespread methodology of the sociology of everyday life allows us to get a new perspective on the phenomenon of racism in terms of everyday relations and routine practices.

The goal of this work is to define the main idea of Everyday racism, and show people the development of this problem from research by western and eastern scientists.

The basis of the study of Everyday racism consists of theoretical research by Philomena Essed, Jane Hill, Kenneth Bolton and Joe Feagin. They tried to determine the core reasons of racism today through factual examples. These authors showed that despite the world's tolerance we could still observe racist practices in many countries and societies.

Unfortunately, the subject of racist discourse is closed for the Russian public. According to our survey, which was conducted among the students of SIU RANEPА, nearly 100% of people know the definition of the term "Racism" and 83% of respondents have already observed it in their life. However only 16% of surveyed have experienced it. In spite of the fact that 69% of Russian students are convinced that the problem of racism is relevant in our country, they cannot understand the scale and full extent of the racist discourse's danger. It also can be proved by the fact that only 14% of respondents know about the presence of the new form of discourse — "Everyday racism".

Furthermore, in Russia's scientific world there is not any fundamental research on the topic of Everyday racism.

As a result, our research showed that in the modern world racist discourse still exists and has developed into new forms. The experience gained in the field of Everyday racism by western sociologists opens up many opportunities for the study of this issue in Russia. It can also help us to draw people's attention to this issue.

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

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## **CURRENT STATE OF THE INSURANCE MARKET IN RUSSIA**

The latest insurance system of the Russian Federation at the beginning of 2017 is positioned within the legislation framework, and its foundation is built on the basis of the structure of insurance institutions. At the moment it functions as one of the main elements of the financial system, the presence of which is confirmed by the presence of foreign investments (capital), as well as an established system of legislation governing its growth and development.

In order to reveal the subject, it is first necessary to look at the statistics of the previous years. If in 2005 the share of insurance premium was 2.7 % by 2016 the figure had decreased significantly, approaching the level of 1.3 %. And according to "Expert RA" about 10-20 % of the property of individuals and legal entities in Russia are insured. However, according to the plan of development of the financial market of the Russian Federation for the period of 2016 — 2018, the Bank of Russia relies on the development of long-term life insurance. Surprisingly, it gives results, as in 2016 the insurance market grew by 13.9 % due to the coli sales growth<sup>1</sup>.

In 2017 the market is expected to increase by almost 10 % due to the sector of investment life insurance. From the above statistics it is clear that in 2017 the dynamics of insurance premiums will begin to decrease dramatically without COLI. Also one should remember that any system, including the insurance one, urgently needs professional personnel because the progress in the field of the insurance market and its institutions is a symbol of a civilized state. And Russia is the country that should fully support this status<sup>2</sup>.

Despite the apparent progress of the insurance market of the Russian Federation, its condition for this period leaves much to be desired. In 2017 in the situation of having limited opportunities to use external sources of financing, domestic savings have become an important source of investment, one of which is the life insurance of Russian citizens.

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<sup>1</sup> <http://raexpert.ru/sproject/bfsr/finstrategy-2020/insurance/>

<sup>2</sup> <https://www.acra-ratings.ru/research/104>

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## ANALYSIS OF FACTORS AFFECTING BUSINESS PROSPECTS

Studying the trends of the modern world economy, we can see that one of the topical issues is the factors that determine the financial health of business. Based on a comparative literature data analysis, it is possible to generalise different approaches. In this report I would like to present the results of several case studies containing the analysis of the external factors constraining and stimulating development of a business.<sup>1</sup>

A lot of companies expand their businesses. New business environments require to change the traditional thinking of the home market and to start looking at business from an international perspective. Failures may be due to economic or cultural factors.

The researchers developed a new model including all affecting factors: **culture** (customs, attitudes, thoughts and feelings, manners, behaviour, ethics, morality, family, education and national identity) **negotiations** (language problems, different ways of thinking, priorities, personal relationships, direct contracts, honour, dignity, respect, knowledge of the cultural background, and the negotiation process itself), **price negotiations** (quality, service, delivery, competition, cost structure, and strategic objectives).

This model shows the interaction between three important elements that influence the international business. Culture is the central issue which affects both the negotiation and the price negotiation process.

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<sup>1</sup>Dahles H. On (Mis)Conception of Culture as a Vehicle of Business Success // East Asia. — 2007. — № 24. — P. 173-193. Dahles H. Business Networks in East Asian Capitalisms. — Nathan. — 2016. Deary H., Kimmel V., Lopez P., Effects of cultural differences in international business and price negotiations. — Växjö. — 2008. Salacuse J.W. The Global Negotiator: Making, Managing, and Mending Deals Around the World in the Twenty-First Century. — New York. — 2003.

**Maria Andreyko**

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## **INNOVATION AS A KEY FACTOR OF INCREASING COMPETITIVENESS OF ENTERPRISES**

The competitiveness of national enterprises to a large extent depends on the priority directions of the national economy development. Innovations must become one of the main directions in Russian economy. In order to obtain a sustainable competitive advantage, companies are forced to seek new forms of business organization. One of the factors that can increase the competitiveness of business is the active use of innovative technologies.

However, large Russian businesses have very little demand for innovations. The national report of the AMR (Association of Managers of Russia), called "Innovative development", shows that the proportion of innovatively active companies makes up only 10-12% of the total number of enterprises. This situation is caused by the fact that many businesses carry out their activity only in the regional market (30%) or work in very narrow niche markets (about 20%) that are not of interest to global competitors<sup>1</sup>.

The main factors influencing the competitiveness of enterprises are the following: introduction of the latest scientific and technological achievements into production; increase in the share of highly qualified employees in the personnel structure of the company; increase in the quality characteristics of produced goods and services along with the reduction of production costs; development of new markets.

The use of scientific and technical achievements in the production progress will allow manufacturers to create entirely new products, improve production technology and significantly improve product quality. These changes will result in the ultimate increase of their competitiveness.

Thus, the growth of innovative activity has a positive impact on the competitiveness of the enterprise.

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<sup>1</sup> E. V. Trusevich, N. A. Goncharova. Innovation activity as a means of competitiveness // *Sovremennye tekhnologii. Sistemnyi analiz. Modelirovanie.* №2 (42), 2014



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## **DEVELOPMENT OF INNOVATIONS IN RUSSIA**

At present innovations in Russia are the key driver of the economic growth, and therefore, the country needs a boost to launch innovative development.

According to the results of the research carried out in 2016, the majority of respondents noted that in recent years the situation with intellectual property protection has improved, and business connections with universities and research centres, have been strengthened to create and develop technoparks and innovation clusters.

These elements of the innovation climate in Russia were evaluated as the most positive ones. At the same time, the involvement of Russia in the global innovation community, the rate of withdrawal of innovative products from the market, the quality of laws and availability of finance were given the lowest evaluation. The main barriers for innovation are: administrative procedures and licensing, unpredictable economic conditions, inadequate regulatory measures stimulating the demand for innovation.<sup>1</sup>

Over the years, the State has taken actions to reform the existing system. They have reorganized the Russian Academy of Sciences and created the innovative territorial clusters. The national entrepreneurial initiatives have prompted the government to reduce some administrative barriers that used to slow down business activity. Within the framework of the program «5-100» focus has been put on improving global competitiveness of Russian universities. The changes mentioned above are just a part of the complex approach of the State that is aimed at creating a favorable environment for innovations.

The wide development of innovations requires not only big investments but also proper and effective management of the resources, needed to achieve the most positive output from using these investments.

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<sup>1</sup> Official website PBN Hill+Knowlton Strategies» electronic resource. — access mode: <http://pbn-hkstrategies.com/>

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## **THE ROLE OF GAME INDUSTRY IN RUSSIAN ECONOMY AND PERSPECTIVES OF ITS DEVELOPMENT**

Today, the game industry is a great opportunity and help for not only game developers, but also programmers and it can be very important and indispensable in all industries. It should be noted that this industry has attracted different investments in the country's economy. Furthermore, the game industry is highly dependent on the precision of computers, so the development of the industry promotes the production of high-technologies. Currently, the mining industry is the basis for the formation of Russia's GDP, while the game industry can also find its place in the formation of GDP, but could not develop properly, so this problem is urgent.

According to agency Insight ONE<sup>1</sup> in 2014 58% of Russians play certain games. These statistics demonstrate the interest of Russians in the products of the market, although the game industry has only recently begun to develop as a full-fledged business on the territory of the Russian Federation.

If we talk about the companies involved in the game industry of Russia, I would like to name «Gaijin Entertainment», whose income amounted to 15.6 million dollars.

If we look at the incomes of companies, it can be seen that from year to year, firms are increasing revenues. I concluded that investing in this industry is the safest because of a large target audience and consumer demand, which is increasing every year.

Summing up, I would like to note the growth in this sector of the economy. Today the Russian game market profit amounts to 1.89 billion dollars, equal to the amount of television advertising market, which once again proves the stable development of the industry<sup>2</sup>.

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<sup>1</sup> A. Podshibyakin «Research Insight one: the game industry in Russia» — a presentation of the agency Insight one on June 26, 2014.

<sup>2</sup> P. Ermolych "Game Analysis of the market in Russia and the world, 2014-2017" — a presentation of the agency J'son & Partners Consulting on July 24, 2015.

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## **THE MOST SUITABLE MARKET MODEL FOR RUSSIA**

Nowadays it is often told that Russia should make a choice in economic sphere. This choice means giving preference to Eastern or Western market model. The market model will influence the future of our nation, our economic prosperity and social well-being. Therefore, this article is dedicated to scientifically prove which market approach is the most suitable for the Russian Federation.

In accordance with our main target, the following objectives are identified:

In the beginning, with the help of some social research we are considering 3 basic indices (power distance, uncertainty avoidance, individualism) which characterize the country's aptitude to a certain market model.

In the end, we are choosing the most relevant market model for the Russian Federation based on the analyzed indicators, using the method of clusterization.

The name of the first index is power distance. Power distance can be defined as the extent to which the less powerful members of institutions and organizations within a country expect and accept that power is distributed unequally. Russia enjoys significant 71 Power Distance points (out of 100).<sup>1</sup>The second indicator is uncertainty avoidance index. It is defined as an ability to take risks. Russia has pretty high UA index of 79 points accordingly. The last index is individualism. Russia has only 39 points of it.

In general, there are three leading types of economic culture that can be successfully combined with the market mechanisms. These market models are the British liberal model, the west-European social-democratic model, the Eastern Patriarchal corporation model.

Our research is going to reveal that the most optimal model for Russia would be Eastern Patriarchal corporation model in which such values as traditionalism, collectivism and large power distance prevail. The institutions of this model are the most genetically friendly for the Russian Federation that is why this market model is the most suitable.

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<sup>1</sup> Hofstede G. Key Differences in work-related values. California, 2014. P. 42.

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**IMPLEMENTATION OF LEAN PRODUCTION  
PRINCIPLES ON THE MARKET  
OF TRANSPORT SERVICES**

Lean production system is known as the western term for Japan Production System. This production philosophy is now widely used in different industries around the world.

Lean manufacturing is a systematic method for the elimination of waste within a manufacturing system. Changing the production system and manufacturing principles, the internal losses are reduced and at the same time released the people, facilities, energy.

Lean production at JSC "Russian Railways" has been developing since 2010. During last five years, company introduced a variety of tools and techniques of lean manufacturing, the formation of corporate and industrial systems of JSC "Russian Railways". Concerning the West Siberian Railway, implementation of these projects started in 2011 and currently stands at 124 enterprises.<sup>1</sup>

It's necessary to calculate the economic effect in order to evaluate the effectiveness of the implementation of the project. The economic impact is estimated by such indicators as saving material and labor resources, funds; reduction of time for analytical work.

Expected economic effect of implementing the projects in 2016 made approximately 1.2 billion rub.<sup>2</sup>Traditionally, company leaders spend little time on cost management, whereas today cost reduction has become their biggest priority. Thus lean manufacturing contributes to the realization of the important target to cost reduction.

In conclusion, the company should take measures to improve situation with lean production. Therefore, it's necessary to establish a well-organized manufacturing system with high quality services within minimum costs.

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<sup>1</sup> <http://www.rzd-expo.ru/innovation/>

<sup>2</sup> [http://www.rzd-expo.ru/berezhlivoe\\_proizvodstvo/](http://www.rzd-expo.ru/berezhlivoe_proizvodstvo/)

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## WAR AS A STIMULUS FOR ECONOMIC GROWTH

The centuries-old history of mankind seems to be developing under war conflicts that assumed to serve as an immoral though efficient method of settlement of various conflicts. Scientists put forward the theory that despite negative aspects of this phenomenon, war appears to have positive attributes, among which national economy growth is noted.

It cannot be denied that fundamental innovations, for example, nuclear power discovery, invention of computer, the Internet development, were stimulated by the American government to ensure the victory in the Second World War. Jan Morris, Professor of history at Stanford University, having considered history of the Roman Empire during the Renaissance and the modern USA, claims that war is a critical factor of economic growth. In each of the cases there is tangible evidence that there appears to be an obvious stimulus to trigger technological progress and inventions, and improved public order under armed conflicts<sup>1</sup>. Kwasi Kwarteng, Member of the British Parliament, in his research claims that the need of capital investment in war leads to the enhancement of monetary institutes, which provide growth for the West<sup>2</sup>. The newly released works of economists Chiu Yu Ko, Mark Koyama, and Tuan-Hwee Sng say that Europe developed more fragmented politically than China as in China the risk resulted in political centralization and isolation to protect against external threats, which led to its backwardness, while European countries invested in the development of technology to be ready to reflect attacks of conquerors<sup>3</sup>.

Thus, war has double consequences. Despite numerous human, financial, and other losses, war stimulates national economic growth, pushing the governments of the warring countries to make investments in the development of military equipment as well as technologies.

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<sup>1</sup> Scheide, W. (et al) *The Cambridge Economic History of the Greco-Roman World. Cambridge*, 2007.

<sup>2</sup> Kwarteng, K. *War and Gold: A Five-Hundred-Year History of Empires, Adventures, and Debt. Public Affairs, London*, 2014.

<sup>3</sup> Chiu Yu Ko (et al) *Unified China and Divided Europe. Singapore*, 2014.

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### **UP-TO-DATE ISSUES OF ECONOMIC DEVELOPMENT IN MODERN WORLD**

One of the key processes of the world economy is currently progressing globalization, i.e. a qualitatively new stage in the development of the internationalization. This process means international cooperation of production, development of the international division of labor and international economic relations in general. There is a strengthening the relationship and interdependence of national economies, normal development is impossible without taking into account external factors. This universal interdependence of nations can carry the overall progress and prosperity as well as new dangers and conflicts. Its negative impact on the global economy and the economies of individual countries in addition to globalization causes such problems as power and environmental security, poverty, global imbalance.

On the other hand, there are a lot of advantages in globalization. The world is becoming a single market. In the processes of global development and tendency to elimination of borders the economic development receives new challengers and new recourses. Globalization fundamentally changes the relationship between the external and internal factors in the growing of national economies vs. global economy in favor of the latter. Thus, globalization does not make economic development of individual countries.

In conclusion, we may say that globalization is sure to remain a dominant paradigm of international economic processes. The interdependence of countries along with the growing specialization makes these processes irreversible.

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### **COMPETITION IN THE RUSSIAN BANKING SECTOR**

The aim of the research is to analyze the competitive power of a credit institution, its strategy and tactics development, implementation and improvement in a competitive environment. The subject of the research is the organizational and economic relations arising during the implementation of competitive strategies by credit institutions of the banking sector.

The concept of “competition in the banking sector” is viewed as a dynamic process of rivalry among the subjects of a banking system for dominant positions at the market.

The research required the application of the economic and statistic methods, the methods of structuring, systematic, logical and comparative analysis, mathematics, and expert assessments.

The research revealed the following problems hampering the development of the competition in the Russian banking sector:

— Insufficient sustainability and performance of credit institutions resulting from low investment opportunities and the high rate of inappropriate expenses, and the nontransparent forms of business activity.

— The lack of incentives for the development of fair competition and self-regulation of credit institutions as the Bank of Russia focuses on their regulatory supervision.

— Restrictive activity of the Bank of Russia. Recent approaches to the regulation of the competition among the subjects of the Russian banking sector have restrictive rather than stimulating character.

— Insufficient financial transparency of the credit institutions activity.

Thus, one may conclude that the competition in the Russian banking sector has the characteristics of a highly monopolized market of banking services. It is dominated by national banks, particularly by Sberbank which has a lot of competitive advantages on both the market of deposits and the market of lending to individuals and legal entities. The impact of the competition regulatory agencies is predominantly in the form of the standard-based supervision and has a restrictive character which prevents the fair competition development among the subjects of the banking sector.

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### **CREATING THE OPTIMUM CURRENCY AREA WITH RUSSIA'S PARTICIPATION**

One of the most interesting forms of economic integration is a monetary union. There are two promising associations of the countries with Russian participation: the Eurasian Economic Union and BRICS. The objective is to estimate their compliance to criteria of optimum currency areas and offer recommendations to the National Banks.

A currency zone is a union of countries adhering to the rules of mutual currency relations and acknowledging the decisive role of the leading country's currency.

The theoretical framework for creating a currency union is Mundell's theory of optimum currency area (OCA). It describes the criteria countries must meet to make a single currency or fixed currency exchange rates, economically more advantageous than using countries' own currencies.

Nowadays the existing alliances of countries with Russia's participation don't meet the OCA requirements. In BRICS countries free movement of production factors is limited. EEU economies have low competitive power and currency internationalization unlike the Eurozone.

The Eurozone experience provides a following blueprint:

1) Preparatory measures: eliminating the restrictions on production factors movement; reducing the inflation rates, stabilizing the exchange.

2) Establishing a single regional currency or the leading currency, determining the exchange rate. Creation of the Supranational Bank responsible for new currency issue and funds creation.

3) Switching to payments in the main currency, creating interbank settlements, developing the single monetary policy.

In conclusion it's worth noting that, unlike the Eurozone, aimed at the competition with the dollar, the Eurasian and BRICS integrations are to protect countries' economic and financial interests. The key currency must provide liquidity, reduce transaction costs and currency risks; capital will stay inside the region. Creating regional currency zone will contribute to the market development, currency stability and growth in the union.

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### **FOREIGN INVESTMENTS AS A FACTOR OF ECONOMIC GROWTH**

Investments are that element of aggregate demand that most quickly responds to changes in economic conditions and leads to an increase / decrease in gross domestic product (GDP).

Every country wants to attract as many investments as possible, both national and foreign. It is also important for Russia to attract foreign investments because companies with foreign participation outperform other forms of enterprise by productivity in about 1.8 times.<sup>1</sup>

In connection with the sanctions against Russia capital outflows have occurred. In early 2015 direct investment in Russia fell by 70%, which along with endogenous factors triggered the recession. At the same time, our research shows that, investment in fixed assets (as a part of direct investment) have changed slightly. In 2013 foreign ownership amounted to 7.7%, in 2014 — 7.0, and in 2015 its share even increased to 7.4%.<sup>2</sup>

In our opinion, this fact could be explained by long-run character of foreign direct investments. They react much more slowly to economic conditions changes than portfolio and other investments. Therefore it is important to provide increase in a share of direct investments in their total amount for sustainable economic growth.

Increased efforts are required to improve the investment climate: infrastructure, administrative barriers, etc., that would facilitate the flow of foreign investments especially direct ones to overcome the recession and to move to economic growth.

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<sup>2</sup> Официальный сайт Федеральной службы государственной статистики. Режим доступа: <http://www.gks.ru>

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## **FUTURE OF THE EURO AND THE DOLLAR**

In the rapidly changing world, the rates of the dollar and the Euro have become the main problem in all the countries because these currencies are international.

At the end of 2016, the Euro and the dollar experienced pressure. Despite this, the European Central Bank made a soft, but at the same time, a very aggressive decision about the future policy. At the end of the last year, interest rates remained unchanged, i.e. at 0% for the key rate of refinancing and -0.4% for deposit rates, but at the same time the asset purchase program was extended until December 2017.<sup>1</sup>

This can be called a soft part of the decision. However, along with the extension of the program, the ECB decided to reduce monthly bond buying from 80 billion euros to 60 billion euros, acknowledging the improved economic situation and gradual rise in inflation. But this decision concerns only the Euro. However, since economic laws in the foreign exchange market are the same as in any other market, they must not be ignored. It should also be noted that the Euro is intertwined with the Dollar and the more unstable the Dollar is, the more stable the Euro becomes. The Euro's value today depends on Brexit that might undermine the stability of the European currency.

Analyzing the dollar, it is necessary to look at the statistics data. According to it, the dollar rate has increased by 40% since 2010. This growth will continue in 2017 in case oil prices keep declining and the rate of the FRS goes up. The central bank rate in the USA can be increased by 0.5% in 2017.

We can expect the stability of the dollar and the euro this year. However, it is necessary to consider all the factors that can cause the drop of these currencies. Many global risks will persist in 2017 and may have impact on volatility.

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<sup>1</sup>Финмаркет. Мнения аналитиков/ Режим доступа: <http://www.finmarket.ru/currency/analytics/4430241>

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## **ELECTRONIC COMMERCE IN THE FIELD OF SERVICES IN THE RUSSIAN FEDERATION**

Nowadays contemporary society has become more passive to the using the traditional ways of obtaining the necessary information. More and more people use the Internet to get the most objective and updated information. In this regard, electronic commerce has acquired great importance.

Currently, the scope of services involves the active using of electronic commerce. They include: consulting, e-money, e-marketing, e-banking, electronic commerce and so on.<sup>1</sup>

As any system electronic commerce in the service sector has its own advantages and disadvantages. The possibility of obtaining services from home allows the customer to reduce the time frames and thereby to increase the loyalty to the organization. Ease of operations performed by the client enables organizations to extend the range of their potential consumers.

Despite the fact that the contemporary world is full of information, electronic commerce in the service sector has a number of problems. Information failures may happen in systems of the electronic commerce, so that leads to the paralyzing of the organization. It should be noted that not all segments of the population and not all areas have access to the Internet.

We can talk about the prospects of its further development. The rapid pace of development of electronic commerce in the service sector would lead to new industries and fields of activities. In the future electronic commerce in services will make traditional forms of service obsolete, with the exception of services that require personal interaction with the customer.

Summarizing, we can say that electronic commerce has become one of the most important sectors of the economy by virtue of scientific and technological progress.

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<sup>1</sup> Mayorova E. A., Nikishin A. F., Pankina T. V. Potential of the internet network in formation of the assortment of the trade organizations // European science review. 2016. № 1. P. 208—210.

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### **TOPICAL ISSUES OF RUSSIAN ECONOMIC DEVELOPMENT IN THE MODERN WORLD**

The main focus of research is the economic development of the Russian Federation in the modern world, as well as the ability to integrate the Russian economy and at the same time to oppose itself to the world economy as a whole. Based on current realities the Russian Federation is strengthening its influence in the world and, above all, in the national economy by combining the methods of economic policy as well as by using, to a greater extent, the unfavorable international situation.

One of the reasons of Russia's economic development is, above all, our country's independence from the world economy in the production of raw materials and other resources. And it is this independence and even a certain detachment that makes the key issue of economic development in the modern world, where economies are more dependent on each other.

Realizing the prospects for further economic development Russia is trying to create its own national economy which would work primarily on itself, to be independent from the economic impact of other countries, and to be resistant to exchange rate fluctuations on the stock markets and other economic markets. But at the same time Russia is looking for allies in the creation of a free economic area for further sustainable economic development. So, for example, the Russian Federation has established close contacts with China as a major economic partner.

In conclusion, maintenance of foreign economic relations with the countries of the East, and a transition from export of raw materials to an innovative model of economic growth is the main task of the Russian Federation. All these factors are relevant to the realities of the modern world. Also, for the stable development of the Russian economy the Russian government has put forward a number of topical issues of economic development in the modern world, which include international cooperation and the selection of a new innovation strategy for socio-economic development in view of the global order.

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## **COMPARATIVE ANALYSIS OF GERMAN AND RUSSIAN STATE OFFICIALS STATUS**

The aim of the study is to compare the socio-legal status of state officials of the Russian Federation with the status of state officials of the Federal Republic of Germany.

Socio-legal status of the civil servant is determined and guaranteed by the state and it implies society measures of proper conduct of the employee in the area of public-service relations.

The compared countries have some differences in the classification and categories of posts and groups of posts of state officials.

In Russia state officials are citizens, occupying positions of the state civil service on the Federal and local levels.

In Germany civil servants are officials of the state apparatus, judges, University professors, teachers, doctors, postal workers, employees of Railways and state banks.

In Russia and in Germany civil officials are assigned a special rank. In Russia it implies class ranking, but in Germany it means ranks.

The remuneration system of civil servants in both countries is practically the same, still it has minor differences.

It should be noted that a significant difference in the socio-legal status of state officials in Russia and Germany is the right to be engaged in profit making organizations. In Russia civil servants are not allowed to undertake profit-making activity. In Germany, officials can work in associations, institutions, enterprises whose capital belongs to the public owner.

Thus, despite the fact that the compared states are federations and have similar political systems, status of civil officials of the Russian Federation and Germany has some significant differences.

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### **LEGAL TREATMENT OF RUSSIAN ELECTRONIC GOVERNMENT**

The key part of full integration of constitutional right to address state organs in the Internet is its successful implementation.<sup>1</sup> Furthermore, the transition to the provision of state and municipal services in electronic format (as a part of the electronic government project) will reduce corruption risks and decrease time and financial expenses of the State. A robust regulatory framework is one of the essential causes of the successful transition and its effective introduction.

Our purpose was to explore regulatory frameworks of Russian e-government. As a result of research several problems relating to the particular implementation standards were indentified.

Nowadays, one of the main problems of e-services interaction system between citizens and the State is underdeveloped computer networks in small towns and rural areas. Moreover, a significant disadvantage of the current legal framework regulating e-government is the failure to achieve expected results proclaimed in the legal projects.

To sum up, despite the fact that 37.7 million people have registered in the e-government system, decentralized Russian electronic government is still far from being an instrument used its potential for developing solutions for social problems jointly with citizens.

Several ways may be offered to improve the efficiency of the electronic management:

1. decrease the gap between the citizens using e-government services in different regions and social strata;
2. continue to encourage greater recourse to online services by applying special sanctions;
3. proclaim attainable programme objectives.

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<sup>1</sup> Balyukov A. S., Logua R. A. Best practices of e-government in the world // Foundations of LME. 2014. №4 (16). P. 7—8.

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### **TRANSPOLAR RAILWAY: PROSPECTS AND IMPACT ON THE RUSSIAN ECONOMY**

Transport has a key impact on the development of economic relations within the regions and at the international level as a whole. It is known that railway transport is the most reliable, fast and affordable mode of transport for the carriage of goods and passengers. It is necessary to expand the network of Russian Railways, as the Transsiberian main line only connects the East and the West, and some areas have no railway communication at all. In this regard, projects of Transpolar main line are developed.

The first step is to determine how important the construction of Transpolar main line is. Moreover, this line is parallel to the Northern sea route, and the sea transport is much cheaper and does not require laying tracks. It is evident that railway transport has several advantages over sea transport such as reliability, speed of transportation and the ability to carry passengers. As the result, this rail line ensures sustainable development of the regions where it will be laid

It is also necessary to assess the impact of the Transpolar railway in Russia's economy. Now there is a project of the Northern latitudinal railway. Its length is 707 km; it needs to connect Western and Eastern parts of the Yamal-Nenets Autonomous district, the Northern railway with the Sverdlovsk railway. At this stage, the project is estimated at 230 billion roubles. The railway will be extended to the port of Igarka — the length of the plot is 604 km. The projected traffic volume will amount to 23.9 million. It should be noted that the distance along the Northern latitudinal railway is less than the Transsiberian one. The estimated transportation costs will be significantly lower. The obtained results confirm the importance of Transpolar main line.

In conclusion, it may be stated that Transpolar railway is needed. It will strengthen the political presence of Russia in the Arctic region, as rail transport will affect logistics in this area, and thus will give impetus to its development. From the economic point of view, Transpolar main line will allow to transport cargo in the Arctic year-round, which will also affect its development.

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## MODERN TRENDS OF CORPORATE GOVERNANCE DEVELOPMENT

The problem of corporate governance has always been important for Russia, it took on particular relevance in the second half of the 90s due to external motives which include such global processes as an increasing interest in corporate governance in the United States, the world financial crisis in 1997 — 1998 and the problems of the corporations of countries with developing markets.<sup>1</sup>

The novelty of the current research is that it gives a deeper understanding of the process of the development of corporate governance.

At the modern stage corporate governance is characterized by the following feature: the main participants of corporate interaction are owners of companies (shareholders) and managers. A key role of these participants is caused by the fact that shareholders supply companies with money, i.e. they make investments, and managers control this capital. The nature of the relationship between shareholders and managers depends on the size of holdings owned by each of the groups.

However, in addition to «shareholders-managers» relations other active participants in corporate relations and corporate governance have recently been recognized. This group is made up of other stakeholders: creditors, company staff, company partners, regional and local authorities.

The present study shows that participants of corporate relations interact with each other in different ways and have a great variety of interests that coincide in some areas, but differ in others. The current research proves that properly structured corporate governance system should mitigate the impact of these differences on the process of economic activity of the company.

To summarize, we conclude that nowadays modern trends of corporate governance are mostly dominated by the environment which determines the forms of corporate governance.

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<sup>1</sup> Vavulin D. A. Corporate governance in Russia: Trends and patterns of development: «Management of social and economic systems», 2003, №1



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### **THE MARKET OF BANK CARDS: STATE AND TRENDS**

The economies of different countries are becoming more and more interdependent. The process of economies integration results in development of non-cash forms of payments. One of the instruments is the bank card. The cashless payment for goods or services is a regular payment type in many developed countries of the world. The volume of such transactions is big and determines the level of integration of society and a bank system. Today it is a rapidly emerging market in Russia.

The research deals with analysing the Russian market of bank cards and identifying its trends for the period between 2011-2016. The study has been conducted by means of applying the methods of economic and statistical analysis, methods for analysis and synthesis of economic information, methods of comparative analysis, methods of indicators' classification and generalization method.

The analysis has shown that:

— the unit weight of debit cards prevails in comparison with that of credit cards (87,92% — debit cards, 12,08% — credit card in 2016);

— the volume of transactions made with the use of bank cards is constantly growing;

— unit weight of cash withdrawal operations decreased by 11, 78% in spite of the fact that their total volume had been growing for the last five years. A considerable increase in share of non-cash payment transactions was also being observed;

— the largest volume of operations was during 1 and 2 quarters of the last year due to the seasonal growth of demand for goods and services;

— the quantity of debit and credit cards tends to grow.

The main trends of the bank cards market cover further development of bonus and co-branded projects, online banking, mobile bank, cards for different categories of people (gold, social, youth cards as well as cards for children), universal cards, biometric payment technologies, contactless payment systems ("PayPass", "PayWave", "Apple Pay", "Samsung Pay", etc.), "SmartWatch" payment.

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### **KEY PROBLEMS OF RUSSIAN ECONOMIC DEVELOPMENT IN THE AREA OF OIL AND GAS AND AGRICULTURAL SECTOR**

Oil and gas and agro industrial complexes have great importance for the Russian economy. For example, agricultural sector employs about 4.5 million workers, which accounts for approximately 6.7% of the total employed population of the Russian Federation. The draft of the federal budget for 2017-2019 shows that in 2017 oil and gas industry revenues will make about 5,029 trillion rubles.<sup>1</sup>

Despite the particular importance of NGK and agricultural business to the economy, there are still number of problems in these areas.

Because of the acute shortage of refineries in the COG Russia sells crude oil instead of more profitable sales of finished petroleum products. Another important problem is that COG sector uses mostly foreign equipment, which adds to the technological gap and makes this sector dependent. In addition, experts predict that by 2050 the energy demand will increase by approximately 50% and will force to increase production. It is therefore necessary to take some measures in order to protect the environment.

For the APK, it is first of all necessary to solve the problem with the legal acts, as the existing laws in this area are unsystematic, with many gaps and duplication of regulations. In addition, the agricultural sector remains very dependent on climatic factors, and it is therefore necessary to provide support to farmers by means of preferential credits, subsidies and other material incentives. And there is also a lack of highly technological equipment that could improve the quality and decrease the cost of the finished product.

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<sup>1</sup>RIA-news [Электронный ресурс] // URL: <https://ria.ru/infografika/2016-11/17/1481606950.html>

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### **ECONOMIC DEVELOPMENT OF SOUTH KOREA**

Differentiation of economically underdeveloped states led to allocation of a special group of the countries, which received the name of the new industrial countries (NIC). The New Industrial Countries (NIC) is a group of developing countries, which made a quantum leap of socio-economic indexes for the last decades. Within a short time period, the economies of those countries made transition from backwardness to advance. Among them of particular interest is South Korea with its most impressive results. The paper is devoted to the driving wheels of the South Korean economic development success. This subject has big relevance. Presently many countries can rely on the experience of the NIC countries. Studying the reasons, the ways of their transformation and the results of their success can enable us to open a lot of new useful things.

South Korea can hardly be considered so far in the category of industrially developed capitalist countries, but related to the main macroeconomic indicators it is the first among developing countries challenging to fill up the group of the leading capitalist powers.

South Korea passed hard a way in the formation of its economy. After the World War II there were no favorable conditions for its economic development because of its modest resources, lack of equity, narrowness of the domestic market, technical backwardness. Nevertheless, labor redundancy and access to the world market, in particular, the American one, could give the soil for its further development.

South Korea had to overcome many difficulties to reach its economic success. It managed to transform nationalism into the constructive course, to mobilize its healthy lines and to neutralize what pulls back.

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### **IMPERIAL HOUSE OF JAPAN: THE PROBLEMS OF EMPEROR AKIHITO ABDICATION**

On 8 August 2016, emperor Akihito announced his intention to leave the throne, which has become a sensation as never before emperors of Japan resigned. The research has been conducted to understand the reasons for the emperor's decision and the opportunity to realize it. The articles of the prominent Japanese authors, as well as the Constitution of Japan and the Imperial Household Law were analyzed. As a result, we have revealed and formulated three current interrelated problems of the Imperial House.

The first problem relates to the reducing number of members in the Imperial House. The reasons for that are: the Imperial Law which allows only men to assign inheritance of the title; loss of the imperial title by princesses after marriage; low level of birth rate.

The second problem lies in the desire of the emperor Akihito to leave the throne. We have studied his statement made on 8 August 2016 and projected the possible consequences of abdication both in social and political spheres. Legislative impossibility of abdication (as the Imperial Law does not provide this opportunity during the emperor's life) and impossibility of a regent appointment due to the complicated executive functions were singled out among our findings.<sup>1</sup>

The third problem is connected with the crown prince Narukhito and his brother Akisino, whose place as a following successor isn't defined. In the future, Japan may experience "absence of the successor" as Narukhito, unlike his brother, doesn't have sons but has a sick wife.

The research has led us to the conclusion that the problem of possible Akihito's abdication is many-sided and raises several questions connected with preservation of Imperial House in Japan.

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<sup>1</sup> The Imperial House Law [The Internet resource] // The Imperial Household Agency. URL: <http://www.kunaicho.go.jp/e-kunaicho/hourei-01.html>

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**DEVELOPING HR STRATEGY:  
CHALLENGES (A CASE IN THE COMPANY  
“EXPERT SALES AND SERVICE”)**

In a market economy the organization's development and stability are directly dependent on a properly designed company's strategy. Development of HR strategy for any organization is an extremely time-consuming process. This is largely due to its multi-tasking character and the impact of the strategy on the majority of business processes

The problem of creating a robust and relevant HR strategy is a particularly topical issue for the small companies that are growing rapidly.

To find out the most common problems with the development of personnel management strategy, the author conducted research in “Expert Sales and Service” Ltd (Tyumen, Russia), which is a small business company. The study was conducted both by examining the documents of the company and analyzing the staff performance and needs. The research highlighted the following problems that the company is currently facing: 1. A large amount of information on the issue, which requires analyzing and structuring. 2. The company's top management does not have a clear view on the possibilities of further organization's development.

Having analyzed the collected data, the author worked out the possible solutions to the problems.

The most effective solution to the company's current problems might be the formalization of new business processes, by which we understand a detailed description of business processes together with development and description of standards. Another thing that the company should do is to structure the information and the accounting documentation. The structured information and the data achieved may serve as specific indicators that will help the top management to define the strategic direction for the company.

The company's performance depends to a great extent on the company's personnel. The approaches to the staff development are usually designed within the HR strategy, which is part of the company's overall strategy. A sound personnel management strategy will enable the company to increase its competitiveness and contribute to its further development.

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## **PROCESS APPROACH AS AN EFFECTIVE MECHANISM OF COSTS BUDGETING**

For any company the issue of effective cost accounting and determination of the economically justified level of cost is especially relevant. The current variety of different methods of cost management creates a necessity to select the most appropriate methods for specific purposes at a particular enterprise.

In recent years, the Russian Railways company's priority is to develop an efficient management system of the railway infrastructure. The most important indicator which characterizes the efficiency of all types of infrastructure resources is the level of costs. In this situation one of the most effective methods of cost accounting is process approach.

Special feature of process oriented approach is the accounting of costs of the resources spent for implementation of processes. This allows the Company to define most precisely the cost of processes and types of operations and to reveal opportunities for decrease costs.

Process approach is based on the following principles:

- Activity of the company is considered as a set of business processes.
- Performance of business processes is regulated and formally decripted.
- Each business process has an internal or external client and the owner.
- Each business process is characterized by the key indicators describing its performance.

Application of process approach to developing the budget of production allows to calculate the budget of production by production operations. Besides, the use of process approach allows budget updating with regard to changing production components, and the volumes of work under simple production operations. Further improvement of budgeting system has to be based on improvement of quality of budgets calculating, development and improvement of regulatory base, and also further development of accounting and reporting forms for receiving more exact information for budgeting process.

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**ENHANCING THE PROCEDURES OF STAFF  
PLANNING AND NEEDS FORECASTING  
(A CASE IN SCHLUMBERGER COMPANY)**

For any organization human resources are an integral part of operation and development. Without necessary people with required competencies no organization can survive and achieve its goals. To solve the problem each company needs procedures for long-term personnel policy planning.

In the organizational structure of Schlumberger Company (USA) HR departments operate remotely, from a distance to locations; Randomness in the personnel search process in the company is the result of the lack of an integrated method for forecasting the needs in new staff. The Head Office realizes the factors influencing the demand for new staff, but it does not have a system for implementing personnel forecasting. The staff problems are usually solved by the company when they arise.

To change this situation in the company it is necessary to create a simple and available system for forecasting the needs in new personnel which will take into account all the factors influencing the growing needs in human resources. This will enable the HR specialists to continue working remotely, but to have a complete picture of the personnel flow in the location.

The complex for identifying staffing needs should be provided with a set of periodic questionnaires (survey forms) for each location. The questionnaires are differentiated depending on the location and the type of activity including the main factors influencing the growing demand for the personnel. These include: equipment; expansion of new locations; the number of people of retirement age; reduction of locations.

According to the results obtained, the line personnel informs the senior management about the forthcoming changes in the company's personnel planning and forecasts the number of people required. On the basis of these data, the competent executive in the Head Office or in a line recruitment division understands how many people the company will need to search, calculates the exact number and sends the information to the location for approval.

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### **SOCIO-ECONOMIC FACTORS INFLUENCING RURAL-URBAN MIGRATION**

Migration is a natural part of an open economy and society. But it can have both positive and negative impact. The continuing outflow of rural youth can lead to a fundamental problem of social reproduction of rural communities, their mass reduction and, as a result, a threat to food security. The aim of this study is to address the issue of migration of rural youth to big cities.

To identify the causes of migration, sociological survey among school-children of Krasnogorskay secondary school of Altai Krai, their parents and teachers was conducted. We also considered global migration patterns and international experience.

The study showed that the main reasons for migration of rural youth in different countries are similar. Lack of job opportunities and low wages are strong push factors for migration. Pull factors are greater employment opportunities, recreational resources and cultural facilities, a range of choice and access to education.

In a significant reduction of the proportion of rural youth, social policy should be re-oriented towards the creation of conditions for development and self-realization of young people, targeted training and social support for young professionals, reducing rural-urban income inequality, organization of leisure centers, creation of programs to improve leisure activities of young people in rural areas, and raising rural living standards in general.

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### **METHODS OF STUDYING HYGIENIC AND MOTIVATIONAL FACTORS IN A HIGHER EDUCATIONAL INSTITUTION**

Motivation is the most important part in enhancing the effectiveness of training and employment spheres. A motivated person is more responsible, more productive, more satisfying with his/her work.

In the mid-20th century there appeared one of the most famous theories of work motivation, — F. Herzberg's two-factor theory published in 1959. But it was only in 2007 that the work was translated in Russian. It presents the methodological background, methods and results of one of the most efficient social studies on labor economics.

The main goal of our research is to adapt and use the above methodology for identification of hygienic and motivational factors in the Russian Presidential Academy of National Economy and Public Administration.

The research was carried out in four phases:

1. Theoretical and methodological analysis of the principles of studying labor activity motivation used by Russian and foreign scientists.
2. Development of a sociological research program based on the work of F. Herzberg's research team.
3. Initial evaluation of the students' perception of hygienic and motivational factors and the role they play in their future profession.
4. Summarizing the research results and recommendations for improvement of the survey methodology.

This program allows future personnel managers to raise the level of improving sociological tools when solving applied tasks.

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## **THE INFLUENCE OF POPULATION GROWTH ON THE GLOBAL ECONOMY**

There's a sharp rise of the world's population nowadays. In 1950 population size was 2.5 billion. According to the United Nations' prediction, by 2050 the world population will have risen from today's 7.3 billion to 9.7 billion people. Undoubtedly the number of people affects the position of economic forces on a global scale. This major problem is noteworthy due to different consequences.

Investigating the sources in this direction we can emphasize some positive and negative factors that underline the influence of people growth on the global economy and introduce possible ways of the problem-solving.

On the one hand, with the increase of the people growth on Earth the man power rises; production of goods and services expands. More over the globalization of the economy will take place. As a result an outflow of additional labor force to other countries can happen in order to increase a scale of production. Economic advancement accelerates that contributes to technical improvement.

On the other hand, an increase of the population leads to the degradation of resources and consequently the GDP growth per capita decelerates. Then the use of labor force is getting worse, whereupon unemployment occurs. So we are going to face with great environment destruction and the appearance of the international conflict. And eventually a barrier between the rich and the poor will definitely become bigger.

Thereby to avoid the problems caused by people growth, the international community should take some actions: to institute the policy of birth control; the little-inhabited states should establish the migration policies attracting the other countries' people; to provide population with the employment, the new work places should be created. In conclusion, the realization of social and economic modification would lower a negative influence of the people growth on the global economy.

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## **THE ECONOMIC BENEFITS OF DOMESTIC ANIMALS GENETIC DIAGNOSIS FOR AGGRESSIVE BEHAVIOR PREDISPOSITION**

Domestic animals, especially pigs, play an important role in the economy of Novosibirsk agricultural region because it is a relatively cheap source of meat and sub-products. The high economic output of pig and swine rearing is impossible without an efficient monitoring system.

Now with the development of modern science and its achievements in biology, medicine and biotechnology, a part of agricultural animals' losses by epidemic diseases decreased. But, at this moment such events as deaths, injuries make lower the overall meat output and its quality. These accidents are often caused by eventual bursts of aggression among animals. Dead losses of agricultural animals are a serious problem for the state agriculture and for the agriculture of Novosibirsk region.

Pigs are rather aggressive animals, so the analysis for genetic predisposition is a profitable and perspective branch of genetic research for the pig-farming and for animal breeding as well.

The genetic basement of aggressive behavior is one of the actual ways of genetic science issued by the Institute of Cytology and Genetics (ICG SB RAS), and this aspect of Genetics is studied at the laboratory of the Behavior Neuroinformatics.

Central neural system is controlling the organism straightly — through the neural impulses, or — through the hormonal stimulation of the organism. Aggression is a complicated neuronal process, and it is controlled by the both. Neural impulses, for transition in the neural system have to go through the gaps between cells called synapses. The receptor proteins in the synapses are responsible for speed and quality of the incoming impulse, and those parameters are sufficient for animal behavior and personality.

The structure and activity of these receptor proteins is coded in DNA and is not sufficiently changed through the entire life. That's why, with the help of the early genetic diagnosis, it is possible to find the predisposition to the aggressive behavior in the young animals and do the quality correction of livestock at an early stage to decrease the financial losses caused by aggressiveness in the animals.

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### **THE PROBLEM OF MUNICIPAL EMPLOYEES PROFESSIONAL STANDARD**

The beginning of municipal work in the Russian Federation started on 6 July 1991 with the introduction of the law of local self-control. Municipal employees are officials, who maintain order, control municipal law acts and in turn fulfilling official duties of certain professional positions are controlled by Federal laws and laws of the Subjects of the Russian Federation, municipal officials are paid from the local budget.

Professionalism implies a high level of education, non-stop replenishment of education, achieving maximum potential for the profession, fundamental moral values, it also involves having motivation to acquire new knowledge, keeping up to the latest approaches in the chosen career field, ability to use acquired skills in practice. Successful work of municipal service is based on fulfilling the following essential requirements: an equal access of citizens to municipal service, a high level of professionalism. The present paper puts special emphasis on the problems existing in the sphere of training municipal employees. The research brings forward the mechanism for solving these problems. It is realized by taking into account the results of assessment of professional performance of municipal officials in the system of education, career development, motivation. It is also necessary to create the system of professional requirements with regards to professional activity and estimation techniques of professional performance for compliance with professional requirements. It is essential to introduce the tool to estimate the results of municipal officials' activity.

In conclusion, professional standard of municipal employees entails a high level of knowledge in such disciplines as: law, sociology, economics, and politics as well as in other aspects of municipal operations.

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## **APPLICATION OF PROCESS APPROACH TO THE COMPANY MANAGEMENT**

The main strategy of company survival is based on the product quality. The process approach plays an important role in quality management systems. In accordance with ISO 9000 this approach is one of the principles of quality management standards.

This approach is the basis for various concepts including Sigma, TQM, Process Integrated Quality System and Work Flow Management System. A "Process" is a set of interrelated or interacting activities, which transforms inputs into outputs. The process approach has some subsystems: business process, key performance indicators, business process owner, business process rules and the motivation system.

To implement the process approach you have to realize a set of stages: identification of the process, determination of responsibility for process, definition of input and output, description of process structure, process management, monitoring of process, process improvement.

The most important results of the process approach are cost reduction, increase of each employee's motivation, improvement of product quality. However, transition to the process approach is the most difficult and labor-intensive process. Moreover, most employees oppose to the coming changes connected with the necessity to apply the process approach.

Analysis of the process approach implementation in the Russian companies has shown that the main aim of this is a receipt ISO 9000, it may be indicative of the formal transition to process management.

The most popular methods of optimization business processes of Russian companies are optimization on the basis of KPI and "Lean" methodology. However, the most real is benchmarking in the Russian conditions, but now the Russian companies don't pay attention to this method. The most popular methodology of business process modeling among Russian companies is the IDEF. At the same time, analysis of IDEF showed that it has a number of shortcomings and is outdated today.

In addition to this fact, many Russian companies are function-oriented; this causes problems to introduce the process management in the company.

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### **BITCOIN AND ITS USERS: WHO ARE THEY?**

Bitcoin is a crypto-currency, existing as a digital payment unit that is used via special protocol of data transmission. The possibilities of modern IT allow to change the global monetary order. Bitcoin's most significant peculiarity is to secure user's maximum level of anonymity. By the year of 2016 there are more than 10 mln registered bitcoin digital wallets. The informational framework for analyzing this modern segment of world finance markets now is the pool of social data of the bitcoin-users.

Analysis of the bitcoin community has been held in a number of sociological studies. One of the most extensive sociological researches of bitcoin users was conducted by B. Faber, T. Ermakova and W. Sander<sup>1</sup>.

No less interesting and deep study of bitcoin subjects is a «Characteristics of Bitcoin users: An Analysis of Google Search Data» executed by M. Wilson and A. Yellowitz<sup>2</sup>.

Based on public data of sociological surveys of bitcoin users, also held through the study of their social networking profiles, the structure of bitcoin users in a number of criteria was revealed. 91,8% of them are male, 72,5% of representatives are the whites and 65.8% of them belong to technological community. 50% declared that they are permanently residing in the US.

The carried out analysis allowed to determine the motivation and existing threats to the information security, as well as prospects of further evolution of this global finance sector based on further IT-development.

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<sup>1</sup> Fabian B., Ermakova T., Sander U. Anonymity in Bitcoin — The Users' Perspective; 16.12.2016. P. 13.

<sup>2</sup> Wilson M., Yelowitz A. Characteristics of Bitcoin Users: An Analysis of Google Search Data; Munich Personal RePEe Archive. — University of Kentucky, 2014. P. 13.

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

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### THE CONCEPT AND FEATURES OF THE PRELIMINARY CONTRACT

The relevance of the study lies in the fact that the preliminary contract, as a universal legal institution is often used in the interaction with various treaty structures, giving rise to many practical and theoretical issues.

The analysis of legislative regulation and doctrinal provisions relating to the preliminary contract allows you to make the following conclusions:

1. The position of the authors on the question of the legal nature of the contract, previously described in scientific literature speaks about both the possibilities to construct the preliminary contract on the model of a bilateral and multilateral treaty (M. Bragin, V. Vitvjanskij<sup>1</sup>), and a one-way obliging treaty for committing a unilateral transaction (for example, the issuance of promissory notes) (P. Menshenin<sup>2</sup>). According to a general rule, the preliminary contract is considered as a bilateral treaty. The obligations to conclude the basic contract arise at each of its sides.

2. In accordance with the letter p. 1 art. 429 CC the preliminary contract is a contract by which the parties undertake to conclude in the future the basic treaty on the conditions mentioned in the preliminary one. There are other agreements in circulation (joint agreements (art. 32.1. The Federal law "on joint-stock companies", a simple partnership (CCRF, art. 1041), confidentiality agreements (art. 771 civil code), etc.). The conclusion of such treaties is thought to be included in the subject of the preliminary contract.

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<sup>1</sup> Braginsky M. contract law general provisions / M. Bragin, Vladimir Vitvjanskij. - m.: Prospekt, 2015. - p. 256.

<sup>2</sup> Menshenin, p. preliminary contract in Russian civil law: Diss. Phd. in legal sciences / P. Menshenin. M., 2011. S. 10.



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### **ADMINISTRATIVE LIABILITY AS A REGULATOR OF PUBLIC ORDER AND SAFETY**

Administrative liability serves as the basic regulator of public order. Thus, the issue of its efficiency remains topical in the modern legislative practice. The aim of this study is to investigate the efficiency of bringing to liability for driving in a state of alcohol intoxication.

In this work we analyzed legislative practice of the Russian Federation and foreign countries, statistics of road accidents caused by drivers in a state of alcohol intoxication. We compared quantity of offences before and after toughening enforcement in Russia.

The research shows that increased penalties in Russia has led to a reduction in the number of accidents caused by drivers with a blood alcohol content. The statistics shows, that the quantity of road accidents with participation of drunk drivers has decreased by 27 %. The death toll of road incidents has decreased by 30%.

The analysis of the practice of bringing to administrative liability in Russia and foreign countries showed that the threshold of the level of alcohol in blood in Russia is one of the lowest (0.16 ppm). However, the system of penalties and punishment in Russia is not so severe comparing to some countries in Europe and Asia.

According to the data, gathered by the World Health Organization, the safest roads are in the countries of Europe, Canada, Australia, New Zealand and Japan. The lowest number of traffic fatalities is in Sweden and the Great Britain. So, we can conclude, that strict sanctions for violation of traffic rules are effective measures.

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### **ISSUES OF LEGAL REGULATION OF FILLING THE GAPS IN LAW**

The aim of this study is to investigate gaps in the law and ways to remove them as they affect the standard of living of citizens and undermine the social foundation and authority of law. In this work we investigate gaps in the Family Code on the example of the child support enforcement or alimony from one of the parents.

If one of the parents refuses to participate in the education and maintenance of children, court awards alimony in accordance with Article 81 of the Family Code and provides for the limit of monthly payments as a proportion of earnings from 25% to 50% depending on the number of children in the family, but there is no fixed amount of alimony. It gives an opportunity to hide the amount of income or avoid providing full information about it and declare only part of it. As a result, the amount of alimony becomes drastically small. So, it does not correspond to the principle of fairness and equality of parties.

In this research we analyzed the effectiveness of similar laws in different countries and compared court practice. We found that there are different approaches to calculating the amount of alimony payments and law enforcement practice. In our opinion, such countries as the USA, Canada and Germany are the most effective in this respect as they have a comprehensive system of administrative and criminal penalties for defaulters.

As new social relations emerge, gaps in the law are unavoidable. But it is necessary to monitor existing laws, find gaps when applying a law and improve legislation through the creation of new rules and regulations.

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### **EFFICIENCY PROBLEM OF ADMINISTRATIVE SUPERVISION**

The main purpose of the administrative control is to support and conserve public order and to provide citizens, society and the government with safety and security. That is why the improvement of control efficiency has always been a topical issue.

There are particular ways how to improve efficiency of supervisory activity of a government agency. They include the systematization of obligatory requirements and the ensuring access of economic entities, etc.

To identify and reveal new and specific ways of improvement and development of the administrative control one should look at the procedure, approved by No.215 Decree of the Government of 5<sup>th</sup> April 2015 on the monitoring for improving government and municipal control. So, it has several advantages. For example, the monitoring procedure enables to appreciate and to predict the efficiency of government and municipal control. The accumulation and the compilation of certain documents can help to appreciate the level of efficiency of executive bodies' activity from different aspects and to determine disadvantages.

However, the disadvantages of this technique have been identified during the researching. According to this method, the state and municipal agencies rely on the documentation, but it is not enough for the normal functioning. So, we need to rely on an independent practical check to diagnose the real situation and the identification of administrative offenses. Moreover, the method hasn't got an indication of control without warning. So, it is necessary to do monitoring suddenly to avoid preparing for the checking and concealment of some disorders. Also, according to the method, the body that supervises must refer to the information of monitoring for the obtaining of state funding. However, the supervising authority also needs to make a specific estimation, which will include positions requiring financing of a specific size. Furthermore, we conducted an opinion poll for the evaluation of administrative supervision.

To sum up, we can get a universal way to improve the efficiency of the administrative oversight by considering the advantages and disadvantages of the method for monitoring.

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## **THE CHANGE OF LEGAL OPINIONS BY THE CONSTITUTIONAL REVIEW BODIES IN THE RUSSIAN FEDERATION AND THE USA**

The legal opinion of the Constitutional Court of the Russian Federation is the final conclusion about the compliance of norms in question with the Constitution as well as the chain of reasons for that conclusion<sup>1</sup>. Although the legislation does not provide that, the Constitutional Court is known to depart from its previous legal opinions in the subsequent decisions.

However, the certain grounds for such a revision have been developed in the court practice itself. These grounds include: modification of the legal regulation, social and historical circumstances; a contrary decision of an interstate body on protection of the rights and freedoms of the individual; amendment of a constitutional norm. Unfortunately, there exist the cases when the Court did change its legal opinion without any reason.

In order to assess the permissibility and consequences of such practice, it is worth referring to the experience of the United States. Such revisions are a common practice for the Supreme Court that among other courts of general jurisdiction carries out the functions of constitutional review.

But the American legislation does not grant this authority to any courts; it was assigned by the Supreme Court itself. Similarly, the Court justified the possibility to overrule its legal opinions. Thus, they can be changed either by the amendment to the Constitution, or in order not to be bound by the wrong decision, or to correlate the decisions with the times and thinking<sup>2</sup>, to name a few.

Such an authority is obvious to be beneficial for the American society: judges contribute to the consistency of the Constitution with the changing conditions and its durability. Nevertheless, the unlimited possibility of judges to overrule can lead to overuse.

Therefore, the revision of the legal opinions may support the stability and development of the Russian Constitution. But it is essential to determine the certain grounds for such reconsideration.

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<sup>1</sup> Нарутто С. В. Конституционный судебный процесс: учебник, 2015. С. 147

<sup>2</sup> Dunn P.H. How Judges Overrule: Speech Act Theory and the Doctrine of Stare Decisis // The Yale Law Journal. 2003. Vol. 113. P. 503

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## **THE PROBLEM OF DISTINGUISHING INQUISITORIAL AND ADVERSARIAL SYSTEMS OF JUSTICE**

Many people in the Russian Federation do not realize the differences between inquisitorial and adversarial systems of justice for the following reasons:

— legal culture in the country is underdeveloped and as a result there are many misleading interpretations of legal acts and substitution of definitions in the documents;

— the information about Anglo-Saxon court proceedings obtained by a person in everyday life is adapted to Russian reality. On the one side, it facilitates understanding, on the other side, it distorts the meaning.

Inquisitorial system is a method of legal practice in which the judge endeavours to discover facts while representing the interests of the state in a trial. It exists in Roman law states. Adversarial system, generally adopted in common law countries, relies on the skill of either a barrister for the defense or a barrister for the prosecution representing positions of the two parties. The role of a judge in the proceedings is to ensure that the trial is conducted properly. Russia belongs to the inquisitorial system of justice. According to the article 123 of Constitution of the Russian Federation, judicial proceedings are held on the basis of controversy and equality of the parties.<sup>1</sup> It means that inquisitorial system includes some elements of adversarial system. Controversy of the parties in the Russian Federation is one of the principles of justice but it does not make the whole process adversarial.

Moreover, many sources of information distort the meanings of English definitions replacing them by Russian terms to avoid difficulties in comprehension.

Thus, we consider that it is highly important to draw people's attention to significant distinctions between inquisitorial and adversarial systems of justice in order to improve their level of legal culture. Therefore, it is necessary to clarify the definitions used in legal acts and public sources of information.

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<sup>1</sup> Constitution of the Russian Federation — article 123 / URL: <http://www.constitution.ru/en/10003000-08.htm>

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### **WOMEN'S RIGHTS ISSUES IN THE CONTEXT OF INTERNATIONAL HUMANITARIAN LAW**

International protection of women's rights in armed conflicts is one of the most important branches of International Humanitarian Law (IHL). The system is composed of numerous agreements regulating cooperation between the members of international community in order to strengthen respect for women's rights and provide implementation of these rights during war or any other form of armed conflicts. Taking into account modern wartime problems and post war instability, it is relevant to reconsider the main principles of IHL concerning women.

IHL aims at limiting the choice of means and methods of warfare. It is necessary to point out that IHL emphasizes the concept of non-discrimination and gender equality. Consequently, women are provided with the same protection as men during wartime. However, taking into consideration special needs of women, IHL provides them with specific protection, including, separate dormitories and prohibition of sexual violence. The problems related to the status of women affected by armed conflicts have been repeatedly discussed at the intergovernmental level, at meetings specifically devoted to women. According to the IHL women must be provided with separate quarters and sanitary facilities. Moreover, women must be protected against any attack on the honor: rape, enforced prostitution or any form of indecent assault. Despite the worldwide acceptance of IHL principles women are still severely affected by armed conflicts. We have analyzed statistics for battle deaths during the most massive conflicts of last decade (Iraq, Libya, Yemen, Syria) and found out that over 70% of all civilian casualties are women. As our survey reveals, the majority of law students are convinced the most important issues related to protection of women's rights during wartime are sex and labor trafficking (48%), mental and physical abuse (30%) and forced marriages (26%).

Thus, we can conclude that IHL, based on principles of non-discrimination, provides all forms of general and special protection both for civilian women and those of them who actively participate in hostilities. However, there is still much to do in order to implement these regulations during armed conflicts to protect women against any forms of war crimes.

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### **GOVERNMENT RESTRICTION OF PEOPLE'S RIGHTS FOR THE SAKE OF NATIONAL SECURITY**

The rise of international terrorism makes it harder for governments to protect their citizens. The fundamental challenge is to strike the right balance between security and liberty. As Russia, the USA and countries of the European Union remain prime targets for international terrorist groups governments adopt measures to counter terrorism that have themselves posed serious challenges to human rights and the rule of law.

The aim of this research is to investigate the balance between civil rights and measures to counter terrorist. We analyzed such measures as “Yarovaya package”, strengthening control over the circulation of weapons, biometric passports, cooperation of special services of different countries, immigration order of Donald Trump, etc. We also conducted a study among different groups of students of the Academy which found that the majority of respondents do not agree to sacrifice their right to inviolability of the home, the privacy and confidentiality of correspondence for the sake of “security”. In their opinion, such sacrifices are too radical, and should be used only in exceptional cases. However, there are some people who do not agree with this point of view.

This problem has become substantive in modern society because of globalization and the development of information technologies. Any measures taken to counter terrorism must be proportionate and not undermine our democratic values. In particular, laws designed to protect people from the threat of terrorism, and the enforcement of these laws, must be compatible with people’s rights and freedoms.

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### **HOW TO INTERPRET “STRANGE” RULES OF THE RUSSIAN LAW?**

The Russian law contains some legal rules that can be difficult for understanding. However, people have to apply and observe these “strange” rules. But first, they need to identify the real meaning of these rules, i.e. to interpret them. So in my work I want to discuss some ways of interpreting “strange” rules of the Russian law.

1. The concept of the “strange” rules. A rule is considered to be “strange” if it is ambiguous. There are many examples of these rules in civil law. Some of them contain such complicated words as “good faith” (items 1, 5 Civil Code of the Russian Federation, C.C.), “equity” (i. 6 C.C.), “abuse of rights” (i. 10 C.C.), “legal order and morality” (i.169 C.C.) and so on. But we cannot explain easily what they mean. Some other rules of civil law are “strange”, because they cannot be identified as imperative or dispositive (e.g. i.610 C.C.). This distinction is sufficient for the determination of private instrument parties’ behavior as lawful and unlawful.

2. Some ways of interpreting the “strange” rules. The first step to understand the meaning of a “strange” rule is using other rules that are systematically applied together with it. But it doesn’t work for all “strange” rules. Also theoretically we can apply to the legislators or the highest courts (The Constitutional Court or the Supreme Court). But their answers are not universal instruments for interpretation too. Finally, we can appeal to lower courts practice. Here we will be more successful because cases provide particular examples of behavior in accordance with or contrary to “strange” legal rules. But results of judicial practice are not legal rules and not “official” interpretation activity. It is immaterial for interpretation. Though decisions are not enforced they are created by professional lawyers — judges — that deal with “living law”.

Understanding the “strange” rules given by judges of the lower courts can be often the only one (because of absence of other instruments) and absolutely right (because of connection with real legal practice), so this way of interpreting the “strange” rules might be the most adequate and efficient.

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## **REGULATION OF EMPLOYEE-CREATED INTELLECTUAL PROPERTY AT UNIVERSITY**

Employee-created intellectual property (IP) is those IP assets that are created during an employee's working period<sup>1</sup>. However, only if creation of IP is stated in an employment contract and local documents of an employer, it is considered as an employee-created IP. A university's local document regulating creation and use of IP is known as the statement in regard to IP. If an IP asset is created, the employer — a university — needs to pay to an employee remuneration for its creation. An employer may use employee-created IP, an employee as usual has intangible rights on the IP asset and has the right to be remunerated for its use.

But who owns employee-created IP? In an employment contract and a university's statement in regard to IP there are some conditions that specify ownership of IP assets. The main criteria in practice are a task from an employer to create an IP asset, payment of remuneration to an employee and a subsequent use of an IP asset by an employer. If an IP asset belongs to an employer can an employee disclose it in his/her scientific works and name it as a result created by him? An IP asset is prohibited to be disclosed if it may be patented. After it is patented an employee may make publications about this result if he/she specifies an IP owner — a university. What is an adequate remuneration for the use of an IP asset paid to an employee by an employer is a debatable issue. This is to be determined by an employer — a university in its local regulations. It should be sufficient to stimulate employees to create and disclose IP assets — results of their intellectual activity.

The author of the paper comes up with answers on these questions and ideas how IP ownership, rights and obligations of a university and its employees may be regulated in an IP statement. The result is clear allocation of an employee and employers rights on IP assets and the stimulation of creation and the use of university's IP.

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<sup>1</sup> Boyd F. J., Syring T. A. Employer and Employee Ownership of Intellectual Property: Not as Easy as You Think. Barnes & Thornburg, LLP [Electronic resource]. Access: <http://legalsolutions.thomsonreuters.com/law-products/news-views/corporate-counsel/employer-and-employee-ownership-of-intellectual-property-not-as-easy-as-you-think> (accessed date: 10.02.2017).

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### **THE IMPLEMENTATION OF A CONSTITUTIONAL RIGHT TO HEALTH CARE IN THE PUBLIC HEALTH SERVICE**

The Russian government does a lot to improve the health care system in our country to the standards set by the Russian Federation Constitution. The main results of our policies in the health care sector is the life expectancy growth. From 2006 to 2016 it increased by more than five years. However there are problems in the realizations of the right to health protection.

One of the reasons for the problems is the incompleteness of the formation of a regulatory legal base in the health care sector. The main program documents in health sector (The concept of long-term social and economic development of the Russian Federation for the period till 2020, the Concept of population policy of the Russian Federation for the period till 2025 and the Main activities of the Government of the Russian Federation for the period till 2018) formulate specific objectives. But the legal mechanism of the execution of these tasks has not been created. Another reason for the problems is that Legislation bases are constantly changing. The Federal law "About Bases of Protection of Public Health in the Russian Federation" was edited 33 times in 5 years of action. However, similar changes are not made to all the laws connected with the basis.

Many researchers note that Russian legislation does not fix some of the medico-legal terms having important value. For instance, the literature contains more than 65 definitions of medical errors. It makes it very difficult in Russian lawsuits. However if we take a look at the legislation of foreign countries (the USA or France) we will not find the concept of a medical error. The legislation of these countries contains detailed situational descriptions allowing us "to catch" this concept in general. Fixing medico-legal terms at the legislative level of the Russian Federation is inexpedient. The main features of the terminology's need to be defined on a scientific basis is important to make their classification at the international level. It will allow experts of different countries to speak the same language.

Effective enhancement and structuring of the regulatory legal base becomes a determining factor. It is the implementation of a constitutional right to health care in the public health service.

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## **MEDICAL LAW IN RUSSIA**

Medical law is a complex branch of law, which concerns rights and duties of the patients and the doctors, regulates pharmaceutical and medical insurance standards, as well as governs reproduction and transfusion.

It is generally considered that the first laws regarding medicine and healthcare were enacted in the USSR, where this sphere was exclusively under control of the Government and consequently was subject only to administrative law. However, since the dissolution of the Soviet Union private medical services were allowed, moreover, medical insurance rapidly became popular among citizens. Since the 1990s, medical law became a distinct branch of law.

For correct understanding of the concept of medical law it is crucial to recognize that, being closely tied with social function of the state, medical law is aimed to serve public interest by establishing the responsibility of medical professionals, setting standards for medicaments, pointing out what can and what can not be transplanted (for example, it is forbidden to transplant kidney from an anonymous donor).<sup>1</sup> What is more, since medical law is related to medicine as a science, it borrows essential principles (such as principle of ‘do no harm’) from bioethics as a social study.

It is of undisputable importance that law-makers and law-enforcers in the sphere of medicine shall understand all principles of medical law and its components to effectively exercise power in this field.

It can be concluded that changes in both scientific and social field predetermined the remarkable developments in medical law, which established the protection of right to health of every citizen. However, the rules of medical law are still evolving, and legislative bodies shall aim at settling them.

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<sup>1</sup> Закон Российской Федерации «О трансплантации органов и (или) тканей человека» № 4180-1 от 22 декабря 1992 года (в ред. от 23.05.2016) №149-ФЗ, ст. 8.



SECTION 5. PHILOLOGY  
AND LINGUISTICS  
IN MODERN SOCIETY

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## MILITARY REPORT AS A KIND OF INSTITUTIONAL DISCOURSE

For the past few years the situation in the world has become very tense, largely due to increasing military activity in the world. Terrible military events in Syria have been taking place for several years. Reports on the hostilities of warring parties, and countries involved in the conflict appear on the front pages of world newspapers. Thus, it allows the authors of these reports to attract attention of a wide readership and to create in people's minds a certain image of the participants and their actions in this conflict.

From the sociolinguistic viewpoint all kinds of discourse can be either personal or institutional. V. I. Karasik defines the institutional discourse as “a specialized clichéd kind of communication between people who may not know each other but have to communicate under the society rules”.<sup>1</sup> The institutional discourse may include military, mass media, political ones, etc.

This study focuses on identifying discursive features of a military report, as well as characteristic features of the institutional discourse.

The results of the study allow to identify the following features of a military report: signs of institutional discourse in military reports, as well as in other media statements: the inequality between communicants; widespread usage of linguistic units from other types of discourse: military (*air-strikes, troops, aerial campaign, an intensive bombardment*, etc.) and political ones (*peace talks, a spokesperson, intervention*, etc.). Another feature is almost complete absence of feedback. It occurs because any news report is targeted at transmission of new information and manipulation of readers' minds.

Thus, the study of military reports allows to assume that the author of such reports, making use of the situation and availability of information, tries to manipulate the readership consciousness through employing various linguistic and stylistic means rather than supplying people with reliable information about military events.

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<sup>1</sup> Карасик В. И. Языковой круг: личность, концепты, дискурс / В. И. Карасик. Волгоград: Перемена, 2002. 470 с.

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## **SPEECH ACTS OF OFFER AND PROMISE: COMMON FEATURES AND DISTINCTIONS**

The process of communication implies not only exchange of information but it also aims at solving problems and attaining goals of various kinds by the speakers. Utterances experiencing various aims and goals of interlocutors were systematized and distributed into the classes of Speech Acts by J.L.Austin and J.R.Searle.

In our research we analyzed common features and distinctions of such speech acts as “Offer” and “Promise”. The ground for comparing them is that both are used to express actions beneficial for the addressee, yet these two speech acts are not identical.

“Offer” belongs to such a subgroup of directive speech acts as suggestives. They stimulate the addressee to perform an action beneficial for him/her. This speech act is manifested with the help of such verbs as “to offer” (*Can I offer you some refreshments?*), “to suggest” (*I suggest you phone before you go there*), “to propose”. Alongside direct speech acts, there are also the means of indirect speech acts expressing “offer” or “suggestion” (*Let me carry your heavy case for you*).

“Promise” also names an action beneficial for the addressee and it belongs to the class of commissive speech acts. Like in case of “Offer”, “Promise” implies an action beneficial for the addressee, but the action performer in this case is the speaker, not the addressee, though both interlocutors are interested in its realization. Direct speech acts of Promise are marked by the verb “to promise” (*He promised to call me as soon as he had got home*). There are also indirect means of expressing promise, such as the forms of the subjunctive mood and the usage of modal verbs. (*Of course, I'll help you to out of this tough situation*).

The speech acts analyzed above are both beneficial for the addressee, but in case of “Promise” the action is performed by the speaker himself/herself, while in case of “Offer” it is performed either by the addressee or both interlocutors.

Speech acts of “Offer” and “Promise” are universal, and they are important in every communicative culture because they enable the interlocutors to sustain the strategy of verbal and non-verbal cooperation.

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### **ETHNIC SEMANTIC DYNAMICS IN NEW CULTURAL ITEMS PERCEPTION AND INTERNATIONAL MIGRATION IN THE REPUBLIC OF IRELAND**

The migrant crisis is one of the most acute problems in the world nowadays. European countries are over flown by the great number of migrants and desperate refugees from Arab countries seeking safety and protection. The Republic of Ireland as a European Union member is to give sanctuary under pressure to play a greater role in addressing the crisis.

The population of the Republic of Ireland can be provisionally divided into original Irish, new Irish and new original Irish. The first group consists of the ethnic Irish people, born in the Republic of Ireland, who underwent the Irish educational system, speak Gaelic. To the second group we refer non-ethnic naturalized Irish citizens. They did not get a full Irish education but can speak English at the authentic level and use it together with their ethnic language. The third category, or new original Irish, were born in Ireland of the second group representatives, are often genetically bilingual. They are a less flexible social group, have a certain level of linguistic competence in Gaelic, underwent (or are undergoing) the Irish educational system which minimizes their non-ethnicity level.

The actual migrant surge enhances the division range among the three categories above reflecting itself in the English language — their communication tool, base and discrepancy. By 2016 Ireland has accommodated more than 5,000 people from Iraq, Afghanistan, and Sudan.

The conducted original-methods-based Partial Linguistic Experiment (fewer than 100 respondents) carried out via Skype has shown that migrants are not only new elements of society themselves, but also bring about their cultural items that get bound to new nominations. The follow-up complex analysis has proved that lexical units of “Cuisine”, “Crafts”, “Music” and other strata become essential in the native English speaker active vocabulary. They undergo significant phonetic, graphic and semantic changes, their full assimilation to the English norm is surprisingly fast.

Ireland being a conservative society, the socio-cultural norm stands a difficult adaptation process looking to accommodate the ethnic novelty influx. That cannot but affect the English language.

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## THE USAGE OF COMPRESSION IN SUBTITLE TRANSLATION

Compression is one of the most essential and most used techniques in translation, both written and oral. It should be understood as a whole system of various techniques enabling to shorten the text with minimum loss of meaning.

In film subtitling it is crucial to remain within clearly defined rules such as timing, which represents the following features: a particular limit of the size of a subtitle and the amount of time a subtitle is being showed on the screen.

It generally occurs when the segment contains an unnecessary detail that might weary the reader, or information that is difficult to translate concisely because of culture-specific obstacles, or both.<sup>1</sup> The following specification is stemmed from the fact that the main criterion for subtitles to be judged by is how easy and naturally it will be for a person watching the film to read and watch, whether he or she will be able to read and understand the subtitles quick enough not to be distracted from what's going on in the movie.

Given the necessity to follow those rules there are several techniques a translator can use in order to make a sufficient translation: to sort out what is essential and what is not; to make a shorter phrase or sentence using as few words as possible; to keep idea units and semantic units together, etc.<sup>2</sup>

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<sup>1</sup> Armstrong N., Translation, Linguistics, Culture — Great Britain: Multilingual Matters, 2009. P. 159.

<sup>2</sup> Jurgita Kerevičienė, Greta Češumskaitė, Grammatical compression in film translation. Vilnius University, 2011. P. 72.

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## THE PHONOLOGICAL, GRAMMATICAL AND LEXICAL CHARACTERISTICS OF WELSH ENGLISH

Nowadays being the language of international communication English is used all over the world. Depending on the geographical position and social stratification there exist dialects, sociolects, national and regional varieties of the English language, one of which is Welsh English.

The peculiarities of the modern regional standard are found in the local political, literary and cinema discourse (“A Run For Your Money” (1949), “The Dark” (2005), “Love You, Joseff Hughes” (2006). On the phonological level the following characteristics are present: the sound [h] is omitted in the initial position: *to tell him* [tə tel ɪm]; *hat* [at]; *you haven't got* [ju: 'ævənt gɒt]; *I'll take it to her* [aɪl teɪk ɪt tə ɜ:]; *harp* [ɑ:rp]; the sound [ə] is used in certain words which have [æ] in Received Pronunciation: *cash* [kɑʃ], *match* [mætʃ], *catch* [kætʃ], *can* [kən]. Lexical peculiarities are not so frequent, however, the word *Duw* (Standard English “God”) is found fairly often in the 20<sup>th</sup> century cinema discourse: “*Duw, she's been pulling my leg all along!*”. Welsh English syntax is characterized by such phenomena as double negation and focus fronting. Double negation is not a standard form, but is acceptable in Welsh English: *I aren't done nothing*. Focus fronting is an inversion with the final members of the sentence being transferred to the initial position: *Lovely you look*.

In conclusion, Welsh English is of high linguistic value, for being the synthesis of the Welsh and the English languages, it is a unique and indispensable component of the cultural and national heritage of the Welsh people.

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### **ENGLISH AS THE LANGUAGE OF OPPORTUNITY IN CHINA**

Now about one third of China's population learns English in China. The people who speak English are more competitive than their compeers.

The aim of our study is to describe the role of learning English in Chinese society. Much attention is given to the importance of learning English at schools and universities. According to Nelson Mandela, 'If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart.'<sup>1</sup>

English has been the official policy of the national education system. Moreover, the need for English does not diminish at university. It should be noted that hundreds of thousands of Chinese students go to the USA, Great Britain and Australia in order to take degree-level or postgraduate courses in a wide range of university subjects.

Chinese education changed policy directives in learning foreign language from the 1950s to the 1990s. The popularity of English grew fast in the international trade, tourism and in fashion industry. Nowadays, China has been considered as a large English-learning society. One important research shows that some people often use English in their daily lives but most of them use it seldom.

China wants to create a free trade zone with Britain. China is willing to promote trade, business cooperation, and sign a free trade agreement with Great Britain.

This current research finds out importance of English as a working language for Chinese people in education, both for domestic purposes and for international educational migration and study.

Sociolinguistic statistics shows that we have information about the spread of English in education, but we have much less information about the role of English in the everyday lives of Chinese people in China.

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<sup>1</sup> NelsonMandelaQuotes.[Электронный ресурс]. Режим доступа: <http://www.magicalquote.com/authorquotes/if-you-talk-to-a-man/>

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### **EXTRALINGUISTIC PECULIARITIES OF RECIPES OF KOREAN CUISINE**

Gastronomic discourse is an integral part of everyday lexicon of human beings from the moment a language appeared because nutrition is a compulsive component for human life's support. The **relevance** of the research is premised on the point that gastronomic discourse, as an index of culture, domestic life, traditions, social and spiritual traditions of ethnos, has become an interesting subject matter.

**The purpose of the research** is to outline extralinguistic peculiarities of gastronomic discourse of the Korean language on the basis of culinary recipes.

The analyses are held on the basis of theoretical works on the system of organization of culinary recipes by P.P. Burkova<sup>1</sup> and works on gastronomic discourse by A.V. Olyanich.<sup>2</sup> We've conducted a research on peculiarities of recipes of Korean cuisine and discovered the following peculiarities of Korean culinary recipes:

— Korean dishes mostly include main components and cooking methods;

— The main text is strictly organized by content and syntax connections;

— The culinary recipes texts use neutral-polite language, narrative form *ㄴ다*, in some recipes polite form *ㅂ니다*, with polite imperative mood *주세요*;

— A culinary recipe text usually has logical consistency, accuracy and brevity, absence of emotional-expressive lexis.

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<sup>1</sup> Burkova P. P. General structural analyses of a cooking recipe [electronic resource]. Access mode: [http://superinf.ru/view\\_helpstud.php?id=4471](http://superinf.ru/view_helpstud.php?id=4471)

<sup>2</sup> A. V. Olyanich. Presentational theory of discourse. Volgograd, 2006. P.220.

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## THE INNER FORM OF THE WORD “罪孽”

The following analysis of the etymology of the word “罪孽” is a part of the research conducted within theolinguistics – Historical and Speech Portraying of the concept “ГРЕХ.СÜNDE.罪孽”.

The first character of the word罪孽 consists of 𦉳 or 网, which means ‘a net or to catch in a net’, and the phonetic element非, however, the initial meaning of it used to be捕鱼竹网, ‘a bamboo net for catching fishes’ (henceforward translated by D.K.). This character replaced this辜 (a violation of a law), 辛 (crime), 自 (nose). The second character of the word contains the phonetic薛 and the radical子 (child), its meaning is ‘a son of a concubine’. The information resource of said above is «说文解字» (Shuowen Jiezi)<sup>1</sup>, an early 2nd-century Chinese dictionary.

In the Modern Chinese Dictionary<sup>2</sup> the word罪孽 has this definition: 应受到报应的罪恶 — a crime that brings retribution. The first character is defined as: 1) 作恶或犯法的行为 – wrongdoing or crime; 2) 过失, 过错 – mistake, fault; 3) 苦难, 痛苦 — hardship; suffering; 4) 把罪过归到某人身上, 责备 — put the blame on, blame. The second character has three meanings 1) 邪恶, 也指邪恶的人 — evil or an evil man; 2) 罪恶 — wrongdoing; 3) 不忠或不孝 — disloyal, disobedient to one’s parents.

To sum up all said above: 1. In the dictionary «说文解字»罪 and 孽 are two separated words. 2. In the 18<sup>th</sup> century they were used as an established collocation. 3. In the Modern Chinese Dictionary this collocation represents a dichotomy “crime and punishment”, where the first character includes abstract meanings, and the second specifies them.

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<sup>1</sup> 汉语[Электронный ресурс] URL: <http://www.zdic.net/> (дата обращения: 28.01.2017).

<sup>2</sup> 现代汉语词典 [Текст] — Пекин: 商务印书馆, 2014.

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**LINGUISTICS AND TRANSLATOLOGY AS MEANS TO  
OVERCOME ETHNIC INCONGRUITY OF  
CONSCIOUSNESS IN MODERN SOCIETY BASED ON  
THE ANALYSIS OF SPECIFIC LOCALIZATION OF  
ON-SCREEN TEXTS IN THE ORIGINAL “SHERLOCK”  
TELEVISION SERIES AND THEIR RUSSIAN  
TRANSLATIONS**

The relevance of the study is determined by the fact that it involves one of the main questions of linguistics and translatology sciences concerning ethnic incongruity of consciousness in a modern society. The concepts of this correlation have always been debatable and the outcome was determined by the priority for particular time paradigms, including accepted by the scientific community position on language and consciousness. Anthropocentrism of modern linguistics outlined a new approach to language as a mean of access to mental processes that determines the tendency for researchers to find verifiable correlation between the operational units of consciousness and their linguistic signs.

The work also covers specific issues pertaining to translating multi-mode texts. The author argues that synthesizing complex verbal and non-verbal audiovisual information alongside with deep translational analysis may lead to high quality translation results of polysemantic texts. The material of the study is based on the original and Russian versions of "Sherlock" TV series (BBC, 2010).

Modern English television series represent a new social and cultural phenomenon that can not be described in a single discipline. The study of television series specifics' gives undeveloped area of applied research for translation specialists and different branches of knowledge — psychologists, linguists, cultural studies. From a linguistic point of view, analysis of the iconic television series structures (on-screen text, photographs, charts, diagrams) can identify the specific features of universal text and consciousness categories.

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### THE METAPHORICAL IMAGE OF RUSSIA IN THE AMERICAN AND BRITISH MASS MEDIA

Political communication is an essential activity that links various parts of society together and allows them to function as an integrated whole. At the core of political communication is the ability of a politician to use metaphor and symbols that awaken latent tendencies among the masses and also to control the mass consciousness.

Thus, the aim of our work is to analyze the metaphorical image of modern Russia as created by means of metaphoric concepts in the articles published by British and American magazines “The Spectator”, “Newsweek” and “The Economist” in 2016. To achieve this goal we studied the metaphors and metaphoric concepts used in the American and British mass media.

According to G. Lakoff and M. Johnson, there exists a set of common conceptual metaphors which enable us to comprehend the world.<sup>1</sup> The formation of stylistically marked context which is based on metaphoric concept depends on many factors whereby the metaphoric concept becomes more evident, accreted with details and turned into visual picture. Analyzing the image of Russia created in the press we selected and considered several metaphoric concepts: *The War, The Game, The Empire and The Disease*. The represented concepts have a negative connotation as the American and British mass media try to show to the whole world that Russia is an invader and ailing at the same time.

In conclusion, we can suggest that the use of metaphors and metaphoric concepts in the mass media can be manipulative, strategic and influence readers’ minds. Thus, we can conclude that metaphors and metaphoric concepts are not just linguistic phenomena, but also a matter of thought formation.

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<sup>1</sup> Lakoff G. & Johnson, M. *Metaphors We Live By*/Chicago, University of Chicago Press 1980. 193 p.

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### **THE IMAGE OF TRUMP IN WESTERN AND RUSSIAN MASS MEDIA**

Mass media such as TV, magazines and newspapers, internet and others today are an important part of our life and they can be also used in “political games”. Mass media have a lot of devices which help them to do almost everything with our mind and opinion. They use a lot of stylistic devices, special words with the clear goal — to make us think in the most comfortable for them way.

The image of Trump in Western mass media was clear from the very beginning till the current moment. There they have always shown him as an extremely dangerous and unwanted future president who doesn't know what to do, how to rule the country and he was supposed to ruin the United States.

But on the other hand in the Russian mass media the image of Trump wasn't so clear: at the very beginning there were a lot of doubts about him, his political future. Then he was shown in a good way: as a good businessman, a strong candidate and potential president and there was shown his good attitude to Russia. But later again there started the publications that our government doesn't know what to expect from him as the president of the USA.

In our work we want to analyze the publications in different mass media about Donald Trump, the reaction of mass media when he became the president and publications about his relationships with Russia.

Our goals are:

1. To make a research about the image of Donald Trump in the Western media;
2. To find out which explicit devices were used to make such an image.

Our conclusion is:

1. The image of Donald Trump hasn't changed in the mass media of the Western countries, but it has changed a lot in the Russian mass media;
2. There are many lexical means that have been used, the most popular are metaphors and epithets.

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**THE DIALOGUE OF CULTURES IN THE STORY  
OF THE TOMSK SCIENCE FICTION WRITER  
V. KOLUPAEV «“ГОЛСТЯК” НАД МИРОМ» (1980)  
AND HIS AMERICAN TRANSLATIONS**

The name of Victor Kolupaev (1936—2001) is quite famous in the Soviet and world history of science fiction. The relevance of the research depends on the increasing interest of modern humanitaristics in the questions of imagology, translation studies, cultural dialogue, and in the lower context on the address to the works of the Tomsk science fiction writer Viktor Kolupaev, especially to the story «“Голстяк” над миром», which has never been a subject of research.

«“Голстяк” над миром» was published in 1980 in the magazine “Уральский следопыт”. “Fat man” is a coded name of the second A-bomb of the USA, which was dropped on Nagasaki in 1945 in the context of Manhattan Project. Using the bomb’s name in the title, Kolupaev criticizes the actions of American government; and represents a negative image and structure of totalitarian society, which is expressed in the system of characters.

The first English translation “The Bandit over the World” (1985) belongs to W. G. Kuntz in the context of his master’s thesis. It is strange that a representative of American culture did not observe the evident reference of Kolupaev to the name of A-Bomb. After 27 years only, Kuntz retranslated the story, changing the title — “Fat man over the world”. Therefore, the criticism of American politics expressed in the title of the story shows up as a tool of cross-culture polemics in the light of translation.

The difficult cultural interaction between two imaginary empires of that time, the USSR and the USA, is expressed by the fiction genre in the works, especially in this story of Kolupaev. The author does not criticize the strategy of Cold War’s participants individually, but the aggression as the main tool in the cultural dialogue.

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### LEXICAL MEANS OF CREATING GOTHIC COLOURING IN E.A.POE'S NOVELS

Gothic genre comprises a group of texts peculiar in terms of Gothic colouring, the unique atmosphere of fear and dread, which is created through the usage of certain lexical means.

Gothic colouring includes the arrangement of illumination, a choice of a colour scheme and the design of the surroundings.

In Poe's novels two kinds of illumination are found: absence of any light or slight intensity of illumination. In the first case, despite constant usage of the lexical units containing neutral semes *night* and *midnight*, the author creates an emotional background with the help of the first-person narration and qualitative and evaluative adjectives such as *pitchy*, *eternal*, *wild*, etc. The presence of light, if there is any, is marked with the lexemes *rays* and *beams*, which creates the atmosphere of secrecy.

Another way of creating Gothic colouring is the usage of colours. Thus, the lexemes with the meaning *black* allow to maintain the feeling of despair and gloom, meanwhile those with the meaning *red* are used to evoke in the reader the associations with blood and beauty.

The chronotopos of Gothic novels presupposes the presence of idiosyncratic secluded scenery consisting of the exterior and interior of the structures and landscapes. The whole space in the novels is organized vertically, which means that all the objects are situated at the extreme altitude or depth in order to make a reader feel small and pathetic. Nature in Gothic novels is indifferent and stern, which is shown through the descriptions of the dull landscapes and nasty weather.

To conclude, creating a specific Gothic atmosphere in his novels, Poe strives to show that even the frightening can be beautiful.

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### **MAIN FEATURES OF THE INDIAN VARIANT OF ENGLISH: HINGLISH**

The study objects are transformations of English in India which turned English into Hinglish, a special Indian variant of English.

The study purpose is research of features of English in India or Hinglish — the Indian variant of English.

In this regard, the following questions were considered: the history of English in India, the emergence of English as the official language of the Republic of India, the influence of Hindi on English.

The work is based on the following sources: a study of contemporary Indian films, TV series, interviews and television programs, oral communication with the native speakers.

The study was conducted through the analysis of speech as figures of contemporary Indian cinema, and by analyzing interviews of actors and TV programs with their participation.

Hinglish features were counted and the variation of these characteristics, their connection with the peculiarities of the development of the modern Indian society were described.

And then the guidance booklet (for 10th class) for subject "The British, Indian and American variants of English" was created. The lesson on this topic was conducted.

By the results of the project the following conclusions were made:

1. Hinglish is alive and developing — adults and children, youth and respectable old men speak it;

2. As a rule, some features of Hinglish are separately emphasized if the hero who speaks it comes from any specific state or if it is necessary to emphasize their social status and interests;

3. Respectful attitude towards adults (ji suffix) always remains; the words designating family relationship are used especially often.

Now Hinglish gradually becomes a native language of the new generation, perfectly combining English and Hindi.

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### **INVESTIGATING THE TEACHER'S SPEECH AT AN ENGLISH LESSON IN AN ACADEMIC ASPECT**

We consider the teacher's speech as a part of educational and pedagogical discourse which, in our opinion, is a part of academic discourse. Educational and pedagogical discourse is determined in a researching environment as a process of production, interpretation and perception of educational texts in a whole communicative situation.<sup>1</sup>

In this research the main attention is focused on the characteristic statements of the foreign language teacher's speech: the ability to establish speech relationships (speech environment); the ability to be sociable; the ability to adjust oneself for the lesson according to its contents and character; the ability to adjust the students in the proper way; the ability to express all the necessary things with the help of speech, mimicry, pantomime; the ability to speak expressively and emotionally; the ability to speak spontaneously.

According to our preliminary results the ability to establish speech relationship and the ability to express the necessary things with the help of speech are proper characteristics for the teacher's speech. Conversely, the ability to speak spontaneously and emotionally is rather rare.

Our general recommendations are: the teacher's speech should be live, authentic, normative and free from dialectisms, colloquialisms and slang, as well as expressive with an emphasis on intonation means. The teacher should speak clearly with a moderate use of gestures and adaptively. He or she should have an impeccable pronunciation.

The proper use of a foreign language for organising and conducting a lesson is for forming motivation to learn a foreign language. The teacher's use of different structures develops language guesses, broadens their vocabulary to a considerable extent.

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<sup>1</sup> Sorokovikh G. V., Baranova I. E. The problem of pedagogical discourse within the framework of building a new training strategies for foreign language teacher // Language and culture. 2016. № 2(34). P. 188—194.

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**INTERTEXTUAL RELATIONS AND THEIR  
EXPRESSION IN POPULAR SCIENTIFIC  
LITERATURE (ON THE BASIS OF CH. HADFIELD'S  
BOOK "AN ASTRONAUT'S GUIDE TO LIFE  
ON EARTH: WHAT GOING TO SPACE TAUGHT  
ME ABOUT INGENUITY, DETERMINATION,  
AND BEING PREPARED FOR ANYTHING")**

In modern linguistics emphasis is placed on the text study in its interrelations with other texts within a single intertextual space. According to the latest linguistic research, intertextuality is inherent for any text. The term "intertextuality" was established by one of the most influential theorists of post-structuralism J. Kristeva. According to her, intertextuality is "a common feature of texts, reflected in the existence of relations between them thanks to which texts (or parts of them) in many and various ways explicitly or implicitly refer to each other"<sup>1</sup>.

The research is based on the original and translated texts of the book by Canadian astronaut Ch. Hadfield "An Astronaut's Guide to Life on Earth"<sup>2</sup>. Scientific novelty of the research from the point of view of linguistics and translation is explained by the study and the analysis of intertextual inclusions in the popular scientific book characterized by a high degree of intertextuality.

The intertextual elements were revealed: allusions (literary, songlike, cinematic, historical, religious); quotes (attributed and non-attributed) and reminiscences (historical, literary, cinematic, names of poets and writers, reminiscences related to ancient Greek mythology, religious, terminological).

Intertextual inclusions require the reader's background knowledge in order to understand properly the author's communicative intentions.

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<sup>1</sup>Bulgakova S. U. Intertextual Inclusions as Translation Problem, [Electronic resource]: Access mode: <http://youngresearchersjournal.org/wp-content/uploads/2013/01/bulgakova-intertext.pdf> (Accessed data: 28.09.2016).

<sup>2</sup>Ch. Hadfield. An Astronaut's Guide to Life on Earth: What Going to Space Taught Me About Ingenuity, Determination, and Being Prepared for Anything. NY: Little, Brown and Company, 2013. — 304 p.

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## **TOWARD CONTEMPORARY CORPUS LINGUISTICS AND ITS PECULIARITIES**

The history and development of Linguistics over the decades to the present day can be viewed as the sequence of advantages. One of the most significant achievements remains the merging of so-called corpora, large and structured sets of texts, and Linguistics, bringing forth the new branch of science, Corpus Linguistics, considered the key to further development of the whole science. In respect to this fact, the relevancy of the research cannot be overlooked. The paper explores the state of Corpus Linguistics in the contemporary world and analyzes the particular properties of using corpora for a variety of learning tasks. The prospects of studies are 1) determining the role of Corpus Linguistics in the contemporary world; 2) studying the heretofore evolution of Corpus Linguistics; 3) studying the involvement of Corpus Linguistics and the approaches to it that exist at present in Comparative Linguistics.

Corpus Linguistics is known to be one of the most quickly developing branches of Contrastive Linguistics, due to the following reasons: 1) the interest of contemporary society in further advantages and progress; 2) the necessity of pedagogy and Translation Studies in sources and means which could assist in improving the quality of work and teaching / studying process..

The history of Corpus Linguistics begins with the term “corpus” (from the Latin word “corpus” meaning “body” and in the contemporary English language, a large and structure set of texts). A number of scientists have operated with this meaning, analyzing the specific features of corpus and corpora (plural form of the word “corpus”): J. Ayto, Jereme Clear, Nicholas Ostler and others. It is possible that in future with corpora scientists will be able to immediately extract every sort of information with minimum of made efforts.

The contemporary Corpus Linguistics is a branch of science which tends to become more popular. The factor which influences superiority of the science is the computer, as it is the most useful media for corpora units. Corpus Linguistics promotes learning and translation processes, as well as presents the key to the future progress in science and consequently requires the further investigation.

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## ADVERTISING DISCOURSE IN MODERN MASS MEDIA

Advertising text has a number of linguistic specific features which are determined by payment for advertising space in mass media, competition with another information, pragmatic orientation of the advertising text, total saturation of the information sphere and the high cost of advertising.

Analyzing international advertisements we have found the following stylistic and linguistic phenomena:

1. Metaphorical and metonymic interpretation of phenomenon, appraisal metaphors: e.g. — “*When a glance finds the character...Rivoli mas-cara*” — from magazine “Cosmopolitan”; “*Red Bull gives you wings*” — an advertisement of energy drink.

2. Irony: e.g. “*Science helps build a new India*” — a brand promise that was catastrophically derailed when the company toxic gas leak killed 25,000 people. Another example is promoting the World Trade Center asbestos fireproofing and praising Union Carbide role in shaping a new India.

3. Metaphor: e.g. — “*Connecting People*” — Nokia used this metaphor to convey the image of connecting people with their mobile phones instead of face to face communication. The message is that you can make an emotional connection with the person that enhances the phone value.

4. Hyperbole: e.g. — “*Bounty — the Taste of Paradise*” — a famous chocolate advertisement.

We came to the conclusion that in advertising simple sentences prevail. It has to do with dynamism and expressivity of the advertising text which is aimed to be understood by readers quickly and effectually. Also, exclamatory sentences are effectively used and serve as peculiar signals, calls to action. Incentive phrases express proposal, invitation, and persuasion. These were just few examples of linguistic means in modern advertising texts, but in practice different linguistic methods are being used to help business interact with consumers and to convince them to buy an advertised product.

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## **PRAGMATICAL ASPECT OF FIGURES OF SPEECH TRANSFER WHEN TRANSLATING GUMILEV'S POETRY**

In modern linguistics the question of poetic texts' translation is still open; therefore, it is a topical issue for many linguistics researches. In order to translate this kind of texts successfully you should have not only theoretical knowledge (this research is based on works of such scholars as I.S. Alekseeva, L.S. Barkhudarov, G.R. Gachechiladze, V.N. Commissarov, M. L. Lozinsky, S. L. Sukharev-Murashkin, A. V. Fedorov) but also general knowledge of the writer's poetic peculiarities.

The material of the study is 11 poems by N.S. Gumilev and different variations of the poems translations which are made both by foreign and Russian translators. Scientific novelty of the research from the point of view of linguistics and translation is explained by the study and the analysis of translation methods and stylistic devices which are used by translators for the purpose of preserving the communicative effect of the original texts.

The main translation methods, which were used, are lexical addition, transposition, explication, concretization, generalization and tonal translation. Among stylistic devices there were revealed the following ones: metaphor, inversion, parceling and foreignisms' using. It is important to note that the translators have different approaches to solve pragmatic tasks. In most cases, the translators try to achieve maximum proximity to the original work using equivalence at the prosodic level. It was also found that foreign and Russian translators have quite different perceptions of reality, reflected in the poems of Gumilev.

All these methods and stylistic devices are used to make the style more poetic and the translation to contain the author's communicative intention.

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### **BESTIARIES OF FICTIONAL BEINGS IN MODERN LITERATURE**

Bestiaries are medieval collections of articles about real and fantastic animals. The first bestiary known as the *Physiologus* appeared in Alexandria in the 4<sup>th</sup> century. It served as a matrix for all subsequent bestiaries which were an incredibly popular kind of secular literature.

If you've read one bestiary, you've read them all: the creatures of a bestiary are classified in some particular way; these creatures manifest some allegorical meaning; the structure of the articles is mostly the same (it starts with an illustration, then proceeds with the description of the creature and its habitat, behavior, connections with the world of humans, and its religious interpretation).

Nowadays bestiaries are a popular form of postmodern literary games (consider *The Book of Fictional Beings* by J. L. Borges). A typical modern bestiary of imaginary beings is an encyclopedia of an imaginative universe based on a book or film. As a rule, it is compiled within a fandom community as a game of terra incognita reclaiming, i.e. structuring new and unexplored territories.

A good example of such a bestiary of fictional beings is the one based upon the fictional Universe of the Supernatural. The series features the adventures of the Winchester brothers who travel all over the United States investigating paranormal accidents and fighting with such evil creatures as demons, ghouls and ghosts.

The Supernatural bestiary repeats the structure of any traditional *Physiologus*: it contains a visual component and allegoric interpretation, every article covering all the points a real Middle-Age bestiary must have.

We assume that the current popularity of the ancient genre can be explained by the fact that it is based on hypertextual principles: it is non-linear, non-hierarchical, variable, open and potentially endless. Besides, the bestiary offers a very productive pattern for creative writing: although it has a fixed structure, it allows for a great degree of imagination. The aim of modern bestiaries remains the same as millennia ago: it reflects the way human mind structures and categorizes the outer world, even if this world is fictional.

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### COLOUR CONCEPTS IN NEIL GAIMAN'S CREATIVITY

Our investigation is devoted to studying the concept COLOUR and some linguistic aspects of its representation in contemporary English fiction. This concept is among the most popular objects in linguistic researches. Colour is studied not only as physical phenomenon but as a psychological, philosophical and cultural category. The interest of scholars to this concept can be explained by the fact that this concept has historical, cultural, intellectual and emotional information. It requires an integrated approach to its study combining the efforts of scholars from different areas and reflecting on the results of its study in allied sciences.

Our investigation is based on the creativity of the contemporary English writer Neil Gaiman. His novels *Nowhere* (1996), *Stardust* (1998), *American Gods* (2001), *Anansi Boys* (2005), *The Ocean at the end of the lane* (2013) will be in the focus of our study.

During the investigation we try to solve such tasks as: to submit the main features of the term “concept”; to present the definition of the poetic picture of the world and describe general and individual author’s semantic components that represent the concept COLOUR in his poetic world.

Methods of cognitive analysis help to distinguish linguistic and cognitive characteristics.

The concept COLOUR is a component of the language world picture. It helps to model the individual poetic picture of the world in literary text. Colour terms not only create a visual image, but also organize the rhythm of the text and fiction space.

The combined approach to the analysis of peculiarities of colour terms in Neil Gaiman’s works allows to create the conceptual model of his style, show the emotional state of the heroes, their personal attitude to the things and phenomena of reality. The investigation of Neil Gaiman’s colour concepts helps to create the poetic world of his creativity and give deep understanding of his world view, which is important for the study of his idiosyncrasy, personality and works.

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**THE LINGUO-CULTURAL ANALYSIS OF RUSSIAN,  
ENGLISH AND CHINESE PHRASEOLOGICAL UNITS  
WITH THE “ROAD” COMPONENT AS A WAY  
OF DISTINGUISHING THE UNIQUE  
PHRASEOLOGICAL WORLDVIEW OF EACH NATION**

With the help of the linguo-cultural analysis of 50 Russian phraseological units, which contain the component “road”, we figured out that most of them have anthropological characteristics: they are either related to human behavior («идти прямой дорогой» — to live honestly) or to interpersonal relationship («стать на пути у кого-либо»<sup>1</sup> — to get in the way of someone). There is a tendency to view “road”, “way” or “path” as a way of achieving something in 50 English phraseological units under analysis («all roads lead to Rome» — there are many different ways of reaching the same goal or conclusion<sup>2</sup>; «the way of the world» — the manner in which things typically happen [1; P. 309]). Idiomatic expressions with the component “road” hold a special place in the linguistic worldview of the People’s Republic of China. Both “road” and “way” may be translated into Chinese as “道”. This hieroglyph is quite frequently used in Chinese phraseological units (actually, 20 to 50 word combinations with the component “road” analyzed contain the hieroglyph “道”). Due to the fundamental text for Taoism, “道德经” (Tao Te Ching)<sup>3</sup>, where “道” is viewed as a symbol of virtue, “道” sometimes is used in the phraseological units in the sense of virtue, too: «道高一尺, 魔高一丈» (“virtue is one foot tall, the devil ten foot”).

The analysis performed demonstrates uniqueness of the phraseological worldviews of each nation.

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<sup>1</sup>Tikhonov, A. N. Russian Phraseological Dictionary. Moscow, 2007. P. 230

<sup>2</sup> Siefiring, Judith. The Oxford Dictionary of Idioms. Oxford University Press, 2004. P. 246

<sup>3</sup>老子道德经全文 (The entire text of Tao Te Ching by Laozi). (<http://www.daodejing.org/>)

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## PLURAL AND SINGULAR OF ENGLISH WORDS

English grammar contains a lot of interesting and controversial issues. Some aspects of it cause problems not only for foreigners but also for native speakers. One of the aspects that often cause difficulties is the formation of plurals.

The regular plural in English is formed with **-s** and **-es**, but there are cases which are considered to be exceptions. The plural words of Greek and Latin origin are variable, and their forms depend on how well they are established in the language and perceived by English speakers. ( e.g. *crocuses* is preferred to *croci*). Words ending in **-us** can change plural according to their meaning. ( e.g. *hippopotamuses* is usual and *hippopotami* means humorous or pedantic) or have a scientifically correct form and the one that is easier and, as a result more common (e.g. *aquaria* and *aquariums*, *curriculum*s and *curricula*). It is also important to know that the differences may depend on the regional variants. We can see the names of the American Association of Zoological Parks and *Aquariums*, but the European Community Association of Zoos and *Aquaria*.

*Data* is the plural for *datum* but as a synonym of information is acceptable in American use, in information technology. *Agenda* was the plural of *agendum* but acquired the plural *agendas*. Accommodations are common in the USA and accommodation in the UK. The plural forms of *equipments*, *geometries*, *musics* can be used as countable if they are applied in extended meaning in both American and British English <sup>1</sup>.

Some untraditional forms of plural have historic origin. For example, the word money has the plural form monies which dates back to the 16<sup>th</sup> century when it could be spelled *money* and *monies*. The plural *monies* is still used in formal business and legal documents instead of moneys.

It is obvious that singular and plural English forms depend on the origin of the word, its meaning and the geographical use. The traditional usage is preferable, but we must know that there can be alternatives which appear in the process of the language development.

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<sup>1</sup>New Webster's Dictionary of the English Language-College edition, 2009

# НЕМЕЦКИЙ ЯЗЫК

# **Anastassija Chartschenko**

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## **CLUSTERPOLITIK ALS INSTRUMENT DER WIRTSCHAFTLICHEN ENTWICKLUNG DES LANDES**

Mit der Entwicklung der Gesellschaft und zunehmender Globalisierung in der modernen Welt spielt die Wettbewerbsfähigkeit des Landes eine bedeutende Rolle.

Nach Einschätzung von World Economic Forum nimmt Russland nach der Kennziffer der wirtschaftlichen Wettbewerbsfähigkeit nur Platz 43 ein. Die Erfahrung entwickelter Länder zeigt, dass die Umsetzung der Clusterpolitik eine der Möglichkeiten der Erhöhung der Wettbewerbsvorteile ist. Es gibt viele Definitionen des Begriffs „Cluster“. So zum Beispiel bestimmt Michael Porter Cluster als „geografische Konzentrationen von verbundenen Unternehmen, spezialisierten Lieferanten, materiellen Dienstleistungen, Firmen in verwandten Industrien und zugehörigen Institutionen in einem bestimmten Bereich, die miteinander konkurrieren und gleichzeitig kooperieren.“<sup>1</sup>

In unserer Untersuchung wurden Daten über die Anzahl von Clustern erfasst und der Prozess der Clusterbildung in Russland wurde analysiert. Die Ergebnisse der Analyse zeigen, dass die Anzahl der Cluster in Russland steigt, sowohl der existierenden, als auch der sich neu herausbildenden. Aber es sei betont, dass viele von diesen Clustern noch nicht funktionieren, sie sind nur in Projekten dargelegt. Der Staat soll zusätzliche Bedingungen und Möglichkeiten für die Bildung von Clustern schaffen. Die Clustervereinigung der Unternehmen trägt zu einer effizienteren Nutzung der Investitionen bei. Die Unternehmensintegration im Cluster gibt eine schöne Möglichkeit, die Investitionen zentral und optimal unter den Teilnehmern zu verteilen, was nicht nur zum Wachstum der einzelnen Mitglieder, sondern zur Entwicklung der ganzen Branche führen wird.

Cluster ist ein gutes Mittel der Entwicklung des Landes, das zur Erhöhung der Wettbewerbsfähigkeit führt. Und außerdem macht es die Branche attraktiver nicht nur für staatliche Investitionen, sondern auch für ausländische.

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<sup>1</sup> Michael Porter, On Competition. (Boston: Harvard Business School Press, 1998), S. 213—214

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### **IST MERKEL ALTERNATIVLOS?**

Angela Merkel ist seit November 2005 Bundeskanzlerin von Deutschland und möchte nach der Bundestagswahl, die im September 2017 stattfindet, ihr Amt fortsetzen. Jedoch steht Merkel vor dem schwersten Wahlkampf ihrer politischen Laufbahn. Deshalb entsteht oft die Frage, ob Angela Merkel tatsächlich alternativlos ist.

Die CDU und CSU haben zwar in der letzten Zeit in der Bevölkerung an Rückhalt verloren, aber sie bleiben laut aktuellen bundesweiten Umfragen immer noch auf Platz eins. Dahinter liegt mit minimalem Abstand die SPD, der Hauptkonkurrent der CDU. Bei den Landtagswahlen 2016 in einigen Bundesländern hat die SPD mehr an Bedeutung gewonnen, als in letzten Jahren. Die Sozialdemokraten hoffen mit ihrem Kanzlerkandidaten Martin Schulz, dem Ex-EU-Parlamentspräsidenten, eine ernstzunehmende Alternative zu Angela Merkel gefunden zu haben und mit ihm tatsächlich wählbar zu sein. Laut der Umfrage von Infratest dimap für ARD-Deutschland TREND am 2. Februar 2017 sind Schulz und Merkel gleichauf<sup>1</sup>.

Noch eine Alternative wäre die rechtspopulistische Alternative für Deutschland (AfD), die wegen ihrer Position bezüglich der Migrationskrise viele Anhänger hat und unverändert auf Platz drei bleibt. Die Landtagswahlen 2016 sind für diese junge Partei mit ihrem ersten politischen Erfolg verbunden. Wenn die AfD den gleichen Erfolg bei der Bundestagswahl 2017 erzielen wird, wird sie bei der Kanzlerwahl im Bundestag auf keinen Fall für Merkel stimmen.

Wahrscheinlich wird die politische Situation in Deutschland nach den Landtagswahlen noch in drei Bundesländern im Frühjahr 2017 klarer, doch lassen sich die Wahlergebnisse nicht immer voraussagen, und das hat die Präsidentenwahl 2016 in den USA überzeugend bewiesen.

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<sup>1</sup>Politikerzufriedenheit: Schulz und Merkel gleichauf [Электронный ресурс].  
Режим доступа: <http://www.infratest-dimap.de>, свободный (дата обращения: 14.02.17).

# Rinat Fatichov

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## **DIE PERSONENNAMEN IM DEUTSCHEN UND TATARISCHEN**

Das Hauptziel dieser vergleichenden Untersuchung ist die Form, in der die Personennamen im Deutschen und Tatarischen verwendet werden können. Als Quelle dienen die Matrikeln der Sibiriantataren aus dem Archiv der Stadt Tobolsk.

Wir haben festgestellt, dass die Nachnamen oder Familiennamen im 15. und 16. Jahrhundert von den Vornamen des Vaters gebildet waren. Verschiedene Bevölkerungsschichten haben die Familiennamen nicht gleichzeitig bekommen. Zuerst erschienen sie bei den Vertretern des Hochstandes. Beim Mittelstand sind sie erst in der zweiten Hälfte des 18. Jahrhunderts und im 19. Jahrhundert dokumentiert. Es hing davon ab, wie schnell die Bevölkerungsschichten berechtigt worden waren<sup>1</sup> [Gilfanowa 2008: 143].

Nach den Angaben von J. Banner wurden matrikulierte Deutsche zwischen 1840 und 1860 in Elek zu den Elekern gezählt. 1744 kamen etwa 110 Familien nach Elek, hauptsächlich aus Bayern, größtenteils aus den südlich von Würzburg liegenden Dörfern<sup>2</sup> [Banner 1981: 3]. Folgende Namen kommen in den Taufmatrikeln mehrere Jahre hindurch und sind bis zum 20. Jahrhundert unverändert geblieben: *Adam, Ackermann, Albert, Hammer, Harrasz, Hirth, Schmidt, Schneider, Tischmann*. Und wir finden im Archiv Namen in den Matrikeln von Sibiriantataren vom 18. bis 19. Jahrhundert: *Adam (Адамов/Атамов), Ackermann (Аккеров), Albert (Альбертов/Алпертов), Hammer (Хамеров), Harrasz (Харрасов), Hirth (Хиртов), Schmidt (Шмидов/Шемитов), Schneider (Шнайдеров)*.

Wir können also schlussfolgern, dass die Sibiriantataren Kontakte mit den Deutschen aus Elek im 18. Jahrhundert gehabt haben. Und die Ankömmlinge waren größtenteils Handwerker oder Vertreter anderer bürgerlichen Beschäftigungen.

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<sup>1</sup> Gilfanowa, F. H. Ethnolinguistische Untersuchung der Anthroponymie von Tarsky und Barabinsky Tataren. — Tjumen, 2008. — S. 143 .

<sup>2</sup> Josef Banner. Deutsche Personennamen in Elek. [http:// www.Sulinet](http://www.Sulinet).



## Sergey Filatov

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### **KANN DIE MENSCHHEIT IN DER ZEIT DER GLOBALISIERUNG KRIEGE VERHINDERN?**

Unter dem Krieg versteht man einen organisierten und unter Einsatz von Waffen und Gewalt ausgetragenen Konflikt, an dem oft mehrere planmäßig vorgehende Menschengruppen beteiligt sind, deren Ziel ist, ihre Interessen durchzusetzen.<sup>1</sup>

Die meisten Kriege lassen sich auf einige Hauptursachen zurückführen: wirtschaftliche Vorteile, Mangel an Ressourcen, politisches und / oder ideologisches Streben nach Hegemonie, ethnische Konflikte, Nationalismus, religiöser Fanatismus, also die Abhängigkeit einer Wirtschaftsordnung von der Kriegsführung zwecks Absatz militärischer Produkte besonders beim Globalisierungsprozess. Nicht zuletzt sind derzeit auch ökologische Probleme zu nennen, die als Anstoß zu Konflikten zu rechnen sind. Deshalb sind die Kriege dem Zeitraum, der Menschenmenge und den Opfern nach sehr unterschiedlich. Aber der berühmte Psychologe S. Freud<sup>2</sup> fand Aggressivität als einen der grundlegenden Instinkte des Menschen, Kriege hielt er für die unvermeidliche Folge der periodischen Ausbrüche von menschlicher Aggression. Daraus entstehen auch immer große negative Folgen: Menschenopfer, Zerstörungen, Krankheiten, Flüchtlinge.

Obwohl die Kriege mit Blut und Tod gekennzeichnet sind, hat die Gesellschaft danach oft einen Gewinn: einen wirtschaftlichen Aufstieg, technischen Fortschritt, besonders im Militär — und IT-Bereich. Die Tatsache ist, dass aus diesem Grund das Internet erfunden wurde, das zu digitalen und medialen Kriegen führt.

Obwohl es viele internationale Organisationen gibt, die sich für den Weltfrieden und Menschenrechte einsetzen, bleibt momentan die Situation in einigen Regionen unstabil. Ich bin zum Ergebnis gekommen, dass unsere Welt auch im 21. Jahrhundert immer noch in Gefahr ist. Die Regierungen so wie auch jeder einzelne Mensch müssen viel Zeit und Kraft aufbringen, um globale Konflikte einvernehmlich zu lösen.

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<sup>1</sup> Krieg [Электронный ресурс] // Режим доступа: <https://de.wikipedia.org/wiki/Krieg>

<sup>2</sup> Фрейд З. По ту сторону принципа удовольствия [Электронный ресурс] // Режим доступа: <http://fictionbook.ru/static/trials/00/14/67/00146702.a4.pdf>

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### **WAS DEUTSCHE UNTERNEHMEN ERFOLGREICH MACHT**

In keinem Land der Erde sind mehr Weltmarktführer beheimatet als in Deutschland. Zehnmal war Deutschland Exportweltmeister. Gerade der Export ist für den Wohlstand der Bürger und die niedrige Arbeitslosigkeit verantwortlich. Aber was ist das Erfolgsrezept?

Die Wurzeln der deutschen Wettbewerbsstärke reichen weit zurück. Bis Ende des 19. Jahrhunderts war Deutschland kein Nationalstaat, sondern eine Ansammlung von Kleinstaaten. Jeder Unternehmer, der wachsen wollte, musste internationalisieren. Der Drang zur Internationalisierung steckt den deutschen Unternehmern im Blut und setzt sich bis heute fort. Die Deutschen beginnen auch bei kleinerer Unternehmensgröße im Vergleich zu ihren ausländischen Kollegen mit dem Export. So liegt eine der Hauptursachen für den anhaltenden deutschen Exporterfolg in der Stärke der kleinen Unternehmen, also des Mittelstandes.

Außerdem haben viele deutsche Regionen ihre im Laufe der Jahrhunderte erarbeiteten Kompetenzen bewahrt. So z.B. befinden sich in Göttingen weltführende Hersteller von Messtechnik, weil die mathematische Fakultät der Universität Göttingen jahrhundertlang führend war. So sei es gesagt, dass Deutschland die Technologiebasis nutzt, die bis ins Mittelalter zurückgeht, um im 21. Jahrhundert erfolgreich zu sein.

Der nächste Grund für den Erfolg der deutschen Unternehmen ist herausragende Innovationskraft. Kein anderes Land hat so viele Patente wie Deutschland.

Die Dezentralisierung Deutschlands ist noch ein Vorteil. So findet man selbst auf dem Lande Weltklasseunternehmen, die miteinander in harter Konkurrenz stehen, was auch zur Export- und Wettbewerbsstärke beiträgt. Außerdem hat Deutschland eine sehr günstige geographische Lage. So sind die Reisezeiten in die wichtigsten Geschäftszentren der Welt für die Deutschen kürzer als z.B. für Amerikaner oder Asiaten.

Oft werden auch typisch deutsche Tugenden wie Gründlichkeit oder Pünktlichkeit genannt. Diese Analyse belegt, dass es nicht die eine, alles erklärende Ursache für den globalen Erfolg deutscher Unternehmen gibt, sondern ein komplexes Bündel von vielen verschiedenen Ursachen.

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### **DIE VERGKEICHSANALYSE DES STEUERSYSTEMS IN DEUTSCHLAND UND RUSSLAND**

Von großem Interesse ist zurzeit die rechtliche Regelung des Steuersystems. Das Steuersystem der BRD ist aufschlussreich vor allem dadurch, dass es in Deutschland gelingt, neben dem hohen Niveau der Wirtschaftsentwicklung auch ein hohes Niveau des sozialen Schutzes der Bevölkerung zu gewährleisten.

Die wichtigste Besonderheit Deutschlands ist das progressive Steuersystem. Es gibt in Deutschland auch 5 Steuerklassen, abhängig von ihrem Einkommen und Familienstand. Z.B. ein verheirateter Mann zahlt höhere Steuern, während seine Frau fast keine Steuer zahlt. Das führt zu einer gerechten und effektiven Steuerfunktion, folglich zum Wachstum des Staatsbudgets und zugleich zur Sicherung des sozialen Schutzes der Bevölkerung. Die zweite wichtige Besonderheit des deutschen Steuersystems besteht darin, dass die Steuergelder aus ihrer Quelle auf mehrere Ebenen aufkommen. Das hilft den kommunalen Behörden, die umfangreiche Wirtschaftstätigkeit auf der kommunalen Ebene auszuüben. Die meisten örtlichen Probleme werden nämlich auf dieser Ebene gelöst, aber in Russland empfindet man auf der kommunalen Ebene immer mehr den Mangel an Mitteln. Man muss auch erwähnen, dass die BRD eines von wenigen Ländern ist, in denen nicht nur senkrechte, sondern auch waagerechte Verteilung des Steueraufkommens verwendet wird. Das bedeutet, dass die reichen Bundesländer, wie z.B. Bayern oder Baden-Württemberg, bestimmte Überschüsse an die Haushalte der armen Bundesländer überweisen müssen.

So gilt es, die Erfahrung der westlichen Nachbarländer ins Auge zu fassen und zu versuchen, einige von den finanziell-rechtlichen Instituten eines in diesem Bereich mehr entwickelten Staates zu verwenden.

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## SEMANTIK DER GERÜCHE UND SYMBOLIK IHRER KOMPOSITIONEN IM ROMAN VON P. SÜSKIND „DAS PARFUM“

Der Raum der Gerüche ist ein unabdingbares Teil der modernen Kultur. Die Aromen wurden im 18. — 19. Jahrhundert analysiert, dennoch sind das Phänomen des Geruches und seine Funktionen in der Kultur ungenügend untersucht. Deshalb bleibt die Semantikforschung der Gerüche aktuell.

Der Geruch als Naturerscheinung hat eine Kultursemantik, die den Weg zum semiotischen Begreifen des Aromas eröffnet. Die Kultur ist eine Existenzweise des Menschen. Alle Lebensphänomene bekommen Bedeutung und Einschätzung, bilden hierarchische Systeme. Dabei beeinflussen die Gerüche die Psyche des Menschen. Für den Hauptprotagonisten Grenouille sind die Aromen die Sprache, das Verfahren der Welterkenntnis, das Mittel der Kommunikation, des Einflusses auf Menschen. Grenouille hat alle Gerüche exakt hierarchisiert, sein eigenartiges System, die ganze Bibliothek der Aromen erstellt.

Die Bedeutungen der Gerüche benutzt der Protagonist des Romans von Patrick Süskind „Das Parfum“ für die Schaffung der unglaublichen Effekte, Gestalten, die mit dem Geruchssinn wahrgenommen werden, jeweilige Gefühle hervorrufen. Grenouille verwendet die Haupteigenschaft des Geruchs — Einwirkung auf das Unterbewusstsein.

Das Parfum ist ein Symbol der Allmacht für Grenouille. „...Die Menschen konnten die Augen zumachen vor der Größe, vor dem Schrecklichen... Aber sie konnten sich nicht dem Duft entziehen. Denn der Duft war ein Bruder des Atems“.<sup>1</sup> Grenouille ist ein Schöpfer, der mit der Zeichenrealität (Gerüchen) arbeitet, neue gewünschte Bedeutung der Parfums gewinnt und auf diese Weise die zweite Realität schafft.

Es lässt sich zusammenfassend festhalten, dass Grenouille sowohl als der eigene Realität schaffende Schöpfer als auch als ein moralischer Verbrecher gilt. Er benutzt die Menschen nicht nur als Komponenten für seine Kunst, sondern auch als Waffen der Macht über den anderen Menschen.

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<sup>1</sup> Patrick Süskind, Das Parfum. Diogenes Verlag. 1994. С. 93.

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## **INTERNATIONALE WETTBEWERBSFÄHIGKEIT IN DER GLOBALISIERTEN WELT**

Wie man internationale Wettbewerbsfähigkeit in der globalisierten Welt verbessern kann und wer an deren Spitze steht, ist das Ziel unserer Untersuchung anhand der Publikationen im Magazin Deutschland.

In der globalisierten Welt gelten als wichtigste Richtungen *Forschung und Wissen*. Das beweisen die Angaben der Zeitschrift Deutschland im Zeitabschnitt von 2015 bis 2017. In dieser Periode standen in Deutschland rund 15,3 Milliarden Euro für Bildung und Forschung zur Verfügung, bis 2017 sehen wir ein weiteres Wachstum um 25 Prozent. Als Folge sind allein in der Forschung 114 000 neue Arbeitsplätze entstanden<sup>1</sup>. Im „Nature Index Global“ von 2014, der die Publikationsleistung zeigt, kommt Deutschland im weltweiten Vergleich auf Platz drei — die ersten beiden Ränge gehen an die USA und China. Das beweist, dass die Rede im internationalen Wettbewerb von den *besten Innovationen und Ideen* ist. Auch die Regierung von Russland hat laut den letzten Angaben des Informationszentrums (Föderalgesetz № 359) 40,5 Milliarden Dollar für Bildung und Forschung geplant und nimmt den 9. Platz nach Großbritannien ein. Mit den besten Innovationen und Ideen unterstützt Deutschland seine Forscher vor allem dabei, gute Ideen schnell in *innovative Produkte* und *Dienstleistungen* zu verwandeln. Diese Strategie fokussiert auf Forschungsthemen mit hohem Zukunftspotenzial, d.h. Digitale Wirtschaft und Gesellschaft. *Internationalisierung der Wirtschaft* ist ein weiteres Stichwort in der globalisierten Welt. Es erscheinen neue Termini in der künftigen globalen Welt, z.B. „*Außenwissenschaftspolitik*“ und „*Außenwirtschaftspolitik*“, die die weitere Vernetzung rund um den Globus fördern.

Als Schlussfolgerung kann man feststellen, dass man die Internationale Wettbewerbsfähigkeit in der globalisierten Welt nur beim *friedlichen Interessenausgleich* verbessern kann. W.W. Putin, Präsident der Russischen Föderation, tritt immer für kluge Außenpolitik auf, die auch die Interessen der Partner berücksichtigt.

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<sup>1</sup> Magazin Deutschland. Forum für Politik, Kultur und Wirtschaft. 1/2015. S. 31

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### ASPEKTE DER CYBERAUßENPOLITIK AUF INTERNATIONALER EBENE

Aspekte der Cyberaußenpolitik, Möglichkeiten der vernetzten Welt ist das Ziel unserer Untersuchung. Diese Aspekte könnten weltweit koordiniert und gezielt verfolgt werden.

*Der Schutz des Cyberraums* bei gleichzeitiger Wahrung der Freiheit des Internets ist auf internationaler Ebene zu einer zentralen Herausforderung geworden. Hier begegnen sich Freiheits-, Sicherheits-, und wirtschaftliche Anforderungen, die es miteinander auszugleichen gilt. Das Ziel der Cyberaußenpolitik ist *es einen regelmäßigen Austausch mit der Netzgemeinschaft* zu pflegen. Das ist Grundlage der Diplomatie im digitalen Zeitalter.

Die Generalversammlung der Vereinten Nationen hat Ende 2013 einstimmig eine Resolution zum *Recht auf Privatheit* im digitalen Zeitalter verabschiedet. Russland setzt sich mit großem Druck dafür ein, dieses Recht zu schützen und zu stärken. Denn Demokratie braucht Freiheit, und Freiheit setzt einen Raum frei von staatlicher Überwachung voraus.<sup>1</sup> „Viele Staaten werden in diesem Bereich aktiv. Zu den Vorreitern gehört übrigens *Estland*, nach den Angaben des Magazins „Deutschland“, und den Vorsitz in der Freedom Online Coalition hat derzeit die *Mongolei*. *Die USA* sind der größte Spieler. Aber in der internationalen Cyberpolitik kommen ganz neue Spieler zum Vorschein: *Brasilien* ist ein Meinungsführer im globalen Süden, *Indien* hat das Potenzial, eine wesentliche Rolle zu spielen, *Israel* ist ein Schwergewicht im Bereich Cybersicherheit.

Der ehemalige Außenminister Deutschlands Frank-Walter Steinmeier sprach davon, dass es ein großes Ziel des 21. Jahrhunderts sei, „ein freies, offenes, sicheres Internet“ zu schaffen<sup>2</sup>. Man muss die Balance zwischen Cybersicherheit und Freiheit des Netzes bewahren.

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<sup>1</sup> Magazin Deutschland. Forum für Politik, Kultur und Wirtschaft. 4/2014. S. 52.

<sup>2</sup> Magazin Deutschland. Forum für Politik, Kultur und Wirtschaft. 4/2014. S. 53.

## **Rodion Khazhimuratov**

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### **METHODIK DER REALISIERUNG DER BERUFSKOMPETENZ LAUT FÖDERALEN STAATLICHEN AUSBILDUNGSSTANDARTS (RECHTSWISSENSCHAFT) (FSAS)**

Die Hochschulabsolventen sollen berufskompetent sein. Dafür organisiert das Institut für Justiz USLU die wissenschaftspraktische Konferenz „Modell Europarates“. Der Algorithmus und die Prozedurregeln des Modells sind den Prozedurregeln und den Arbeitsformen des Europarates näher gebracht. Die Bekanntmachung mit den Prozedurregeln und ihre Einhaltung ist eine der wichtigsten Pflichten für jeden Teilnehmer des Modells. Alle Teilnehmer des Modells sind bevollmächtigte Vertreter der bestimmten Staaten. Alle Sitzungen des Modells sind offiziell. Alle Handlungen der Abgeordneten sollen konstruktiv sein. Jede Delegation hat eine Stimme unabhängig von Mitgliederzahl.

Die Teilnehmer können die Veränderungen einbringen. Dafür ist die einfache Mehrheit der Stimmen der anwesenden Staaten erforderlich. Nach der Plenarsitzung der Generalversammlung beginnen die Ausschüsse ihre Arbeit. Es gibt Zeit für die inoffiziellen Debatten — Lobbying.

Am Ende des Lobbyings beginnt die formelle Besprechung der Arbeitsentwürfe. Dann beginnt die Abstimmungsprozedur insgesamt. An der Abstimmung dürfen nur die EU-Mitgliedstaaten teilnehmen. Im Falle der positiven Abstimmung (einfache Mehrheit) gilt der Entwurf als angenommen und wird für die Abstimmung der Generalversammlung am letzten Tag des Modells vorgeschlagen.

So ist die wissenschaftspraktische Veranstaltung im Format des Modells Europarates berufen, die obengenannte Kompetenz zu bilden.

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## **MIGRANTEN IM KOPFE**

Die interkulturelle Kommunikation spielt eine besondere Rolle in der Entwicklung der multinationalen und internationalen Beziehungen. In moderner Welt ist dieses Thema besonders aktuell, weil fast jeder Mensch auf seine eigenen Vorstellungen stößt. Im Grunde genommen ist die Rede von unseren Vorstellungen über die Migranten und ihre Rolle in unserem Leben.

Die Studie wurde auf Grund der Umfrage in einer sibirischen Stadt durchgeführt. Die Zielgruppe der Befragten sind Männer und Frauen im Alter von 18 bis 60 Jahren.

Nach der Auswertung der Ergebnisse haben wir festgestellt, dass die Mehrheit der Befragten meint, dass in der Region die Anzahl der Migranten zu hoch ist. Jedoch bringen sie keine besonderen Probleme für die Bewohner.

Vom Standpunkt des Migrationsproblems haben die Befragten bewertet, dass Deutschland eine eher komplizierte Position hat. Das meinen etwa 60 Prozent von Befragten. Im Gegenteil dazu gilt Norwegen als das Land ohne Migrationsbelastung.

Bei der Bewertung des Nutzens der Migranten für das Land wurde es ermittelt, dass die Mehrheit keine sichere Antwort auf diese Frage hat. Es gibt viele Faktoren zu beachten. Jedoch sehen 3 Prozent der Sibirier den höchsten Vorteil von Migranten in der Wirtschaft, auf dem Arbeitsmarkt.

Die unschlagbaren Lösungswege aus der Sicht der Befragten sind obligatorisches Erlernen der Sprache des Gastlandes und das Verbot der kompakten Siedlungsgebiete in der Region. Zahlenangaben in Prozent drückt das Verhältnis 40 zu 27 aus.

Aus der durchgeführten Studie lässt sich die Schlussfolgerung ziehen, dass sich die Einwohner der sibirischen Region auf den ersten Blick für dieses Problem nicht interessieren. Jedoch unterscheiden sich die geäußerten Meinungen von den inneren Standpunkten. Es gibt ein negatives Verhältnis zu den Migranten, aber das bleibt in der Tiefe.

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### **EINFLUSS DES INTERNETS AUF POLITIK UND INTERNATIONALE BEZIEHUNGEN (AM BEISPIEL DER WIKILEAKS)**

In der sich zunehmend globalisierenden Welt spielt das Internet eine unvorhergesehen wichtige Rolle in der Politik. Als Beispiel dafür kann die Organisation der Proteste in Ägypten 2011 durch die Sozialnetze genannt werden. Überdies übernimmt das Internet mit den Enthüllungen der Wikileaks die Rolle, die Verbrechen der Regierungen öffentlich bekannt zu machen. Diese Rolle gehörte zuvor den Massenmedien, die deswegen als vierte Macht genannt werden.

Die Wikileaks gibt den Hinweisgebern die Möglichkeit, die Information der Gesellschaft anonym mitzuteilen. Viel Information, die von der Webseite hochgeladen wird, stammt von den Hackern. Außerdem wird Wikileaks ständig der Kritik unterworfen, weil die Webseite die Geheiminformationen veröffentlicht, was das Leben der Unschuldigen gefährden kann. Die Hinweisgeber werden in ihrer Heimat zu Verrätern. Chelsea Manning, die durch die Wikileaks die Videoaufnahmen mit den Kriegsverbrechen der US-Soldaten im Irak veröffentlicht hat, wurde in den USA zu 35 Jahren Gefängnis verurteilt und erst 2016 von Präsident Barack Obama begnadigt. Gegen Wikileaks-Gründer Julian Assange wird von der schwedischen und der US-Justiz ermittelt.

Die Enthüllung der E-Mails von der ehemaligen US-Staatssekretärin Hillary Clinton hat einen starken Einfluss auf das Ergebnis der Wahlen in den USA 2016 ausgeübt, die Videoaufnahmen der Kriegsverbrechen im Irak und Afghanistan haben die Ansichten der westlichen Gesellschaft gegenüber den Militäreinsätzen verändert. Überdies haben die Enthüllungen die Beziehungen der USA zu den anderen Staaten beeinträchtigt. Der Einfluss der Wikileaks ist mit den Panama-Papieren und der NSA-Affäre zu vergleichen. Obwohl die ethische Seite des Projektes bis heute aus der Sicht vieler Menschen fraglich bleibt, wird die Wikileaks von den Massenmedien aus der ganzen Welt zitiert. Der Spiegel, The Guardian und The New York Times arbeiten mit der Internetressource zusammen.

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## **AUSWIRKUNG DER SANKTIONEN AUF DAS INVESTITIONSKLIMA IN RUSSLAND**

Wie bekannt, sind Investitionen ein ausschlaggebender Faktor bei der Entwicklung und der erfolgreichen Modernisierung der Wirtschaft.

Die 2014 vom Westen gegen Russland verhängten Sanktionen entfalten eine enorme Wirkung auf fast alle Tätigkeitsbereiche. Besonders schmerzhaft sind vor allem die Wirtschaftssanktionen. Die ausländischen Direktinvestitionen in Russland sind 2014 drastisch geschrumpft. Laut der Zentralbank sind die ausländischen Investitionen in Russland um 80,3% (USA -71%, Frankreich — 26%, Italien — 54%) gesunken.

Aber es sei betont, dass sich die russische Wirtschaft an die Sanktionen bereits voll und ganz angepasst hat und wieder attraktiv für ausländische Investoren wird. So sind die Sanktionen für Großinvestitionen in Russland kein Hindernis mehr. Die westlichen Unternehmen rechnen damit, dass Russland nach wirtschaftlichen Erschütterungen an der Schwelle eines Wachstums steht. Interessant ist dabei, dass 2016 Deutschland nach China zum größten Investor in Russland wurde. So ist der Umfang der deutschen Direktinvestitionen in Russland im vorigen Jahr auf 2,05 Milliarden Euro gestiegen. Dabei investieren nicht nur Großkonzerne wie Daimler oder Henkel AG, sondern auch kleinere Unternehmen.<sup>1</sup>

Russland versucht ausländische Investoren mit Spezialangeboten anzulocken: Wer ab 750 Millionen Rubel (rund 11 Millionen Euro) investiert, erhält den Status eines russischen Herstellers mit allen sich daraus ergebenden Vorteilen. Außerdem entwarf die Regierung einen Anti-Krisen-Plan, der die Maßnahmen zum strukturellen Umbau des Finanzsystems und zur Verbesserung des Investitionsklimas sowie Unterstützung der Wirtschaftssektoren enthält.

Zusammenfassend kann man sagen, dass die Sanktionen für die russische Wirtschaft keine Katastrophe sind. Sie haben bestehende Probleme, die die Entwicklung des günstigen Investitionsklimas im Land verhindern, deutlich gemacht, und den Anstoß für deren Lösung gegeben.

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<sup>1</sup> Sanktionen kein Hindernis für deutsche Großinvestitionen.[Электронный ресурс]. URL: <https://de.sputniknews.com> (дата обращения 01.02.2017)

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### **UMWELTSCHUTZ AUF KOMMUNALER EBENE**

In Russland ist das Jahr 2017 zum "Jahr der Ökologie" erklärt worden. Aber Umweltschutz spielt in Russland leider bislang eine untergeordnete Rolle. Um diese Situation zu verbessern, wäre es nützlich und sinnvoll, die Erfahrungen von anderen Ländern zu übernehmen.

Die Umweltpolitik wird in Deutschland auf drei Ebenen realisiert: auf der Bundesebene, auf der Landesebene und auf der kommunalen Ebene. Aber gerade die Kommunen erweisen sich als Vorreiter bei der Umsetzung einer nachhaltigen Entwicklung. Es liegt daran, dass sie näher an der Bevölkerung sind und im Dialog mit den Bürgerinnen und Bürgern, der Privatwirtschaft und örtlichen Organisationen gemeinsame Lösungen entwickeln können<sup>1</sup>.

Klassische Beispiele für das weite Spektrum kommunaler Tätigkeiten mit Umweltbezug sind Entsorgungstätigkeiten, Energie- und Wasserversorgung, Entwicklungs- und Bauleitplanung, Verkehrsplanung, Personenverkehr, Wohnungsbau, Anlage und Pflege von Freiräumen, Friedhöfen, Sport- und Erholungsflächen.

Aber für die Umsetzung von Zielen und Maßnahmen eines effektiven Umweltschutzes ist eine Änderung des menschlichen Verhaltens von zentraler Bedeutung. Die Gemeinde Tiefenbach bei Landshut zeigt ein gutes Beispiel von solcher Öffentlichkeitsarbeit. Regelmäßig finden Aktionen und Veranstaltungen zum Thema Umweltschutz statt, welche sehr effizient sind.

Bei begrenzten finanziellen Spielräumen der russischen Kommunen sollten von ihnen solche umweltschonenden Maßnahmen getroffen werden, die sich durch Einsparungen schnell amortisieren, z.B. in der Energieversorgung. Und natürlich mangelt es an einer konsequenten Öffentlichkeitsarbeit durch verschiedene Medien.

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<sup>1</sup> Jörgensen, K. Länder und Kommunen als Motoren des Umweltschutzes. Bonn, 2005. S. 57—62.

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## PHILOLOGIE ALS HEUTIGE WISSENSCHAFT

Heute lässt es sich nicht bestreiten, dass die praktisch orientierten und mit der Medizin und Technik verbundenen Forschungen eine sehr große Bedeutung haben. Die Philologie und andere Geisteswissenschaften werden inzwischen zu den ausschließlich theoretischen Wissenschaften gezählt, die für die Gesellschaft praktisch nutzlos sind. In unserer Forschung haben wir Philologie als eine angewandte Wissenschaft zu untersuchen. Wir haben eine Umfrage durchgeführt, um festzustellen, ob die Studenten die Philologie als eine angewandte Wissenschaft wahrnehmen können.

Im theoretischen Teil unserer Forschung wurden verschiedenartige Zusammenwirkensformen von der Philologie und den anderen Wissenschaften betrachtet. Zwei wichtigste Bereiche sind unserer Meinung nach Neurolinguistik und Computerlinguistik. Neurolinguistik beschäftigt sich mit der Untersuchung und der Korrektur von Sprachstörungen. Sie befähigt auch Schizophrenie, Epilepsie, Neurosen und andere Erkrankungen durch Redeanalyse zu diagnostizieren<sup>1</sup>. Computerlinguistik ist eine Schnittstelle zwischen Sprachwissenschaft und Informatik. Im Rahmen dieser Wissenschaft werden solche Systeme erschaffen, die eine natürliche Sprache automatisch analysieren können. Dazu gehören maschinelle Übersetzung, Informationsrückgewinnung, „Question Answering (QA)“, elektronische Wörterbücher<sup>2</sup>.

Die zu prüfende Hypothese lautet, dass die Studenten verschiedener Studiengänge (einschließlich der Philologen) wenig oder fast nichts vom praktischen Aspekt der Philologie wissen. Unsere Hypothese haben wir mit einer Umfrage bewiesen. Die meisten Befragten (57%) stimmen zu, dass die Philologie eine angewandte Wissenschaft sein kann, aber nur im Rahmen der Schul- und Hochschulbildung (Sprachunterricht). Nur 6-10% der Befragten (je nach dem Studiengang) sind informiert, dass die Philologie mit den anderen wissenschaftlichen Branchen zusammenwirkt und einen Beitrag zur Weltentwicklung leistet.

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<sup>1</sup> Черниговская, Т. В. Проект обучения нейролингвистике «Миневра». URL: [www.genlingnw.ru/Staff/Chernigo/Minerva/review.html](http://www.genlingnw.ru/Staff/Chernigo/Minerva/review.html)

<sup>2</sup> Carstensen, K.-U., Jekat, S., Klabunde, R. Computerlinguistik und Sprachtechnologie. — Heidelberg, 2010. S. 3–6.

## **Maria Novozhilowa**

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### **TTIP – EIN SYMBOL DER WEITEREN GLOBALISIERUNG**

Der Begriff «Globalisierung» entstand noch in den 1960er. Dieser wichtige Prozess hat sich im Laufe von mehr als 50 Jahren entwickelt. Obwohl manche Sozialschichten daran Kritik üben, profitieren die meisten europäischen Länder und besonders Deutschland von offenen Grenzen und engem Austausch.

Mit der Möglichkeit des Freihandels- und Investitionsschutzabkommens zwischen der Europäischen Union und den USA (TTIP) beginnt eine neue Phase der Globalisierung, die viel mehr Wirkung sowohl auf die Nationalstaaten, als auch auf kleine und mittlere Unternehmen (KMU) in Europa ausüben könnte. Das Paradox besteht darin, dass die Kritik an der Globalisierung sogar in den Ländern steigt, die aus diesem Prozess viele Vorteile gezogen haben. Viele Europäer halten dieses Abkommen für ein Symbol des zügellosen Marktradikalismus. Besonders besorgt fühlen sich kleine Firmen und deren Arbeitnehmer. Zu den größten Befürchtungen gehören Gefahren für Jobs, Sozialabbau, ein Aufweichen der hohen europäischen Standards. Dabei sind auch die Verhandlungen der Kritik unterworfen, weil fast alles hinter verschlossenen Türen besprochen wird.

Für Deutschland und ganz Europa ist es jetzt völlig klar, dass der Trend zu der weiteren Globalisierung anhält. Die Europäer versuchen aber jetzt diesen Prozess aktiv zu prägen. Die Forderungen bestehen darin, dass sowohl Globalisierung als auch Freihandel klare und verbindliche Regeln hat: «Globalisierung ist kein Schicksal, dem wir uns ohnmächtig ergeben müssen. <Die> lässt sich gestalten — sozial, demokratisch und nachhaltig»<sup>1</sup>.

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<sup>1</sup> Frankfurter Allgemeine [Электронный ресурс]. — URL: <http://www.faz.net/aktuell/politik/ausland/ceta-und-ttip-sozialdemokraten-muessen-die-globalisierung-gestalten-14438650.html>

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### **NOVOSIBIRSKER STUDENTEN ÜBER HOCHSCHULBILDUNG**

Heutzutage ist es allgemein anerkannt, dass die Hochschulbildung eine große Rolle in der russischen Gesellschaft spielt. Den Kindern wird der Gedanke beigebracht, dass das einzige Szenario für ihr Leben Schule, Hochschule und eine gute Karriere ist.<sup>1</sup>

In diesem Zusammenhang entstand die Notwendigkeit eine Umfrage in Novosibirsker Lehranstalten durchzuführen, an der Studenten des Sibirischen Instituts für Verwaltung, der Sibirischen Universität für Verbraucherköoperation, Schüler (16-18) der Schule Heureka und der Schule № 43 teilgenommen haben.

Die Fragebögen enthielten die Fragen: Was denkt die Jugend über ihre Hochschulbildung und Aussichten für die Zukunft? Ob die Gesellschaft Ihre Berufswahl beeinflusst? Muss die Jugend eine Hochschulbildung haben? Warum (nicht)?

43% der Befragten sind nicht sicher, ob die Hochschulausbildung für ihre zukünftige Karriere eine Basis zu bilden verhilft. Auf die Frage nach dem Einfluss der Gesellschaft haben 57% der Befragten mit „Ja“ geantwortet, 43% der Befragten mit "Nein". 5% der Befragten sind überzeugt, dass die Hochschulbildung keine echten Berufschancen im Berufsleben zur Verfügung stellen kann oder erachten die Hochschulbildung nur als eine Förmlichkeit.

Zusammenfassend kann hervorgehoben werden, dass die Tendenz der Erzwingung der Jugend zu Hochschulbildung verweigert werden soll. Die Kinder sollten in Liebe zu Wissen erzogen werden. Die Jugendlichen müssen eine Lieblingsbeschäftigung haben und die Meinung der Gesellschaft nicht immer berücksichtigen.

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<sup>1</sup> «Мир и молодежь. Меняется время — меняемся мы» [Электронный ресурс]. — Режим доступа: <http://gendocs.ru/> (дата обращения 5.02.2017)

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### **EINFLUSS DER MIGRATIONSKRISE AUF DIE BEZIEHUNGEN ZWISCHEN EU-MITGLIEDSTAATEN**

Der Bürgerkrieg in Syrien, der im weiteren Sinne auch ein globales internationales Phänomen ist, hat einen riesigen Flüchtlingszustrom in die EU hervorgerufen, was zu der größten Migrationskrise in der Geschichte der Union geführt hat. Dazu haben auch andere Konflikte, die meistens mit dem internationalen Terrorismus verbunden sind, einen negativen Beitrag geleistet. Es lässt sich mit Sicherheit sagen, dass der Andrang der Ankömmlinge die Beziehungen zwischen EU-Staaten geprägt, verändert und teilweise belastet hat. Außerdem hat die Flüchtlingskrise viele innenpolitische Probleme in der EU geoffenbart und die Kraftverteilung auf der politischen Bühne klarer gezeigt. Deshalb ist es von großem Interesse festzustellen, welche konkrete Wirkung die Migrationskrise auf die politische Lage innerhalb der EU ausgeübt hat.

Die Migrationskrise ist ein Stein des Anstoßes in erster Linie zwischen Deutschland und dem so genannten Visegrad-Bündnis, das sich aus Polen, Tschechien, der Slowakei und Ungarn zusammensetzt. Ein Hauptstreitpunkt ist die Verteilung von Flüchtlingen, gegen die sich die Visegrad-Staaten aussprechen, weil diese Länder, die relativ vor kurzem in die EU aufgenommen wurden, nicht immer in der Lage sind, den Flüchtlingen finanzielle Unterstützung zu gewähren. Am entschlossensten handelt Viktor Orban, der 2015 die ungarischen Grenzen zu Serbien gesperrt und 2016 ein Referendum über die Verteilungsquoten veranstaltet hat.

Die Visegrad-Staaten sehen den Ausweg in der „Dublin-Verordnung“, die, ihrerseits, nicht im Interesse der südeuropäischen Staaten ist, denn sie sollten laut dieser Verordnung die meisten Flüchtlinge aufnehmen. Ihre Position haben sieben südliche EU-Staaten, die informell auch als „Club Med“ bezeichnet werden, beim Regionalgipfel in Athen vorgelegt. Von ausschlaggebender Bedeutung für sie sind die EU-Türkei-Abkommen und die Verstärkung des Schutzes an den EU-Außengrenzen. Gestärkt sind diese Aufrufe auch mit den Forderungen nach mehr Wirtschaftshilfe, was von Politikern aus Brüssel als Fliehkraft und Spaltungsversuche betrachtet wird.

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## DIE MIGRATION IN DER GEGENWÄRTIGEN WELT

In der gegenwärtigen Welt hat die Migration in die entwickelten Industrieländer solches Ausmaß erworben, dass sie mit «der großen Übersiedlung der Völker» verglichen werden kann. Die Migration verursachen einerseits der niedriger Lebensstandard, die Militärkonflikte und die niedrige Effektivität der internationalen Programme. Andererseits, sind die westlichen entwickelten Industrieländer am Zufluss der billigen Arbeitskraft interessiert, weil die sinkende Zahl der Geburten und das Altern der Bevölkerung zur ernsthaften Disproportion zwischen dem arbeitenden Teil der Bevölkerung und den Rentnern führen.

Laut der Bundeszentrale für politische Bildung und dem Statistischen Bundesamt weist das Verhältnis zwischen den Einwanderungs- und Auswanderungsraten auf einen Anstieg der Migration. Deutschland ist ein beliebtes Ziel der Migranten, weil es als Rechts- und Sozialstaat viele Vorteile bietet: bessere Arbeitsbedingungen, Sozialhilfe bei Nicht-Beschäftigten sowie ein gutes Gesundheitssystem. Jedoch hat der Massenzufluss der Migranten eine ganze Reihe von scharfen kulturellen, wirtschaftlichen und politischen Problemen ausgelöst. Oftmals handelt es sich um ein Abwehrverhalten der Bevölkerung gegen fremde Kulturen. Den Europäern ist ihre am christlichen Wertekodex orientierte Denkweise eigen. Das Gegenteil ist bei den Muslimen zu beobachten, deren Rechtsordnung (Scharia) und deren Frauenverständnis (Unterdrückung, Ehrenmorde etc.) Verständnisprobleme bereiten und Konflikte auslösen. Nicht zu vergessen sind die Extremisten und Fundamentalisten, deren Zahl immer größer wird und deren Einfluss in den islamischen Gemeinden zunehmend wächst.

Den Migranten gelang es jedoch, sich in die Wirtschaft und das soziale System der westlichen Länder zu integrieren. Zuwanderer haben eine große Bereitschaft, die deutschen Traditionen anzunehmen. Laut einer Studie der Konrad-Adenauer-Stiftung gaben 83 Prozent der Deutschen mit Migrationshintergrund an, Zuwanderer sollten ihr Verhalten der deutschen Kultur anpassen. Allgemein sei zu beobachten, dass sich Zuwanderer umso besser integrieren, je länger sie im Einwanderungsland leben.

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## **DADA-DISKURS UND SEINE VERBALISIERUNG**

Jede Kunstrichtung bildet, laut unserer Hypothese, ihre eigene kommunikative Praxis, die bestimmte Merkmale aufweist.

Die Besonderheit unseres Herangehens an das Problem besteht darin, dass wir die visuellen Komponenten in Verbindung mit Texten betrachten, denn zwei symbolische Systeme, sprachliche und visuelle, beeinflussen einander. Unser Forschungsansatz, bei dem eigentlich die Verbalisierung des künstlerischen Diskurses in den Mittelpunkt gerückt wird, erhält dadurch eine besondere Aktualität. Der Metatext der kommunikativen Praxis des Dadas ist mit dem Text von den Dada-Manifesten eng verbunden, wobei der Text zum Interpretationsgrund für visuelle Komponente wird.

Das Forschungsprogramm beinhaltet einen Appell an die beiden unterschiedlichen Systeme, die auf verschiedenen Ebenen existieren. Sprachliche Mittel formieren die Makrostruktur des Diskurses und visuelle Mittel bilden die Mikrostruktur. Auf der Basis der Textkomponente bekommen künstlerische Zeichen ihre eigentliche Bedeutung, was zur Entstehung einer besonderen Art des künstlerischen Diskurses beiträgt.

Gemälde und Manifeste des Dadas sind kreolisierte Texte. Dieser Übergang zu einer neuen Erscheinungsform war sehr wichtig für die Kunst des 20. Jahrhunderts, weil seit der Dada-Periode Text und Kunst immer zusammen sind.

Das Zusammenspiel von der Sprache, Farbe, Komposition zeigt sich in zahlreichen Appellkonstruktionen, Metaphern, Anadiplosen, Gegenüberstellungen, die eine Brücke zum Publikum schlagen.<sup>1</sup>

Dadaistische Werke aus verschiedenen Perioden basieren auf den Texten des Programmbereichs, gemäß der Formel "Protest, Absurd, groteske Ironie".

Texte und Kunstwerke der Dadaisten weisen eine bestimmte Reihe von eng miteinander verbundenen textuellen und visuellen Merkmalen auf, stellen eine besondere Art von künstlerischer Kommunikation dar, die zweifellos als Diskurs definiert werden kann.

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<sup>1</sup> Hugo Ball. Eröffnungs-Manifest, 1. Dada-Abend. GRIN Verlag, München, 2008. S. 7—11.

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## DAS NEUE STRATIFIKATIONSMODELL DER GEGENWÄRTIGEN RUSSISCHEN GESELLSCHAFT

Die in der wissenschaftlichen Literatur ausgearbeitete Konzeption der sozialen Transformation betont die Abhängigkeit der öffentlichen Verschiebungen von den Handlungen nicht nur der oberen, sondern auch der mittleren und grundlegenden Schichten der Gesellschaft.

Die Struktur der gegenwärtigen russischen Gesellschaft wird durch extreme Instabilität auf der Ebene der Prozesse in den sozialen Gruppen gekennzeichnet. Die Besonderheit der gegenwärtigen Transformationsprozesse besteht darin, dass sie alle Niveaus der öffentlichen Vertikale erfassen: nationale, regionale, lokale, gruppen- und individuell bezogene. Dabei sinkt die Kontrollierbarkeit dieser Prozesse durch zentrale Macht je nach dem Abstieg auf die unteren "Stockwerke".

Die Haupttendenzen in der sozialen Transformation bestehen in der Vertiefung der sozialen Ungleichheit und der Marginalisierung der großen Schichten der Bevölkerung. Die Größe der sozialen Schichtung ist ein Grund der hypertrophierten Formen der sozialen Ungleichheit.

Das Stratifikationsmodell der gegenwärtigen russischen Gesellschaft sieht grundsätzlich wie folgt aus:

**Die Elite** — lenkende politische und ökonomische — bis zu 0,5 %; die **obere Schicht** — Groß- und Mittelständler, Direktoren der großen und mittleren privatisierten Betriebe — 6,5 %; die **mittlere Schicht** — die Vertreter des Kleinbusiness, die qualifizierten Fachkräfte, die Geschäftsführer, die Leiter — 20 %; die **Mittelschicht** — Fachkräfte, Gehilfen, Arbeiter, Bauer, Vertreter des Handels- und Dienstleistungssektors — 60 %; die **untere Schicht** — Arbeitslose, unqualifizierte Arbeiter — 7 %; der **soziale Abgrund** — bis zu 5 %.

Das neu entstehende soziale Stratifikationsmodell der Gesellschaft gehört nicht nur der objektiven Realität, sondern wird subjektiv von verschiedenen Persönlichkeiten und Gruppen wahrgenommen. Diese Kräfte können künftig helfen, die soziale Ungleichheit auf der rationalen Basis der Integration oder der Desintegration zu mildern.

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### ERFOLGSFAKTOR — SOFT SKILLS

Die Globalisierung der Wirtschaft und die Revolution in der Informations-Technologie verändern die sozialen Strukturen und geben der Arbeitswelt völlig neue Konturen. Wer fit für die neuen Anforderungen sein will, muss Fähigkeiten entwickeln, die es ihm erlauben, sich schnell auf wandelnde Situation einzustellen. Es geht um so genannte Schlüsselqualifikationen, die im Englischen „soft skills“ genannt werden, wie etwa: Flexibilität, Teamfähigkeit, Fremdsprachenkenntnisse, Belastbarkeit, Mobilität und kulturelle sowie interkulturelle Kompetenzen. Das Ziel dieser Arbeit ist es zu prüfen, ob die Schlüsselqualifikationen in der modernen Gesellschaft für die Karriere entscheidend sind.

Laut den Angaben einer Befragung unter Personalverantwortlichen der Firmen, die in Jura, Maschinenbau, Elektrotechnik, Wirtschaft und Ingenieurwesen tätig sind, gewinnen „soft skills“ immer mehr an Bedeutung. Und allen voran: die Teamfähigkeit. 83% der Befragten meinen, dass diese Qualifikation für den Arbeitnehmer essenziell ist. Aus der Befragung geht es hervor, dass solche Kompetenzen wie Flexibilität, Selbstständigkeit, und Kommunikationsbereitschaft auch eine enorme Rolle spielen. 30% der Befragten halten sie für besonders wichtig.<sup>1</sup> Vielen Bewerbern und Mitarbeitern mangelt es gerade an diesen Schlüsselqualifikationen.

Mit der Einführung von Teamarbeit, mit mehr Kundenorientierung, mit immer neuen Arbeitsmitteln und zunehmender Internationalisierung haben die Unternehmen erkannt, dass das Fachwissen allein nicht mehr ausreicht.<sup>2</sup> Die Ergebnisse der Untersuchung zeigen, dass jedes zweite Unternehmen Fachqualifikationen und Schlüsselqualifikationen für gleich wichtig hält. Immerhin ein Drittel würde im Zweifelsfall den „soft skills“ Priorität einräumen.

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<sup>1</sup> Boldebeck, Catrin. Wirtschaft oder New Economy? Stern Spezial, 11/2011. Deutschland.

<sup>2</sup> Hugle, Robert. Zukunft der Arbeits- und Berufswelt. Iwd-Beilage: Wirtschaft und Unterricht. Deutschland, 2008.

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### **PROBLEME DER RUSSISCH-DEUTSCHEN BEZIEHUNGEN IM RAHMEN DER WIRTSCHAFTLICHEN SANKTIONEN**

Mittlerweile betrachten viele europäische Politiker den Anschluss der Krim an die RF als Annexion. Außerdem ist der Konflikt zwischen Donbass und den ukrainischen Streitkräften in den Vordergrund getreten. Aufgrund dessen verhängte die Europäische Union wirtschaftliche Sanktionen gegen Moskau. Das Untersuchungsziel ist es, die Widersprüchlichkeit der Situation an Beispielen aufzuzeigen und unsere Lösungsvorschläge für den Ausgang aus der Krise anzubieten.

Wie sich der Politologie-Professor der Universität Innsbruck Gerhard Mangott gegenüber dem TV-Sender 3sat äußerte, sind die Sanktionen diesbezüglich gescheitert, was für jeden Russlandexperten von Beginn an absehbar war. Diesem Gesichtspunkt stimmt der Direktor am IE RAS Alexei Gromyko zu: „Es gebe die Gelegenheit, dass einige Teile des Sanktionsgebäudes sowie Mechanismus noch im laufenden Jahr demontiert werden können“.

Wir haben statistische Erhebungen der bilateralen Wirtschaftsbeziehungen und Verträge zwischen Deutschland und Russland von 2011 bis 2016 analysiert. Im Vergleich zum Jahr 2012 ging der russisch-deutsche Warenverkehr auf 40,8 Mrd. Euro zurück<sup>1</sup>.

Abschließend kann das Fazit aus unserer Untersuchung gezogen werden. Die Annäherung zwischen Deutschland und Russland ist ohne politische Lösung der Ukraine-Krise nicht möglich. Ausgehend davon, dass diese Sanktionen gegen Russland unwirksam sind, soll die Europäische Union stufenweise Sanktionspolitik in Bereichen wie der Maschinenbau, die Investitionstätigkeit, die Energiereserven und die Rüstungslieferung entspannen.

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<sup>1</sup> Deutsch-russische Wirtschaftsbeziehungen [Электронный ресурс] Botschaft der Russischen Föderation in Deutschland [Официальный сайт]. Режим доступа: <https://russische-botschaft.ru/de/information/informationen-beznesmenam/deutsch-russischewirtschaftsbeziehungen/> (дата обращения 5.02.2017)

# **ФРАНЦУЗСКИЙ ЯЗЫК**

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## LA LANGUE FRANÇAISE ET SES MOTS NOUVEAUX

La langue française est actuellement une des langues les plus parlées dans le monde : 500 millions de personnes la pratiquent comme langue maternelle ou secondaire, ainsi qu'une des langues les plus appréciées par les personnes qui souhaitent s'enrichir en apprenant une nouvelle langue. Mais comme toutes les langues, le français est en perpétuelle évolution, dont les raisons peuvent être multiples : l'immigration étrangère de masse, la mondialisation de la culture, la remise à jour des langues régionales, etc. Nous allons donc essayer de voir à quelles évolutions la langue française se confronte ou s'enrichit selon les divers idéaux et le pourquoi de ces évolutions.

L'anglais a toujours été la langue étrangère la plus influente dans l'évolution de la langue française ; beaucoup de mots sont employés depuis longtemps et sont tellement rentrés dans le vocabulaire commun qu'on en oublierait presque leurs origines (« parking », « best-seller », « camping »). L'influence de l'anglais a souvent été vue d'un mauvais œil par les amoureux et les défenseurs de la langue française, à tel point que le 4 août 1994, le parlement vote la « loi Toubon » relative à l'emploi de la langue française, qui veut limiter l'emploi officiel des termes anglais en privilégiant les termes francophones notamment dans le domaine de la culture et l'entreprise. Aujourd'hui, nous retrouvons dans tous les domaines des termes anglais que l'on utilise de façon normale. Tout le vocabulaire lié à l'informatique et aux nouvelles technologies n'est qu'en anglais : « uploadé », « smartphone », « fake », « selfie ». Également dans le domaine médical : « burn out », le domaine médiatique : « people », et même dans le domaine de la grande spécialité française, la cuisine : « pad-thai ». Ajoutons l'influence des langues issues de l'immigration dont la principale concernée est l'arabe, du fait que les plus grosses communautés immigrées sont arabophones. L'arabe avait déjà influencé la langue française depuis longtemps avec les mots comme « algèbre », « girafe », « alcool ».

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## **ANALYSE LINGUISTIQUE DU VOCABULAIRE RÉGIONAL DE PARIS ET DE NOVOSSIBIRSK**

On sait que chaque région a sa propre variante linguistique. Ce travail de recherche explore le thème du vocabulaire régional de deux grandes villes : Paris et Novossibirsk. L'actualité du sujet s'explique par le fait qu'il faut sûrement connaître le vocabulaire populaire et argotique pour éviter des problèmes de compréhension et de communication en visitant la capitale de la France et celle de la Sibérie. Le but de la recherche est de comparer les lexiques pour y trouver les similarités et les différences.

L'analyse linguistique est effectuée sur la base de deux dictionnaires publiés récemment : « Je parle le parisien »<sup>1</sup> et « Словарь региональной лексики и народных топонимов города Новосибирска »<sup>2</sup>.

Au cours de la recherche, deux classements ont été réalisées :

1. Classement par contenus thématiques. Tous les mots ont été divisés en champs, micro-champs, groupes et sous-groupes thématiques. Par exemple, dans le dictionnaire du vocabulaire parisien, le champ le plus populaire est « Boire et manger » ('co-lunching'), alors que parmi les Russes c'est le champ « Transports » ('горбатый').

2. Classement par sources d'enrichissement du vocabulaire. En effet, les emprunts jouent le rôle majeur ('after') dans « Je parle le parisien ». À leur tour, les mots du dictionnaire de Novossibirsk sont le plus souvent formés à l'aide des suffixes ('речник'). En outre, les deux dictionnaires possèdent des mots qui sont créés par l'évolution sémantique : les métonymies ('thai' ; 'за плащом') et les métaphores ('rock'n'roll' ; 'шарик') et, par ailleurs, les expressions idiomatiques ('coup de cœur' ; 'шиш да маленько').

Les deux classifications ont permis de constater l'originalité de chacune des régions qui se fonde sur les données statistiques précises. La recherche effectuée ouvre la voie à des analyses ultérieures dans le domaine de la sémantique et de la stylistique.

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<sup>1</sup> Cassely J.-L., Saféris C. Je parle le parisien. Paris, 2015. P. 144.

<sup>2</sup> Ливинская И. В., А. И. Матвеев. Словарь региональной лексики и народных топонимов города Новосибирска. Новосибирск, 2016. С. 160.

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### **LA MONDIALISATION ET LE DROIT AU DEVELOPPEMENT**

La mondialisation est un fait inévitable et évident. Toutefois, elle peut provoquer des conflits internationaux. Ces conflits sont liés aux domaines économiques et politiques et à la sécurisation, où la mondialisation nie les droits des communautés aspirant à la confrontation.

En soi, la question de régionalisation, de radicalisation culturelle et de séparatisme est liée à la réalisation des droits au développement et à la sécurité, fixés dans les documents de l'ONU sur le développement durable. Le système économique mondial de nos jours était formé par la globalisation. Une grande partie des grands théoriciens de la politique internationale pensent que ce système n'aspire qu'à renforcer l'inégalité au niveau économique parmi les États, établir le néocolonialisme, provoquer des violations du droit au développement. BIRD et AID, FMI sont accusés de formation des conditions d'attribution d'une aide totalement rentable aux créditeurs occidentaux. Finalement, ces conditions aboutissent au mécontentement des habitants des pays, de la perte des fonds nationaux et de la destruction des restes de l'industrie locale non-compétitive<sup>1</sup>.

Ce type de la politique des pays créanciers ouvre la voie à la délimitation plus juste entre les pays de prémodernité et les pays de postmodernité. L'instabilité économique et politique vraiment grave provoque des conflits intérieurs. Les grandes puissances en se couvrant des doctrines comme par exemple R2P (Responsibility To Protect) ou la lutte contre le terrorisme effectuent l'intervention sur le territoire des États souverains.

On ne peut pas nommer la mondialisation la panacée des menaces globales. Souvent, l'utilisation de mondialisation comme un instrument fait la situation des pays du monde pire. En même temps, elle reste la réalité de nos jours et la communauté internationale doit apprendre à l'utiliser pour le bien commun.

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<sup>1</sup>Petito F., Hatzopoulos P. Religion in international relations: The return from exile. — Springer, 2003.



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### **« INDEXATION » DE L'INDUSTRIE DANS LA RÉGION DE TOULA**

L'industrie est un secteur clé de l'économie de la région de Toula. L'économie de la région de Toula se développait différemment à cause des facteurs différents. Mais aujourd'hui on constate une haute augmentation des volumes de la production dans la région. Selon la statistique régionale, en 2016, l'indice de la production industrielle dans la région est 106,4 % ; tandis que dans le district fédéral du centre 104,2 % et en Russie 100,3 %. Toutes les industries dans la région du Toula montrent le taux de croissance qui est progressif. On parle de l'indexation industrielle dans notre région.

La région de Toula est une des régions industrielles de Russie la plus progressive. Les entreprises du complexe militaro-industriel sont la base de l'industrie régionale. Tout d'abord, ce sont le bureau de la construction mécanique de Toula, l'usine d'armes, l'usine de cartouche de Toula. Ces entreprises contribuent beaucoup à la réalisation du taux de croissance dans la région. Par exemple, la société militaro-industrielle « Scheglovski val » a entrepris la création de prototypes d'une nouvelle version de missiles anti-aériennes et des armes à feu des complexes « Pantsir CM » dans lesquels la distance de détection et d'engager des cibles augmentera de 1,5 à 2 fois.

Au cours de la première conversion presque chaque entreprise de défense de région produisait une gamme civile, voilà pourquoi Toula est bien connue par ses samovars, fusils de chasse, motoculteurs et scooters. L'année dernière, l'usine métallurgique de Revyakino a repris ses activités. Aujourd'hui, 300 personnes y travaillent. La gestion correcte contribue à développer l'économie de la région de Toula. Ainsi, en 2015, on a commencé la construction de l'usine « Great Wall Motors » dans la ville Uzlovaya, en 2016, l'usine de la production de volaille à Volovo.

L'indexation industrielle dans notre région continue à développer. Cette politique économique permet de faire notre région encore plus attrayante pour les projets d'investissement et d'améliorer la qualité de vie de ses habitants.

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### **LES RAISONS COMMUNES DU CHÔMAGE DANS LE MONDE ACTUEL**

Le problème du chômage est un des sujets les plus actuels. Le chômage influence négativement la vie sociale et économique de la société. D'après la statistique mondiale, plus de 13 000 jeunes diplômés n'ont aucun emploi ou ne possèdent pas de compétences qui sont marquées au diplôme. Pour définir les raisons du chômage, il est nécessaire d'examiner les facteurs principaux influençant son niveau.

Les sociologues et économistes affirment que la distribution des allocations de chômage, le tempo de la croissance économique, la rigidité du salaire réel, l'influence exclusive des syndicats sur l'établissement du salaire sont les facteurs qui influencent le niveau du chômage. On met en relief les raisons suivantes : le superflu de la population dans les pays en voie de développement, la démission pour trouver un emploi plus convenant, le progrès technologique qui demande la qualification plus élevée des ouvriers, le caractère cyclique de l'économie puisque la quantité d'emplois est réduite à cause de récessions économiques et de l'intervention de l'État. Les conséquences sont suivantes : le salaire minimal insuffisant, la réduction des allocations et des emplois, l'augmentation du nombre de chômeurs. Donc, le chômage est un problème macroéconomique.

Les raisons du chômage sont communes, voilà pourquoi la consolidation des efforts de tous les pays permettrait de régler les raisons du chômage et les problèmes liés à ce phénomène économique. Aujourd'hui, les agences de l'emploi sont créées pratiquement partout et permettent de trouver un emploi et de résoudre les problèmes du chômage. Leurs activités est une des étapes en voie de l'augmentation du bien-être économique du chaque pays du monde.

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## LES MOYENS D'EXPRESSION DES PERFORMATIFS DANS L'INTÉRACTION « MÈRE-ENFANT »

La notion de performatif mise en usage dans la linguistique par J. Austin<sup>1</sup> et étudié par E. Benveniste et E. Koschmieder<sup>2</sup> peut désigner un énoncé autant qu'un prédicat, formant un énoncé performatif. Les éléments constitutifs d'un énoncé performatif sont suivants : verbe de la 1<sup>ère</sup> personne du singulier au présent de l'indicatif, à la voix active, et le principe essentiel de la communication est réglé par les limites « moi-toi-ici-maintenant »<sup>3</sup>.

Dans les interactions des mères avec leurs enfants nous voyons apparaître les énoncés exprimant la volonté où la nomination d'une action coïncide avec l'action causée. Ce type d'énoncés peut être nommé comme le *performatif implicite*.

Dans le corpus russe nous distinguons une large nomenclature des moyens morpho-grammaticaux de la réalisation de ce type de performatifs :

- 1) forme verbale *davai/dai* en combinaison avec un verbe  
— à la 1<sup>ère</sup> personne du pluriel, au futur, aspect perfectif ;  
— à la 1<sup>ère</sup> personne du singulier, au futur, aspect perfectif ;  
— à la 1<sup>ère</sup> personne du pluriel, au futur, aspect imperfectif ;
- 2) La forme *davai/dai* en combinaison avec un substantif ;
- 3) L'aspect perfectif d'un verbe à la 1<sup>ère</sup> personne du pluriel au futur ;
- 4) L'aspect perfectif d'un verbe à la 1<sup>ère</sup> personne du pluriel au passé.

Nous mettons en valeur l'absence de la forme traditionnelle des performatifs dans le corpus russe, tandis que dans le corpus français nous voyons apparaître des énoncés performatifs elliptiques : *Merci, mon coeur*.

L'analyse du discours des mères permet de distinguer des types particuliers d'énoncés, propres à l'interaction « mère-enfant ».

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<sup>1</sup> Остин Джон Лангшо. Слово как действие // Новое в зарубежной лингвистике. Вып. 17: Теория речевых актов. М., 1986. С. 22—130.

<sup>2</sup> Кошмидер Э. Очерк науки о видах польского глагола. Опыт синтеза // Вопросы глагольного вида. М.: 1962. С. 105—167.

<sup>3</sup> Апресян Ю. Д. Избранные труды, том II. Интегральное описание языка и системная лексикография. М.: Школа «Языки русской культуры», 1995. 767 с.

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### **LE BÉNÉVOLAT EN RUSSIE COMME UN INDICATEUR DE LA RESPONSABILITÉ CIVIQUE**

Aux cours des dernières années, on observe la montée du volontariat : de l'aide aux victimes des inondations à Krymsk à la tenue des Jeux Olympiques, ce qui a déterminée l'actualité de la recherche. L'objectif de la recherche est l'étude des particularités du volontariat en Russie sur l'exemple de Novossibirsk.

Aujourd'hui, les secteurs de l'engagement bénévole en Russie sont : sociale caritatif, sport, environnement, loisirs culturels. Les plus grandes organisations de la région sont la Fondation de bienfaisance « Ville solaire » et le Corpus volontaire de la région de Novossibirsk.

Notre sondage, publié en novembre 2016 dans le réseau social «Vkontakte», a relevé le statut social des volontaires et leurs motivations. La statistique de Novossibirsk est typique pour la Russie. De plus, les données du sondage ont été comparées avec celles de France<sup>1</sup>. 82 % sont les femmes (58% en France). En Russie, la plupart des bénévoles sont les jeunes jusqu'à 30 ans, les adultes ne constituent qu'un dixième, tandis qu'en France la situation est inverse. Les domaines du volontariat les plus populaires sont pareils dans les deux pays, ce sont la culture et le sport. Les principales motivations des interrogés sont les mêmes : la réalisation du potentiel personnel, la socialisation, le sentiment d'importance sociale. En 2015, le volontariat était pratiqué par 40,3 % des Français et par environ 50 % de la population active russe.<sup>2</sup>.

La jeune génération de Russie est prête à s'engager dans une expérience volontaire par solidarité ou comme tremplin pour sa carrière. La recherche prouve que le volontariat a une forte position comme un des indicateurs d'une société civile développée.

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<sup>1</sup> <https://facilien.fr/blog/infographie-tendances-2015-benevolat-france>

<sup>2</sup> НИУ ВШЭ, информационно-аналитический бюллетень о развитии гражданского общества и некоммерческого сектора в РФ, июнь 2014.

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### **LA CROISSANCE DE L'IMPACT DES PARTIS D'EXTRÊME DROITE EN EUROPE CONTEMPORAINE**

Au cours des dernières années, les processus politiques sur le continent européen ont provoqué la croissance et le développement des partis d'extrême-droite. Considérés autrefois comme marginaux, ils ont contribué à la croissance de l'euroscépticisme. Tout cela explique l'actualité de la recherche.

En Europe contemporaine, il y a 3 groupes de partis d'extrême-droite :

— *les orthodoxes*, comme le Front National, défendent trois notions : la famille, la nation et la résiliation de l'immigration ;

— *les populistes* (le Parti de la liberté de Pays-Bas) dont la critique touche tous les domaines de la société ;

— *les altermondialistes* (la Nouvelle alliance flamande) : c'est la combinaison du conservatisme et du nationalisme.

La recherche de *Pew research center* en 2015 dans 6 pays a révélé la déception des européens dans la politique de UE, l'affaiblissement des États nationaux et la politique migratoire inefficace face à la crise économique. Les électeurs cherchent une force capable résoudre ces problèmes. En janvier 2017, la présidente du FN Marine Le Pen a remporté 26,5%<sup>1</sup> et a de bonnes chances pour la victoire. Madame Le Pen refuse la rhétorique agressive de son père et la peine de mort, propose de renforcer le rôle des consultations référendaires.

Un autre phénomène : on s'adresse aux couches sociales qui représentent l'auditoire des gauches, des socialistes, par exemple les agriculteurs.

Et si on ne gagne pas les élections, les résultats obtenus font réfléchir. Le manque de la stabilité et de candidats « forts » peut assurer la victoire de l'extrême droite.

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<sup>1</sup> Марин Ле Пен вышла в лидеры президентской гонки [Электронный ресурс] *Politikus.ru* [Официальный сайт]. <http://politikus.ru/articles/89013-marin-le-pen-vyshla-v-lidery-prezidentskoj-gonki.html> (дата обращения 5.02.2017)

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МИРОВОГО СОТРУДНИЧЕСТВА**

**МАТЕРИАЛЫ**

**VI международной молодежной научно-практической  
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