Уральский федеральный университет
имени первого Президента России Б.Н.Ельцина

ЯЗЫК В СФЕРЕ ПРОФЕССИОНАЛЬНОЙ КОММУНИКАЦИИ

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Язык в сфере профессиональной коммуникации

Международная научно-практическая конференция преподавателей, аспирантов и студентов

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В настоящем сборнике представлены статьи студентов и аспирантов, посвященные научным проблемам экономики, лингвистики, межкультурной коммуникации, связям с общественностью, социальным проблемам и развитию современных технологий. Все материалы подготовлены на иностранных языках.

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ИНОСТРАННЫЙ ЯЗЫК В КОНТЕКСТЕ МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ: ИЗ ОПЫТА МЕЖКУЛЬТУРНОЙ ПРОЕКТНОЙ ДЕЯТЕЛЬНОСТИ

Для современного лингвиста-переводчика основополагающими компетенциями в его профессиональной жизни являются профессиональные: переводческая и лингвистическая. Очень важную роль играет также сформированная межкультурная компетенция, т.к. свои профессиональные умения и навыки переводчик показывает, работая в межкультурной среде, являясь медиатором культур и обеспечивая межкультурную коммуникацию на профессиональном и бытовом уровне.

Пятилетний опыт участия студентов-лингвистов кафедры иностранных языков и перевода УрФУ в международной проектной деятельности показывает, что, разрабатывая совместно со студентами из Австрии и Германии межкультурные проекты по конкретной теме, эффективно развиваются их лингвистические способности, а также навыки ведения межкультурной коммуникации.

Несколько слов о развитии проектной деятельности как метода обучения за рубежом в прошлом веке. Центром проектного обучения в XX-ом веке стала Западная Германия. Это было связано с активным поиском механизмов перестройки профессионального обучения и построения демократического общества. Возможности метода проектов были тогда значительно гиперболизированы, предлагалось проводить дни и недели проектов, в рамках которых любая деятельность учащихся расценивалась как проект. Однако, начиная с 80-х гг. XX века, резкая разница между традиционным обучением и методом проектов начинает стираться. Метод проектов рассматривается сейчас как гармоничное дополнение любой образовательной программы в сочетании с другими методами обучения [1].

В процессе развития немецкой дидактики предлагались различные этапы организации проектного обучения. В настоящее время как русские, так и немецкие ученые остановились на следующей систематизации проектного обучения:

- Инициативная фаза (Initiativphase)
- Информационная фаза (Informationsphase)
- Фаза планирования (Planungsphase)
- Фаза создания продукта (Produktionsphase)
- Фаза презентации (Präsentationsphase)
- Фаза верификации (Verifikationsphase) [2].

Анализируя каждый этап классического проектного обучения, мы пришли к выводу, что он вполне подходит для нашей межкультурной проектной деятельности.

Рассмотрим более подробно каждый этап проектного обучения с точки зрения нашего межкультурного проекта

Инициативная фаза

Инициатива преподавателя в разработке конкретных тем проекта должна быть поддержана всеми участниками проекта. Причем преподаватель должен приходить в группу не с готовыми идеями проекта, его задача состоит в том, чтобы увлечь своей идеей обучающихся и совместно развивать ее. На этом же этапе происходит распределение студентов по командам, в зависимости от количества проектов.

Информационная фаза

На этом этапе русские и немецкоязычные студенты начинают совместную разработку своего проекта в режиме online: собирается вся необходимая информация по конкретной теме, т.е. идет теоретическая подготовка к реализации проекта. Студенты обмениваются информацией, сравнивают, дополняют, обсуждают ее, используя современные средства связи.

Фаза планирования

Этот этап по своему значению близок к информационной фазе. Студентами под руководством преподавателя составляется план содержательного и организационного проведения проекта. Это наиболее важный в дидактическом плане этап, где требуется готовность к действию всех участников. При планировании играют

важную роль содержательные аспекты проекта: как на практике во время непосредственной совместной работы реализовать свой конкретный проект.

Преподаватель должен учитывать, что во время проектной работы он уже не играет роль руководителя, а, скорее всего, партнера по проектной работе и, при необходимости, эксперта.

Фаза создания продукта

Цель данного этапа проектной работы – реализовать совместно с немецкими студентами теоретически разработанный межкультурный проект. В принципе, это самая самостоятельная фаза проектного обучения. Все, что ранее было задумано, спланировано, осуществляется через реальные действия, в нашем случае, путем встреч с компетентными специалистами, посещения объектов культурной, деловой и профессиональной среды в рамках конкретного проекта. Этот этап совместной реализации проекта длится от 7 до 12 дней. На данном этапе предусмотрены обязательные ежедневные утренние встречи студентов с руководителями проекта и преподавателями, где оценивается работа над проектом за прошедший день и обсуждается план совместной работы на сегодняшний день. Руководитель должен постоянно контролировать процесс и наблюдать за тем, чтобы студенты действовали осмысленно и могли аргументировать свои действия. Заключительный день данного этапа, как правило, посвящается подготовке к совместной защите разработанного проекта и подготовке мультимедийной презентации.

Фаза презентации

Это кульминационный этап работы над проектом. Защита и презентация межкультурных проектов по конкретным темам проходит на иностранном языке в официальной торжественной обстановке, где задействован каждый участник проекта. Слушатели – гости, преподаватели, студенты задают самые разнообразные вопросы в рамках конкретной проектной темы.

Фаза верификации

Цель этого этапа: продукт должен быть верифицирован. Это фаза оценки: достигнута ли действительно цель проектного обучения? Есть ли отклонения от плана? Существуют разнообразные

методы контроля и измерения достигнутых результатов. Руководитель проекта и преподаватели выступают в роли эксперта.

Нами разработаны следующие критерии оценки межкультурной проектной деятельности студентов-лингвистов.

- *развитие межкультурной компетенции* (проекты должны способствовать лучшему пониманию чужой культуры, поэтому студенты, взаимодействуя друг с другом, разрабатывают конкретную проектную тему на основе сравнительного анализа). Важную роль играет фактор нейтрализации и развенчания стереотипов и предрассудков;
- *развитие лингвистической компетенции.* Под данной компетенцией понимаются языковые знания, умения и навыки, позволяющие осуществлять иноязычную речевую деятельность в соответствии с языковыми нормами изучаемого языка. Общение участников между собой и организаторами осуществляется на иностранном языке – немецком или английском, тем самым в процессе общения происходит развитие иноязычных коммуникативных и лексических навыков. Как правило, к участию в проекте с российской стороны допускаются, преимущественно, студенты старших курсов бакалавриата и магистратуры;
- *владение презентационными техниками.* Обучающиеся должны представить мультимедийную презентацию (результат их учебно-познавательной деятельности, выполненный в программе PowerPoint и представленный в виде набора слайдов, содержащих тексты, графические элементы, а также аудио -и/или видеоматериалы). Ключевым моментом является минимальное количество текста, присутствие большого количества иллюстраций, графиков, схем и диаграмм в презентации. Публичная защита презентации предполагает навыки устных выступлений, высокий уровень владения иностранным языком, высокую степень информативности доклада. Каждый участник рабочей группы обязан выступить, речь должна быть свободной;
- *умение работать в команде*. Это качество является также очень важным для будущей профессиональной деятельности переводчика. В процессе работы над межкультурными проектами русским студентам-лингвистам часто приходится выступать в роли переводчика, организатора различных встреч в рамках конкретных проектных задач;
- *практическая (социальная) значимость проекта;*

- *удовлетворенность участием в проекте* (выявляется на основе самооценки)
- *наличие потребности у участников в дальнейшем развитии своего проектного опыта.*

Для разработки межкультурных проектов в 2016-18гг. между российскими, австрийскими (немецкими) студентами были выбраны, например, следующие темы: «Волонтерская деятельность в России и Австрии», «Здоровое питание в России и Австрии», «Общественный транспорт», «Архитектура и строительство», «Высшее образование в России и Германии», «Профессиональное образование в России и Германии» и др.

Важно отметить, что каждая проектная тема разрабатывается на основе сравнительно-сопоставительного анализа. Студенты учатся сопоставлять различные аспекты родной культуры на сравнительном анализе с другой культурой, находить общие и отличительные черты. Непосредственное общение с носителями немецкого языка и немецкой (австрийской) культуры помогает русским студентам повысить свой уровень владения немецким языком и развить межкультурные коммуникативные навыки.

Обобщая изложенное выше, мы приходим к следующему выводу.

Межкультурная проектная деятельность, как метод обучения межкультурной коммуникации на иностранном языке, становится все более популярной среди студентов-лингвистов кафедры иностранных языков и перевода.

Но данный метод обучения предъявляет к руководителю проекта очень серьезные требования: большие организаторские способности, высокий уровень владения иностранным языком, теоретические знания и практические навыки ведения межкультурной коммуникации.

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I. CURRENT ECONOMIC PROBLEMS
I. АКТУАЛЬНЫЕ ЭКОНОМИЧЕСКИЕ ПРОБЛЕМЫ

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FEATURES OF INFLATION IN THE RUSSIAN ECONOMY 1990 – 2017

Abstract: The article considers two main approaches to the problem of inflation, the inflation of demand and inflation of costs, the features of inflation in Russia are described: abrupt development, distortion of consumer behavior, the lack of clear and thought-out stabilization measures. Inflation rates in Russia from 1990 to 2017, types, properties and methods of its reduction are also considered, the forecast for the near future is given.

Keywords: economy, inflationary process, rate of inflation growth.

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ОСОБЕННОСТИ ИНФЛЯЦИИ В РОССИЙСКОЙ ЭКОНОМИКЕ 1990 – 2017

Аннотация: В статье рассматривается два основных подхода к проблеме инфляции, рассматривается инфляция спроса и инфляция издержек, рассматриваются особенности инфляции в России: резкие скачки, искажение потребительского поведения, отсутствие четких и продуманных стабилизационных мер. Также рассматриваются темпы

инфляции в России с 1990 по 2017 годы, виды, свойства и методы ее снижения, приводится прогноз на ближайшее будущее.

Ключевые слова: экономика, инфляционный процесс, темпы роста инфляции.

The existing views on the origin and structure of inflation in the Russian economy can be divided into two main directions: monetary and non-monetary.

According to the monetary approach, inflation is a monetary phenomenon, and price changes depend only on changes in the money supply, i.e. a strict correspondence between price changes and the growth rate of the money supply is established. The quantitative theory of money proves these ideas.

As for the non-monetary approach, inflation is not related to the growth rate of the money supply but is related to the functioning of the real sector of the economy. The non-monetary approach suggests a number of reasons for Russian inflation, such as the liberalization of foreign trade, inflation of supply and demand costs, the monopoly position of individual producers, inflation expectations.

The study of the nature of inflationary processes in transition economies led to the creation of a single model of the inflationary process, combining the concepts of open and suppressed inflation.

The inflation process is considered to be a complex dynamic phenomenon, which is the unity of the processes of open inflation and the accumulation of inflation potential [1].

The study of the two components of the inflation process of open inflation and potential inflation (hidden inflation) and the mechanisms of turning hidden inflation into open allows revealing the features of the emergence of inflation processes in Russia since the 90s. To understand the origin of Russian inflation, we should consider the mechanisms of demand inflation and cost inflation in Russia.

Demand inflation is a type of inflation caused by an excess of aggregate demand that is not kept up by production, which means that aggregate demand exceeds aggregate supply. The conditions of demand inflation are increasing the demand from the population, increasing

investment and demand for capital goods during the economic recovery, as well as a possible increase in government spending [1].

Supply inflation is a type of inflation that occurs due to the increase in production costs in the conditions of incomplete use of production resources. It is supply-side inflation, when aggregate supply lags behind aggregate demand. The sources of such inflation are the growth of wages, the rise in the cost of raw materials, the increase in indirect taxes and excise taxes [1].

Inflation processes in Russia are characterized by the following features:

1. An abrupt development. Inflation was the highest in 1998. Then there was a sharp drop, and by 2000 – a steady decline. New races took place in 2008 and 2014. It should be noted that the growth of inflation rates is due not only to domestic factors, but also to the international political and economic situation.

2. Distortion of consumer behavior. The difficult historical past has formed in the Russian population a special consumer behavior, expressed in the accumulation of stocks and the acquisition of obviously unnecessary things. Buying goods in reserve, citizens provoke an even greater increase in prices for goods and services.

3. Lack of clear and deliberate stabilization measures. The analysis of the government's anti-inflation policy in the period from 1997 to 2017 shows that most of the measures to stop the growth of prices were ill-conceived, ineffective and often led to the aggravation of the whole situation.

Sharp inflation in Russia began long ago when oil prices went into a sharp rise. In 1992, when the average world oil prices were $ 25-30 per barrel, the rapid growth of Russian prices was caused by the actions of the Central Bank and the government, which launched a crackdown on prices, consistently launching price liberalization and rapid credit and emission activities. At this time, the Central Bank increased the money supply over the simultaneously reduced commodity supply. As a result, instead of market equilibrium in the country began an economic crisis that led to hyperinflation, and then stagflation of the economy. This was due to the fact that the increase in prices took place in a highly monopolized structures that are not amenable to rapid transformation into competitive owners. Schemes of de-monopolization and denationalization of property have not yet been fully developed, their application began without a

reliable legal framework with a shifted structure of production and extremely low efficiency.

Inflation in Russia is due to the peculiarity of the Russian economy. The most significant factors of inflation in Russia are inflation expectations due to public distrust of the authorities, banks, the financial market, and the ruble in General.

Official forecasts of the government on the state of inflation from 2000 to 2017 did not come true. In fact, its level was 1.5 times higher than predicted. Despite the rather low growth rate (compared to 1998, 2008), prices for basic goods and products continue to grow steadily at the top.

In turn, the real income of the population is significantly reduced. Currently, experts note some stabilization of the situation and argue that the rate of inflation growth in the whole year will not exceed 7-8%. Projected price growth will be up to 10%. This will reduce the purchasing power of the population. As a result, Russians will buy less household appliances, expensive clothes, and some types of food.

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RUSSIAN FOREIGN TRADE IN THE 21ST CENTURY

Abstract: The article considers the Russian foreign trade in the 21st century, describes the impact of sanctions, and analyzes the amounts of Russian exports 2014-2017.

Keywords: economic sanctions, exports, imports.

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ВНЕШНЯЯ ТОРГОВЛЯ РОССИИ В 21 ВЕКЕ

Аннотация: В статье рассматривается внешняя торговля России в 21 веке, описывается влияние санкций, анализируются объемы российского экспорта в 2014-2017 гг.

Ключевые слова: экономические санкции, экспорт, импорт.

Russia began to engage in foreign trade in the 10th century with the advent of the famous trade route «From the Varyag to the Greeks». But the active participation of Russia in trade occurred only in the XVI century after the completion of the unification of the Russian lands around Moscow. It was then that the growth of agriculture occurred, and a single all-Russian market appeared.

Russian foreign trade is Russia's trade with the countries of the world. Since August 22, 2012 Russia is a member of the World Trade Organization. Russia is a party to the Treaty on the Free Trade Zone of the CIS, the Customs Union of the EEU, the Eurasian Economic Union.

Since 2014, the economic sanctions imposed against Russia and counter-sanctions by the Russian government have had a negative impact on its foreign trade. These sanctions come mainly from the European Union and the United States in connection with the Ukrainian crisis, in order to exert pressure on Russia's opinion on certain political issues and to weaken its economy.

This includes a ban on the organization of debt financing of three fuel and energy companies of Russia: «Rosneft», «Transneft», «Gazprom Neft»; a ban on trading in bonds of these companies, tougher restrictions on the provision of loans and investment services for five Russian banks: «Sberbank of Russia», «VTB», «Gazprombank», «Vnesheconombank», «Rosselkhozbank»; a ban on debt financing for the three largest defense concerns in Russia: «Uralvagonzavod», «Oboronprom», «United Aircraft Construction Corporation». Also, a number of sanctions were introduced by the United States against corporations in the oil industry, in particular, «Gazprom», «Lukoil», «Rosneft», etc.

Russia's exports in 2014 amounted to $ 496.7 billion and fell by 5.1% compared to 2013. Russia exports mainly hydrocarbon raw materials (oil and oil products, gas, coal), metallurgical and chemical products, machinery and equipment, weapons, food. In 2009, Russia was in the second place in the world in oil exports and in the first place in the world in natural gas exports. In 2017, the Russian Federation exported 193.9 billion m³ of gas to non-CIS countries. This is an absolute record in recent years. Food exports in 2016 reached a historic high of $17 billion [1].

Russia's imports in the first half of 2017 amounted to 101.8 billion US dollars and increased by 27.2% compared to the first half of 2016. Most of the imported products in Russia are machine equipment and vehicles. Foodstuffs are in the second place. The main trading partners of Russia are the countries of the European Union (52% of Russia's total trade turnover in 2008), the CIS countries (14.5%) [1].

Russia's foreign trade is of great importance for the economy of our country because 33% of consumer goods and 21% of food products are imported. Although over time this percentage has decreased, and there are more and more domestic products, but import-export relations are just as important for maintaining political stability in the world.

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DIE PROBLEME DER SCHATTENWIRTSCHAFT IN RUSSLAND IN DER HEUTIGEN ETAPPE

Zusammenfassung: Es gibt kein solches Land, das auf die Schattenwirtschaft nicht zusammenstieß. Sie dringt in alle Sphären des Wirtschaftslebens durch und hat regionale und manchmal weltweite Maßstäbe. In allen Ländern mit der Marktstruktur der Wirtschaft existierte die Schattenwirtschaft, existiert und es wird existieren. Ihre Maßstäbe können unterschiedlich werden, aber, keinem der Länder gelang es, ihr ganz zu entgehen.

Der Artikel ist dem Problem der Regulierung der Schattenwirtschaft in der Russischen Föderation gewidmet. Die Schattentätigkeit wird als negativer Faktor, der die normale Entwicklung der Wirtschaft stört, betrachtet.

Das Problem der Schattenwirtschaft ist ein schweres Systemproblem der Staatssicherheit für Russland. Diese Problem könnte man nur mittels der Realisierung des breiten zielgerichteten Komplexes der Maße in allen Sphären der Lebenstätigkeit des Staates und der Gesellschaft lösen.

Schlüsselwörter: die Schattenwirtschaft, die Russische Föderation, die Wirtschaftssicherheit des Landes, der Schattensektor, die inoffizielle Wirtschaft, die unterdrückenden Maßnahmen.

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ПРОБЛЕМЫ ТЕНЕВОЙ ЭКОНОМИКИ В РОССИИ НА СОВРЕМЕННОМ ЭТАПЕ

Аннотация: Нет такой страны, которая не сталкивалась бы с теневой экономикой. Она проникает во все сферы экономической жизни и приобретает региональные, а иногда и мировые масштабы. Во всех странах с рыночной структурой экономики была, есть и будет существовать теневая экономика. Масштабы ее могут различаться, но, ни одной из стран не удалось избавиться от нее совсем.

Статья посвящена проблеме регулирования теневой экономики в Российской Федерации. Теневая деятельность рассматривается как негативный фактор, мешающий нормальному развитию экономики, а также её росту.

Проблема теневой экономики стала для России тяжелой системной проблемой национальной безопасности, решить которую можно только путем реализации широкого целенаправленного комплекса мер во всех сферах жизнедеятельности государства и общества и только совместными их усилиями.

Ключевые слова: теневая экономика, Российская Федерация, экономическая безопасность страны, теневой сектор, неофициальная экономика, сдерживающие меры.

Heute gibt es keinen Staat in der Welt, in dem die Schattentätigkeit im Wirtschaftsgebiet nicht existieren würde.

Die Schattenwirtschaft ist eine reale Gefahr für die wirtschaftliche Sicherheit der Länder und sie könnte verschiedene Maßstäbe haben.

Was ist Schattenwirtschaft? Auf diese Frage werden die verschiedenen Antworten gegeben.

Es gibt die Meinung, laut der die Schattenwirtschaft - die Wirtschaftstätigkeit ist, die der gegebenen Gesetzgebung widerspricht, d.h. sie stellt die Gesamtheit der illegalen Handlungen dar.

Laut anderer Meinung, ist die Schattenwirtschaft eine Produktion, der Konsum, der Austausch und die Verteilung der Wirtschaftsgüter, die von der offiziellen Statistik nicht berücksichtigt und vom Staat nicht kontrolliert werden.

Die Schattenwirtschaft unterteilt in 3 groβen Kategorien:

1. Die inoffizielle Wirtschaft. Zu dieser Kategorie gehören alle legal erlaubten Arten der wirtschaftlichen Tätigkeit, aber sie werden von der offiziellen Statistik nicht berücksichtigt.
2. Die fiktive Wirtschaft. Das sind der Raub, die Spekulationsgeschäfte, die Bestechlichkeit und verschiedene Betrugsfälle, die mit dem Erhalten und den Sendungen des Geldes verbunden sind.
3. Die illegale Wirtschaft. Das sind die vom Gesetz unbefugten Arten der wirtschaftlichen Tätigkeit.

Entsprechend den Forschungen der internationalen Assoziation der diplomierten zertifizierten Buchhalter (ACCA) ist unser Land in das Ranking der größten Schattenwirtschaften der Welt eingegangen. In der Tabelle 1 ist die Statistik vorgestellt [2].

Die Tabelle – die tatsächlichen Umfänge und die Prognosen der Schattenwirtschaft (% zu BSP)

№	Das Land	Die Jahre					Die mittlere Bedeutung im Laufe (2011-2025)
		Die Tatsache			Die Prognose		
		2011	2016	2017	2020	2025	
1	Aserbaidschan	47,00	67,04	66,12	56,73	58,38	58,05
2	Nigeria	50,73	48,37	47,70	46,99	46,11	47,93
3	die Ukraine	45,16	45,96	46,12	46,1	45,98	45,84
4	Russland	39,33	39,07	39,29	39,37	39,30	39,19
5	Sri Lanka	39,50	37,76	37,33	36,46	34,85	37,13

Der Umfang des Schattensektors der Russischen Föderation beträgt 33,6 Billionen Rubel, oder 39 % von allgemeinem BSP des Landes.

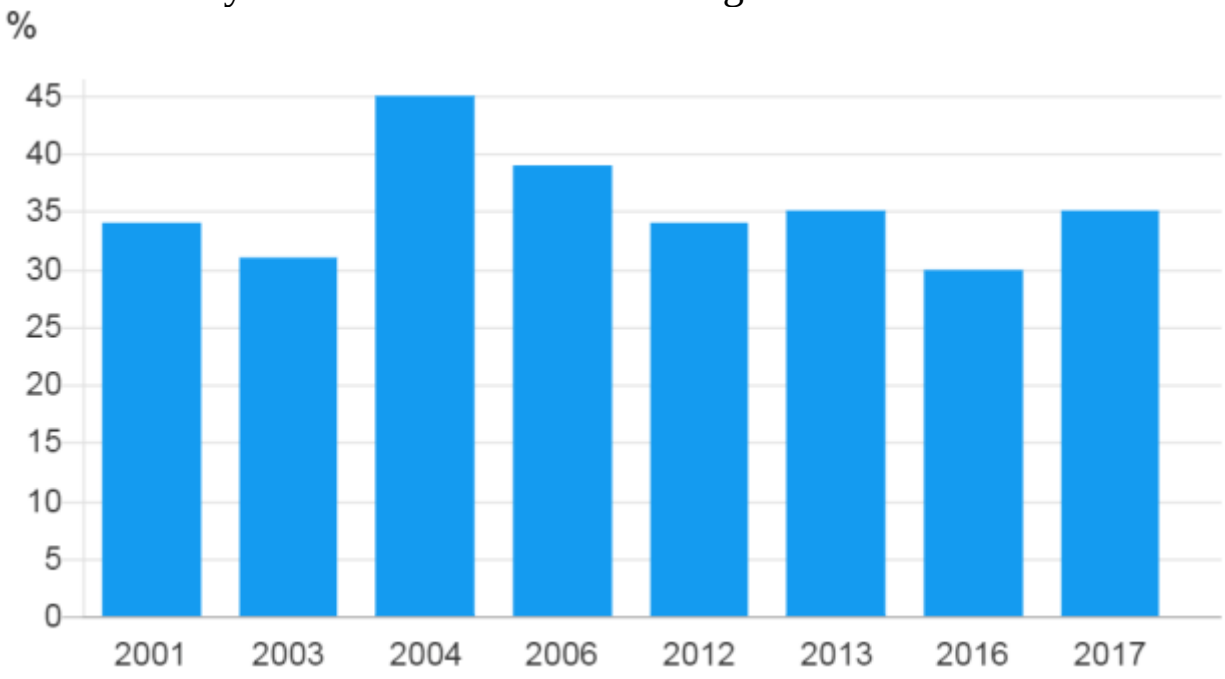
Die Schattenwirtschaft in Russland ist in verschiedenen Branchen ungleichmäßig vorgestellt. Einige Sphären sind leider in "den Schatten"

praktisch vollständig weggegangen. Wenn es im Bau auf den Schattensektor daneben 10 % der Tätigkeit fällt, so übertritt im Handel diese Kennziffer 54%. Die Geschäfte, die die Steuern nicht zahlen, sind erzwungen, zu betrügen, der Steuerzahlung wegzugehen, um mit den Märkten zu konkurrieren. Außerdem erscheinen in unserem Land die neuen nicht legalen Arten des Business [5].

Über das Kleinbusiness kann man, sagen, dass es wenigstens auf 50 % im Schatten arbeitet. Es ist damit verbunden, dass für das Kleinbusiness nicht ideale Bedingungen geschaffen sind. Und gleichzeitig die Kontrolle fehlt auch. Die allgemeinen Haushalts-Verluste von diesem Sektor des Business bilden jährlich 12 - 15 Milliarden Rubel.

Die Menschen nehmen an der Schattenwirtschaft wegen der niedrigen Einkommens teil. Das kann man in den letzten Jahren beobachten. Auf dem Arbeitsmarkt gibt es eine kleine Anzahl von Angeboten der offiziellen Arbeitsplätze mit der würdigen Bezahlung, deshalb finden die Menschen sich einen Teilzeitjob.

Im Jahr 2017 erhalten etwa 33 Millionen Menschen ihre Arbeitslöhne inoffiziell oder waren offiziell nicht berufstätig. Laut Angaben der Forschung des Zentrums des sozialen-politischen Monitorings der russischen Akademie der Volkswirtschaft und des staatlichen Dienstes für das letzte Jahr, ist der Anteil der Menschen, die inoffiziell auf der zusätzlichen Arbeit beschäftigt sind, von 30 % bis zu 35 % gewachsen. Die Dynamik ist auf der Grafik vorgestellt.



Die Grafik – der Anteil der Menschen, die inoffiziell auf der zusätzlichen Arbeit beschäftigt sind, %

Die negativen Hauptfolgen des Vertriebes der Schattenwirtschaft [4]:

- Infolge des unvollständigen Erhalten der Einkünfte werden alle Budgets: die Bildung, das Gesundheitswesen, die soziale Sphäre, die föderalen und regionalen Programme ungenügend finanziert werden;
- die Verheimlichung von den Unternehmen der Einkommen führt zur Senkung der Anlageressourcen;
- sinkt die Konkurrenzfähigkeit der legalen Wirtschaft;
- steigert die Versorgung der Korruption, was zu Anstieg ihrer Maßstäbe führt;
- es geschieht die Umverteilung des Nationaleinkommens zugunsten der Elitegruppe, was zum Wachstum der Konfrontation in der Gesellschaft führt;
- weiter geht das Ausfließen der Kapitalien ins Ausland;
- es wird der unkontrollierbare Handel mit den minderwertigen für den Konsumenten gefährlichen Waren ausgedehnt;
- die Schwierigkeit der Einschätzung der Maßstäbe der Schattenwirtschaft bringt zu den Fehlern in den Entscheidungen der Verwaltung.

So muss man Maßnahmen ergreifen:

1. Die Verwendung eines transparenten Steuersystems. Zum Beispiel die Einführung der Onlinekassen. Solche Maßnahme kann sich nicht nur positiv auf die Besteuerung auswirken, sondern auch die Möglichkeit der Geldwäsche verringern.
2. Der Übergang auf das bargeldlose Bezahlungssystem. Es ist notwendig, dass die Zahlungssysteme die verfügbaren Geldmittel ersetzen, die das anonyme Mittel der Zahlung sind.
3. Die Verwendung härterer Strafen bei Verstößen gegen das Gesetz.

Leider ist es in Russland immer noch nicht möglich, ein wirksames System der wirtschaftlichen Sicherheit des Staates zu bilden. Die Aktivitäten unseres Staates im Bereich der wirtschaftlichen Sicherheit sollten darauf ausgerichtet sein, ein komfortables makroökonomisches Umfeld zu schaffen, um eine sich dynamisch entwickelnde, auf dem Weltmarkt wettbewerbsfähige Volkswirtschaft zu schaffen. Die ersten Schritte in dieser Richtung sind bereits gemacht. Wir werden auf die Ergebnisse warten…

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THE UNEPLOYMENT IN RUSSIA

Abstract: The article considers the problem of unemployment in the unstable economy. The term «unemployment» is analyzed, as well as the ways of counting the number of people without work. The article considers the reasons of unemployment and consequences of this phenomenon for people, state and the economy. The article brings the statistics about the level of unemployment in the developed countries, such as Russia, the United States and the UK in 2015 – 2017 and also describes government measures to solve this problem.

Keywords: unemployment, economically active population, statistics, government programs.

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БЕЗРАБОТИЦА В РОССИИ

Аннотация: В статье рассматривается проблема безработицы в условиях нестабильной экономической ситуации. Анализируется само понятие «безработица», а также способы подсчета количества людей, оставшихся без работы. В статье рассматриваются причины безработицы, а также рассматриваются последствия данного феномена для людей, государства и экономики в целом. В статье приводится информация по уровню безработицы в разных развитых странах: России, США, Великобритании за 2015 - 2017 гг., а также описываются меры правительства по решению этой проблемы.

Ключевые слова: безработица, экономически активное население, статистика, государственные программы.

The market economy is unstable, so there are such phenomena as unemployment, rise in prices and inflation. Unemployment is a macro-economic problem that affects every person.

In economics, unemployment refers to the condition and extent of joblessness within an economy, and is measured in terms of the unemployment rate, which is the number of unemployed workers divided by the total civilian labour force. Hence, unemployment is the condition of not having a job, often referred to as being «out of work», or unemployed. Unemployment is the lack of job and opportunity to find it. That is, the unemployed is an active capable person who strives to get a job, physically has the opportunity to work, but does not have any.

In order to calculate the number of the unemployed in the country, the population is divided into several groups depending on the degree of labour activity. The first group includes the economically inactive population. These are the citizens who are not considered the labour force: high school students and full-time university students, pensioners, housewives, women on maternity leave. The group of economically active population consists of capable citizens who are willing to offer their labour power. This group includes both employed people and the unemployed.

Economists define three main causes of the unemployment: the dismissal, voluntary leave and supply of someone's labour power on the labour market for the first time [3].

Unemployment has serious consequences, both for the state and for the person left without a source of income. A person experiencing financial difficulties due to the job loss is exposed to the stress, various diseases; there may be disagreements in his family. Lack of money pushes some people to committing a crime. In the conditions of modern Russia, the problem of unemployment remains relevant. According to Rosstat, the number of economically active population in the country aged 15-72 years in January 2017 was 76.1 million people. or about 52% of the total population of the country. In the economically active population 70 million people were classified as engaged in economic activities, and 4.9 million people – as unemployed using the ILO criteria. Thus, the unemployment rate in January 2017 was 5.2%. Analyzing the change in the unemployment rate, we can conclude that the number of unemployed is

decreasing (in 2014, the unemployment rate was 5.1%; 2015 was 5.3%; 2016 was 5.4 %.). For comparison, the unemployment rate in the United States in January 2015 was 7.9% (January 2017–7.3%), and the unemployment rate in the UK – 8.4% (January 2017 – 5.1%). It turns out that, firstly, the unemployment rate in Russia is less than the unemployment rate in developed countries by almost 2%, and secondly, unemployment has a more stable downward trend than in these countries [1].

So, looking at the statistics, the situation with unemployment in Russia is not very alarming. However, problems remain. One of the main ones is the lack of jobs. To solve this problem, it would be possible to increase the flow of investment to create new enterprises, and therefore new jobs. Thus, it is possible to contribute to solving two problems: reducing unemployment and restoring work in Russia.

In our opinion, any state has to use various methods to solve the problem of unemployment in general, given the diversity of its types. In today's Russia, the most relevant are the improvement of information support for the labour market and the elimination of factors that reduce the mobility of labour. This implies the development of the housing market, an increase in housing construction and a decrease in housing prices, the elimination of administrative barriers for moving from one settlement to another, an increase in the share of social housing and other measures [2].

An important priority in the fight against unemployment in the Russian Federation is the activation of employment policies with simultaneous macroeconomic stable growth and an increase in labour productivity, while the state develops and approves various programs to solve unemployment problems. One of such programs is the State Program of the Russian Federation «Promotion of Employment» approved by the decree of the Government of the Russian Federation of November 22, 2012 No. 2149-p. Where it is clearly spelled out: The purpose of this program is to create legal, economic and institutional conditions conducive to the effective development of the labour market. Tasks of the program:

1) preventing the growth of tension in the labour market

2) attracting foreign workers in accordance with the needs of the economy

3)assistance in maintaining high qualifications and preserving the health of workers, ensuring protection of labor rights of citizens.

So, we can say that the government takes different measures to cope with the problem of unemployment but the problem still remains.

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STATE DEBT AS A DEBT BURDEN ON THE NATIONAL ECONOMY

Abstract: This article presents a statistical analysis of the indicators characterizing the public debt as a debt burden on the state and its further development. It describes the consequences of the increase in debt, their implementation and attempts to prevent them. The article discusses the statistics on public debt in Italy and Spain; the reasons of their growth are analyzed. It also considers the role of debt in the economy of an individual state and the world as a whole. The influence of the nature of decisions on the debt problem is determined. The main factor of debt development, such as the growth of economic crises is touched upon.

Keywords: public debt, cumulative effect, crisis, external debt.

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ГОСУДАРСТВЕННЫЙ ДОЛГ КАК ДОЛГОВАЯ НАГРУЗКА НА НАЦИОНАЛЬНУЮ ЭКОНОМИКУ

Аннотация: В статье представлен статистический анализ показателей, характеризующих государственный долг как долговую нагрузку на государство и его дальнейшее развитие. Описаны последствия увеличения задолженности, их реализация и попытки их предотвращения. Приводится статистика по уровню государственного долга в Италии и Испании, анализируются причины его роста. В статье также рассматривается роль долга в

экономике отдельного государства и мира в целом, определяется влияние характера решений на долговую проблему. Затрагивается основной фактор развития задолженности, такой как рост экономических кризисов.

Ключевые слова: государственный долг, кумулятивный эффект, кризис, внешний долг.

The development of the world economy is determined by the expanding globalization, which is rapidly gaining momentum in its importance for regulated and unregulated processes. Regardless of the course of interpretation of various consequences, globalization can act as a negative factor that destroys the foundation of economic activity of the state. The problem of economic debt has a positive growth dynamic, thus generating a rapid spread on the world stage. The formation of debt policy remains a relevant process at the moment, requiring more specific attention. The climate of financial security is determined by the state budget, as well as all possible variants of its deficit [4].

The ability to serve external debt is one of the factors of macroeconomic stability, which characterizes the key basis of the country's well – being. The nature of the solution of the debt problem depends on the budgetary capacity of the state, the stability of its national currency, as well as the behavior of all segments of the financial market. It should be noted that the lack of a coherent state policy to attract external financial resources has an impact on the growth of external debt, in turn, affecting the negative factor for economic transformation [3]. The role of debt is to be able to finance expenses in the deficit of own funds. However, the current situation in many countries proves the irreversibility of increasing public debt every year due to the lack of rapid decisive action to form an objective situation. The table presents the ratio of public debt to GDP, from which a brief analysis can be made.

Table – Public debt ratio as % of GDP

Country	Public debt as % of GDP		
	2007 y.	2012 y.	2017 y.
Italy	99,8	123,4	131,8
Spain	35,6	85,7	98,3

Italy's financial debt exceeds $2 trillion, the default of which can lead to the collapse of the financial system not only in the state, but also in the world. This cannot but affect the standard of living of the population itself, which has plummeted by 10% over the past 10 years. The infrastructure has undergone negative changes, as well as the weakening level of education [1]. The negative economic situation in the country also affects the birth rate of the population, based on the uncertainty of any stability. Regarding Spain, it should be noted that in the intermediate periods the country's economy had positive development trends. However, after a period of the small rise, the economy returned to its original place with even greater consequences. During the crisis, the idea of reindustrialization of the Spanish economy has made its way. At the same time, we are talking about the formation and strengthening of new traditional industrial sectors [5]. However, despite all the decisions taken, the rapid growth of unemployment has involved more than 6 million people, which clearly shows the impact of public debt on the domestic system. If you cannot repay the debt the government has to increase taxes for the visible probability to pay the debt [2].

The growth of economic crises is a basic factor in the development of debt, as well as the growing progression of the budget deficit and the lack of resources. Compression of potentially generated revenues is due to the lack of competitiveness of domestic production in the global market.

Thus, the economy pays considerable attention to the strategic mistakes of the parties, their structural shortcomings. The cumulative effect is the full component of the external crisis impact and the country's own imbalances imposed on it.

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CUSTOMS DUTIES IN THE CONDITIONS OF ECONOMIC SANCTIONS TOWARDS RUSSIA

Abstract: Today, customs instruments play a major role in regulating foreign economic activity and represent a flexible mechanism through which it becomes possible to change the nature of import and export in the right directions. This function of customs charges becomes relevant and is considered as a stimulating factor for the country's economy in the conditions of external economic influences. By means of customs duties, the state encourages or restricts the importation or exportation of certain goods. To implement the concept of import substitution, it is planned to increase the rates of customs duties on goods, whose competitive analogues are produced in Russia. The article describes the role of customs instruments in solving problems that the Russian economy is facing following the imposition of economic sanctions, and also lists ways and means to overcome the related difficulties. The paper analyzes the impact of economic sanctions on the conditions for the functioning of customs and tariff regulation in Russia, and also highlights changes in the volumes of import, export and other major indicators of foreign trade under the influence of sanctions. The challenges and prospects for developing measures to improve customs and tariff regulation in the conditions of sanctions are considered. Conclusions are drawn about expedient measures to solve the arising problems.

Keywords: sanction, customs and tariff regulation, export, import, import substitution, customs duty, customs tariff.

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НАЧИСЛЕНИЕ ТАМОЖЕННЫХ ПОШЛИН В УСЛОВИЯХ ЭКОНОМИЧЕСКИХ САНКЦИИ НА ПУТИ РОССИИ

Аннотация: На сегодняшний день таможенно-тарифные инструменты играют главную роль в регулировании внешнеэкономической деятельности и представляют собой гибкий механизм, с помощью которого возможно изменить характер импорта и экспорта в нужных направлениях. Данная функция таможенных платежей становится актуальной и рассматривается как стимулирующий фактор развития экономики страны в условиях внешних экономических воздействий. С помощью таможенных пошлин государство поощряет или ограничивает ввоз или вывоз соответствующих товаров. Для реализации концепции импортозамещения предполагается увеличить ставки таможенных пошлин на товары, конкурентоспособные аналоги которых производятся в РФ. В статье описывается роль инструментов таможенно-тарифного регулирования в решении проблем, с которыми сталкивается экономика России по итогам введения экономических санкций, а также перечисляются пути и методы преодоления трудностей. В работе анализируется влияние экономических санкций на условия функционирования таможенно-тарифного регулирования в РФ, а также фиксируются изменения объемов импорта, экспорта и иных важнейших показателей внешней торговли под влиянием санкций. Рассматриваются проблемы и перспективы разработки мер по совершенствованию таможенно-тарифного регулирования в условиях санкций. Делаются выводы о целесообразных мерах по решению возникших задач.

Ключевые слова: санкция, таможенно-тарифное регулирование, экспорт, импорт, импортозамещение, таможенная пошлина, таможенный тариф.

The customs tariff system is the main way to regulate foreign trade. The customs tariff is an instrument of trade policy and state regulation of the country's internal market in its interaction with the world market. The imposition of import duties began in the XVII century in the countries of Western Europe, when machine production started to develop relatively quickly, which significantly increased the output and supply of industrial goods abroad and, accordingly, required the massive protection of the internal market from others.

Customs and tariff regulation of foreign trade is primarily the coordinated activities of state bodies for imposing duties on imported goods in accordance with the customs tariffs, which increases their cost and reduces competitiveness; as a result, the import (or export) is restrained and the internal market is selectively protected. For the same purpose, legally established complex rules for moving goods across the border are often used: they provide suppliers with a large number of supporting documents and impose burdensome requirements during the customs clearance procedure of cross-border cargo traffic, delaying it and also increasing the cost of foreign trade. All this has an impact on the volume, structure and geography of trade in the interests of optimizing the conditions for the participation of the national economy in international exchange, ensuring sustainable development and social stability.

Starting from 2014, due to political events, economic sanctions and other trade and economic restrictions have been imposed on certain residents of Russia: individuals and commercial structures. These restrictions have had a deterrent effect on the development of the national economy, including its foreign economic sector. The sanctions particularly affected import and export in 2016. The change in the values of the main trade indicators in 2015-2017 are shown in Figure 1 [3].

In 2017, the growth of key indicators took place due to a change in structure. In general, the values increased by almost 25% compared with 2016 and slightly exceeded the 2015 values. Figure 2 shows the main foreign partners of Russia. The main economic partner of Russia in foreign trade is the European Union, its share in 2017 was 42%, but it is clear from the diagram that Russia and China had the largest trade turnover in 2017. This suggests that the trends in Russia's foreign economic policy are changing, followed by new values of the main statistical foreign trade indicators in the near future.

Figure 1 – Dynamics of the most important indicators of foreign trade of Russia in 2015-2017

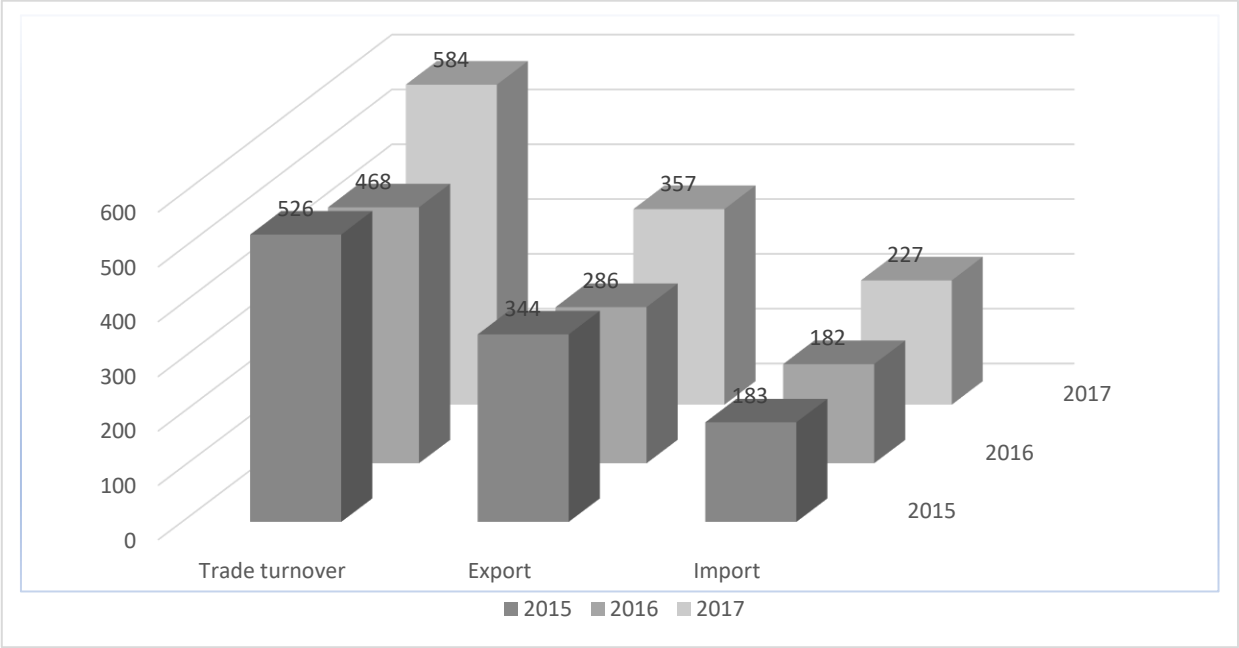
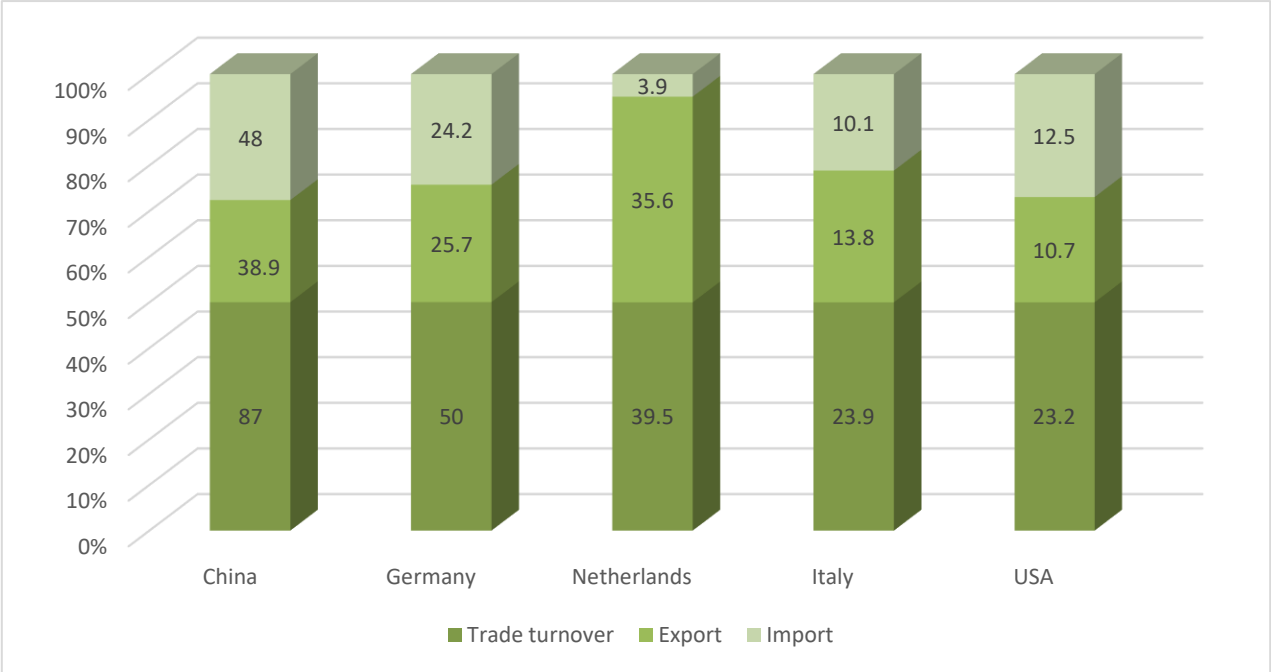
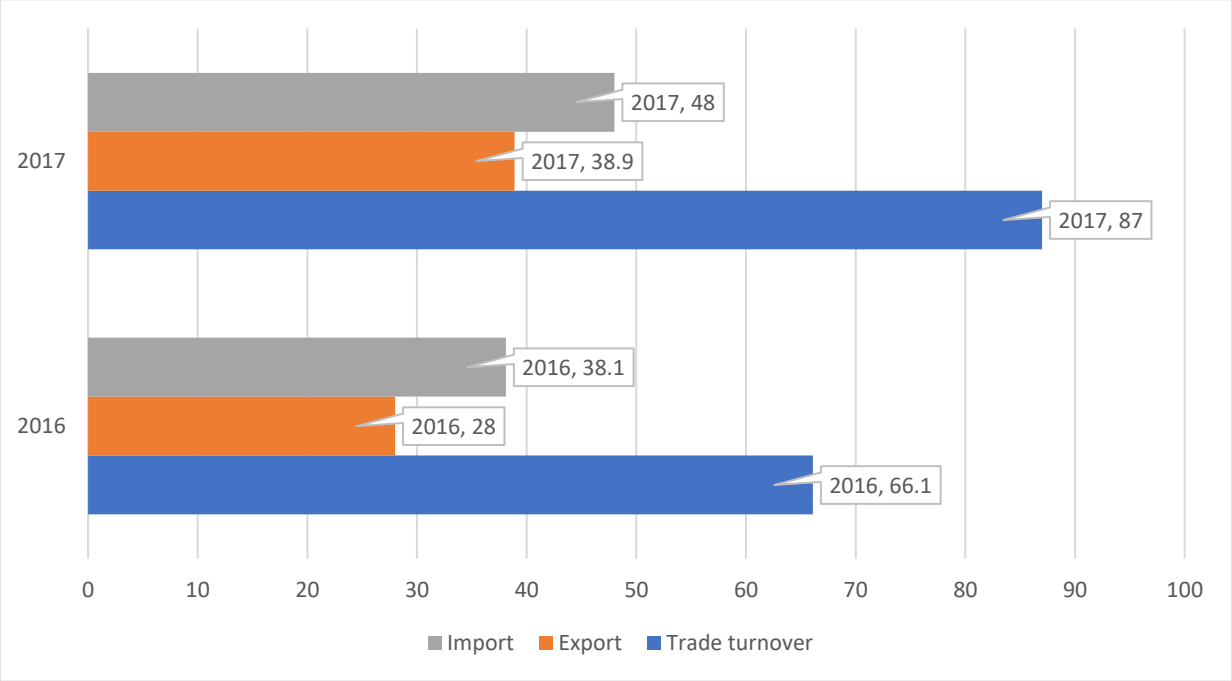


Figure 2 – The main trading partners of the Russian Federation among non-CIS countries in 2017



Under the influence of negative external factors, Russia is changing the vector of its foreign trade development towards the Asian region primarily. The dynamics of changes for 2016 and 2017 are shown in Figure 3 at the example of China.

Figure 3 – Dynamics of changes in trade turnover, import and export of Russia and China



The trade turnover grew by 31.6%, export – by almost 40%, and import – by 30%, which is a tremendous growth. Nevertheless, in the current conditions, the pace of development of foreign trade cooperation with the countries of this region does not allow compensating for the losses from the reduced supply of products to the EU, the USA, etc.

In terms of their characteristics, the sectors of the economy that have been most affected by sanctions are the most competitive. These changes have led to the increase in customs tariffs on goods imported from EU member states. By order of the President of the Russian Federation, the Ministry of Industry and Trade of Russia has developed import substitution plans for each of the sectors involved in the process: automobile industry, civil aviation, consumer goods industry, timber industry, machine-building and engineering for the food and processing industry, medical industry, oil and gas engineering, and others: 22 plans in total. Import substitution today is one of the priorities for the development of the Russian economy. However, Russia is unable to completely abandon import due to the technological backwardness of the manufacturing sector and the low competitiveness of products produced by Russian factories [1].

The economic essence of the customs duty is that, when it is levied, a kind of cost barrier is created, contributing to an increase in the price of imported goods, which makes it possible for the state to stimulate the

development of certain sectors of the economy [3]. In order to overcome the negative consequences of sanctions and implement the concept of import substitution, it is necessary to take the following measures using the mechanism of customs and tariff regulation: firstly, to increase import customs duties on a number of products to stimulate domestic manufacturing. Secondly, reducing import customs duties on certain types of raw materials and components is required. In addition, to protect the internal market from the adverse effects of foreign competition, selective protection tools can be used, which include special anti-dumping and countervailing duties used in international trade to effectively neutralize the damage caused to industry by increased imports [4].

It is not a secret that the Federal Customs Service is one of the main administrators of the federal budget. Its most important function is the formation of its revenue part through the collection of customs duties, the value of which varies under the influence of external economic factors. At the stage of funds accumulation in the conditions of sanctions, difficulties arise in keeping the volume: in a short time imports from third countries and smuggling greatly increase, as well as cases of inaccurate declaration. These imbalances in the functioning of the customs authorities are the result of the introduced economic restrictions.

The policy of customs and tariff regulation ensures a steady growth of foreign economic activity, and its directions are interconnected with domestic economic policy. The implementation of the customs and tariff policy should be aimed at attracting high technologies into the economy and at accelerating the development of export-oriented production.

Customs duties perform a number of functions, the most important being: regulating the general flow of goods within and outside the state, filling the state treasury and monitoring the current economic state. To ensure effective customs and tariff regulation, the interaction of customs services of various countries is necessary, since in the context of globalization, the market also affects customs duties, which require cooperation and joint orientation to international standards and regulations.

Thus, to solve the large-scale tasks that customs authorities are faced with, including the protection of economic security in the face of negative external influences, it is necessary to use a flexible mechanism of customs and tariff regulation. Identifying and accounting for the factors affecting customs charges plays an important role in building trade relations between countries, and is also the basis of Russia’s economic stability.

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THE MAIN CHARACTERISTICS OF SPORTS VOLUNTEERING MANAGEMENT[1]

Abstract: Article discusses the main characteristics of sports volunteering management in Russia and identifies the problematic issues of organisational work with volunteers at sport events. Author highlights the elements of regional management system of volunteering and identifies the problem complex associated with the activities of subjects and objects in a certain socio-cultural context.

Keywords: volunteering, volunteerism, sport volunteering, nonprofit organizations.

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ОСНОВНЫЕ ХАРАКТЕРИСТИКИ УПРАВЛЕНИЯ СПОРТИВНЫМ ВОЛОНТЕРСТВОМ[2]

Аннотация: В статье рассматриваются основные характеристики управления спортивным волонтёрством в России, выявляются проблемные вопросы организации работы со спортивными волонтерами. В работе выделены элементы региональной системы управления волонтерством, обозначен

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проблемный комплекс, связанный с деятельностью субъектов и объектов управления в определённом социокультурном контексте.

Ключевые слова: волонтерство, добровольчество, спортивное волонтерство, некоммерческие организации, третий сектор.

Sports volunteering is the activity of people who voluntarily participate in the organization and conduct of any sports events without receiving any financial reward for their activity. The community of sports volunteers is characterized not only by common grounds of activity and common goals, but also express group identification.

Sports volunteering is one of the types of social participation and social activism. Under social participation in this case we understand the inclusion of people in the organization of image sports events aimed at the development of sports in the region or the country as a whole. Social activism, in turn, determines certain changes in the community, brings benefit to other people. As an example, we can represent the organization of classes for people with disabilities, involvement in a healthy lifestyle of children and adolescents in the yard activity.

Such practices require the creation of certain organizational, regulatory, resource, information conditions for the formation of the voluntary image in society. The researchers identify the features of volunteers in this area and their characteristics, organizational structures and professional community of people who are included in the interaction management. In theoretical terms, we can identify and characterize the subjects, objects and activities. Analysis of these elements reveals the main characteristics of sports volunteering and management of this activity.

Subjects of management are the state and non-profit organizations. In Russia the Ministry of sports and the Ministry of labor and social protection are responsible for the development of physical culture and sports with the field of volunteering being included. The management system also includes subordinate organizations of the Ministry of sports, such as the Department for the organization and conduct of sports events, educational organizations (universities, colleges, technical schools), the Federal scientific center of physical culture and sports, etc. The work of sports volunteers is directly related to the development of the third sector in society, the level of public confidence in it and the involvement of

citizens in formal volunteering. Accordingly, the second control subject is a non-profit organization. With the support of public authorities, they can receive subsidies for the development of their activities, as well as participate in the grants of the President of the Russian Federation. The activities of non-profit organizations can be aimed at the development of sports volunteering, and they can develop this area together with all other types of volunteering.

The object of activity in sports volunteering is mass sports or cultural events which can be international, national or local. Sports volunteering involves two types of volunteer activity. The first is directly related to the work with people, which is manifested in the direct provision of assistance. The second type of activity is indirect assistance that is realized in the paperwork, sports equipment, information etc. Requirements for volunteers and their activities are determined by the level and specifics of the event. The higher the status of the event is, the more regulations and restrictions are imposed on the freedom of volunteer activities.

The third element is the activity itself, which manifests itself in various forms. In the field of sports volunteering, volunteer activity is very diverse, as a rule, it is standardized and correlates with the social role that a volunteer implements in a particular project. The key characteristics of this activity are freedom of choice of volunteers in relation to gratuitous work for the benefit of society, its focus and consciousness on the part of the volunteer, strict regulation of their work on the part of the organizers.

Sports volunteers are socially active, people with a certain level of intellectual development and health. As a rule, these are young people, because of age characteristics they are able to withstand active physical activity, have a high level of stress resistance, are physically fit and are able to adapt to interaction in a multicultural environment.

The more global the scope of a particular sports event, the more volunteers are involved in its organization. The International Olympic Committee has provided data on the number of volunteers at the Olympic games since 1992 (table 1).

Table 1 – Number of volunteers at the Olympic games in different years

City and country	Year	Number of volunteers
Rio de Janeiro (Brazil)	2016	50 000
Sochi (Russia)	2014	25 000
London (UK)	2012	70 000
Vancouver (Canada)	2010	75 000

Beijing (China)	2008	100 000
Turin (Italy)	2006	18 000
Athens (Greece)	2004	45 000
Salt lake city (USA)	2002	22 000
Sydney (Australia)	2000	46 967
Nagano (Japan)	1998	32 000
Atlanta (USA)	1996	46 466
Lillehammer (Norway)	1994	9 054
Barcelona (Spain)	1992	34 548

As can be seen from table 1, the number of volunteers in the Olympic Games is constantly increasing. More and more volunteers from different countries are involved in the events. This movement is becoming truly international. Sports volunteers engaged in specific activities fall into the field of state regulation. The government bodies of individual countries have an indirect impact on the activities of volunteers. Legal norms regulate the activities of volunteers themselves, as well as those organizational structures that directly coordinate, direct and control the activity of volunteers. The state authorities authorize and support the creation of specific structures of national and regional importance, form the infrastructure necessary for the organization of the activities of sports volunteers in the framework of specific events.

Thus, the system of management in sports volunteering is connected with the quality of life of people, with the development of their human capital at the expense of those competencies that are required by international standards for mass sports events. Sports volunteering is a specific direction of volunteering, which requires an organizational structure, as it can not be initiated and implemented spontaneously. The activity of volunteers is not only functional, but also strictly regulated by international standards. The state authorities must ensure the conditions for the functioning of non-profit organizations that act as organizers of the activities of sports volunteers.

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CHANGING THE AMOUNT OF INDIVIDUAL INCOME TAX

Abstract: The article is devoted to the analysis of the reasons and justification for the probability of the increase in individual income tax in the Russian Federation. In 2018 the draft law related to changes in the amount of individual income tax and the tax rate schedule in general was submitted for consideration to the State Duma. According to this draft law, the individual progressive income tax scale, which ranges from 5% to 25%, was proposed to be imposed as from January 1, 2019, but it was not accepted. Thus, flat individual income tax scale is still operating in Russia (the rate of this tax scale does not depend on the income). The individual income tax is calculated in accordance with the existing legislation as a percentage of the individual's total income less expenses. The article analyses the possibilities to increase the budget revenues, which are exposed to a severe financial crisis, and the need to stabilize tax revenues, concluding that the introduction of a new model of the individual income tax scale will be a favorable measure for the county's economic policy.

Keywords: individual income tax, budget revenues, taxation, tax policy, price increases, inflation, social security.

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К ВОПРОСУ О ВОЗМОЖНОСТИ ИЗМЕНЕНИЯ НДФЛ

Аннотация: Статья посвящена анализу причин и обоснования возможного повышения НДФЛ в Российской Федерации. В 2018 году был внесён на рассмотрение в Государственную Думу законопроект об изменении, как ставки налога, так и самой шкалы налогообложения. Согласно этому законопроекту, с 1 января следующего года в России должна была начать действовать прогрессивная шкала на доходы физических лиц с нижней границей в 5% и верхней границей в 25%, но законопроект не был утверждён. В связи с этим, на данный момент в России действует плоская шкала налога на доходы физических лиц (процент НДФЛ не зависит от получаемого лицом дохода). Исчисление НДФЛ происходит в соответствии с действующим законодательством, в процентах от общего дохода физических лиц за вычетом документально подтверждённых расходов. Анализируя возможности увеличения доходов бюджета, испытывающего жесткий финансовый кризис и нуждающегося в стабилизации налоговых поступлений, введение новой модели шкалы налогообложения является достаточно благоприятной мерой экономической политики.

Ключевые слова: НДФЛ, доходы бюджета, налогообложение, налоговая политика, рост цен, инфляция, социальное обеспечение.

The progressive individual income tax scale has already been operated in Russia in the 1990s, but it resulted in a substantial number of black-market businesses. The flat individual income tax scale has created an entirely new situation with tax payments in the Russian Federation since the 13% fixed tax rate was introduced in 2001. With the transition to

the flat individual income tax, a large number of people started to pay taxes, which has proved highly beneficial for the country's budget revenue.

Despite this fact, Russians do not think that this scale is a viable solution. For this reason, the draft law related to changes in the amount of individual income tax and the tax rate schedule in general was submitted for consideration to the State Duma again. According to this draft law, the individual progressive income tax scale, which ranges from 5% to 25%, was proposed to be imposed as from January 1, 2019, but it was not accepted.

The reason for having the flat individual income tax scale in Russia now is an economic situation in the country. It is this scale that is the most comfortable and appropriate for all the segments of the Russian population. The flat individual income tax is calculated in accordance with the existing legislation as a percentage of the individual's total income less expenses. Despite the fact that people aspire to the introduction of the progressive individual income tax scale, which operates in many Western countries now, this scale is unlikely to be introduced in Russia in a few decades. The government of the Russian Federation does not seek to introduce it because there are a significant number of people who do not earn enough money to cover their living expenses, with the result that they will not be able to pay such a tax. That is why the introduction of this system in Russia is currently virtually impossible. So, the government should follow the policy which has been established in the payment of progressive individual income tax over the last twenty years.

On the other hand, the progressive individual income tax scale can be implemented in Russia, but then there are important considerations to take into account, such as the level of awareness and the opinions of all segments of the Russian population because a part of them, which will bring the largest income to the progressive individual income tax scale, can start avoiding tax payments. Even if the government decides to introduce this scale, they should focus on protecting the vulnerable segments of the population.

In addition to analyzing the possibility to introduce a progressive individual income tax scale, we should also pay attention to the situation with possible increase in individual income tax rate.

In March 2018, the legislature discussed a possible increase in the individual income tax rate to 15% for citizens who have a high salary level (7-10 million per year). Furthermore, the possibility to increase the tax rate

with the introduction of a tax deduction for the poor has been discussed, but this innovation does not solve the problem of poverty because benefits in the amount equal to 1000 rub. per month, which this deduction allows, do not provide people whose wage is equal to the statutory minimum monthly wage. Moreover, this privilege can cause serious economic consequences:

1) increased dependency of poor regions on cash transfers from the federal budget;

2) disproportion of regions in terms of different amount of collected taxes.

In spite of these problems, the Russian Government consider that the additional 2% of individual income tax will play a significant role for the country's budget. In their opinion, there are no technical problems associated with the tax collection.

Vladimir Putin, during his direct line on 7 June, 2018, said that the decision to raise the individual income tax rates, in particular the introduction of a progressive scale, is inappropriate.

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RUSSIAN COMPANIES: A 10-COEFFICIENT MODEL TO PREDICT A POSSIBLE BANKRUPTCY

Abstract: The gravest consequences for the counter-agents, in the author's view, are the risks of failure to pay the debts. An insolvent organization is a big generator of business risks, as the zeroed credit debt undermines the creditors' financial well-being. The author's main concern in this research was to first deal with the statistical data of bankruptcy cases of Russian companies and work out a model of 10 coefficients to forecast a possible bankruptcy in order to eliminate its consequences.

Keywords: bankruptcy proceeding, assets, liquidation value, current liability, revenue, profitability, payables, receivables, tangible assets.

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БАНКРОТСВО РОССИЙСКИХ ПРЕДПРИЯТИЙ: 10-КОЭФФИЦИЕНТНАЯ МОДЕЛЬ ОЦЕНКИ ВЕРОЯТНОСТИ

Аннотация: В качестве цели работы автор ставит задачу разработать или усовершенствовать существующую модель, способную определить вероятность банкротства предприятия и установить характер проблемы на предприятии.

Ключевые слова: оборотные активы, выручка, кредиторская задолженность, дебиторская задолженность, пассивы, ликвидационное покрытие, рентабельность, ликвидность, санация.

Company bankruptcy has become familiar in Russia since the arrival of the market economy. It is hard to say if it is good or bad. The process is both constructive and destructive. Examples, trivial as they are, of Lehman Brothers or Bear Sterns can be sited here. A blow to budget, counter-agents, logistics, and the growth of unemployment are the effects of a company bankruptcy, which require corrective measures.

The economic science has methods and mathematical models to evaluate the danger of a company bankruptcy. In the authors' opinion, each of them has its positive and negative sides. First, the time factor is crucial in economy, so each model has to go through corrections to comply with trends. The methods were put forward by foreign authors, so they can be unsuitable for the Russian reality.

According to the studied statistics, (which cannot be presented here for space limitation reasons), in the last five years the annual number of bankruptcies among legal persons varied from 12990 to 13434.

Next, the regional aspect. The period under analysis is the IV quarter 2017 – III quarter 2018. Based on the data given by the FTS (Federal Tax Service), the authors have calculated the average chronological number of Russia's legal persons in the analyzed period – 4291766 organizations. The total number of bankrupt legal persons in the period is 13448. The authors suggest using a straightforward bankruptcy intensity coefficient (1st coefficient):

$$Ciban=\frac{Qban}{Q}x1000$$

Where Qban is the number of bankrupt legal persons in the subject under consideration, Q is the number of legal persons in the subject under consideration. The index gives the number of bankrupt legal persons per each 1000 legal persons in the subject under consideration, or in the total number of subjects.

Using the index, it is possible to calculate the intensity of bankruptcies by region, as well as define the average number of bankruptcies throughout Russia, which was 3.13 in the analyzed period. Next is the form of business organization. It is interesting to note, that ¾ of the largest bankrupts in Russia in the analyzed period were limited liability companies, which means that bankruptcy forecasting methods based on

share analysis using the market value of shares (the fourth coefficient in the Altman five factor model) could be applied to just 26% of companies. Just ¼ of companies are organized as joint stock, 70% of them are PLCs. Out of all legal persons studied two were state unitary enterprises, which the authors find interesting.

Now let us turn to the study of the bankrupts by line of business. The larger part of enterprises are wholesale and retail ones. They are more than half of bankrupts. The algorithm put forward by the authors has six stages, which help to form an opinion about the possible bankruptcy of an enterprise and the consequences of its elimination.

Stage 1 is the analysis of the company's own capital, which is quite easy if it is positive. Negative own capital enterprises have inadequate liquidity and profitability coefficients and had to be dropped out.

Stage 2 is the analysis of current assets on the balance. The specific character of trade determines a large share of current assets in possession. The analysis of the company's own current assets is calculated as follows (2d coefficient):

$$OCA\ share = \frac{OCA}{Balance\ \ currency} \times 100\%$$

Where OCA is the total of section III of the balance (capital and reserves), the total of section I (non-current assets).

The authors think it is reasonable to note that calculating of the coefficient only makes sense when the operating capital share in the assets is lower than 0.8 (80%). This indicator has a high correlation with the autonomy coefficient, which present the next indicator (3d coefficient):

$$\text{Caut} = \frac{Own\ capital}{balance\ currency} \times 100\%$$

The ratio of payables and receivables is found with the formula (4th coefficient):

$$\text{C} = \frac{Payables}{Receivables}$$

At **Stage 3** the authors suggest examining the "Operation Coefficient", which stands for defining the relative shares of payables and receivables on the balance (5th coefficient):

$$\text{Coper} = \frac{Payables \times Receivables}{(Balance\ currency)^2} = \text{Payables share} \times \text{Receivables share}$$

Stage 4 is the examination of the coefficient of revenue variation, which shows the size of revenue spread, weighed against the assets size. The preferable period of the indicator is over 4 years, as at smaller number of time periods the dispersion increases significantly.

The overview of the variation coefficient:

$$\text{V} = \frac{\sigma}{\bar{x}}$$

Where: σ is the average quadratic deviation in the samples and Diacritic x is the average value in the samples.

$$\sigma = \sqrt{D}$$

Where D is the dispersion in the samples.

$$D = \frac{\sum_1^n (x_i - \bar{x})^2}{n - 1}$$

Where n is the number of periods and xi is the revenue weighed against the assets variation coefficient (6th coefficient):

$$Xi = \frac{Revenue_i}{C_i^{assets\ variation}}$$

$$C_i^{assets\ variation} = \frac{Balance\ currency_i}{Balance\ currency_{max}}$$

Where *Balance currencymax* is the maximum volume of assets in the studied period. The coefficient shows how the revenue varies in the different periods in the life of the enterprise.

Stage 5 of the methodology is the analysis of constructiveness of structural changes. The analysis is time-bound. The basis is the assets and the own capital growth rates. It is a two-part analysis:

1. Policy type defining (Extention/reduction/pyramid)
2. The constructive extension/reduction coefficient analysis.

The coefficients analysis shows how the assets growth rate exceeds the own capital growth rate.

The final stage 6 in the methodology is the analysis of liquidation value and liquidation covering. The coefficients demonstrate the residual assets value after bidding, given in the table below.

Table – liquidation value coefficients for trade companies

Non-current assets	
Intangible assets	0,2
Fixed assets	0,4
Financial investment	0,7
Deferred tax assets	1
Other non-current	0,2
Current assets	
Reserves	0,7
VAT on AV	0,9
Accounts receivable	0,8
Financial investment	0,9
Monetary assets	1
Other current	0,7

As the liquidation value of the most liquid assets approaches one, the coefficient of 0.8 has been chosen for trade companies' receivables

because it is the receivables that take up around 70% of trade companies assets.

$$C_{liqud} = \sum \mathrm{A}_i \times K_{li}$$

Where Cliqud is the liquidation value, Ai is i-group assets, and Ki is the liquidation value coefficient for i-group assets. The liquidation value coefficient is used for calculating the liquidation covering coefficients calculation.

The borrowed funds covering coefficient (7th coefficient):

$$\mathrm{Cbf} = \frac{Liquidation\ value}{Borrowed\ funds}$$

The current liabilities cover coefficient (8th coefficient):

$$\mathrm{Ccl} = \frac{Liquidation\ value}{Current\ liabilities}$$

The payables cover coefficient (9th coefficient):

$$\mathrm{Cp} = \frac{Liquidation\ value}{Payables}$$

The creditors' risk coefficient (10th coefficient):

$$\mathrm{Rcred} = \frac{(Receivables \times 0.8 - Payables)}{Own\ capital}$$

The model offered by the authors can help, through 10 simple coefficients, to see what is going on at an enterprise, what policy it has, and how the company's indicators are different from the average. The authors are aware that putting this model into practice will require a considerable IT support, databases of enterprises, audit information, region data, line of business, date of registration, average number of employees and affiliated persons. It would be expedient, in the authors' view, to set up a special department on the basis of Ministries of Finance of the Federation subjects. Assuming that large and medium-sized companies' bankruptcies are responsible for the 30% of unpaid debt, we have 43.2bn loss for creditors. Every 10% saved with the help of the method equals to 4.32 bn rubles of creditors' losses. This is also 864 mln of taxes missed by the budget.

This model is a small investment into creating a better life in Russia. Yearly, according to the UFRB (United Federal Register of Bankruptcy), 13,000 of Russian enterprises go bankrupt. The 10 coefficients represented in the model enable to give a complex estimation of a company's state, its operation and the financial consequences of its bankruptcy.

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II. LINGUISTICS
II. ЛИНГВИСТИКА

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CLASSIFICATION OF TOPONYMIC SPACE UNITS WHEN RENDERING THEM INTO ENGLISH

Abstract: The article deals with the issue of classifying the toponymic space units when rendering them into English. This issue is especially relevant nowadays because of the arising necessity to make the urban environment comfortable, convenient and accessible for people who do not speak or read Russian. This necessity appeared due to the growing flow of tourists and different delegations arriving in our country, and these might be not only from the Western, but also from the Eastern countries. Though this article contains just the general guidelines for classifying the names of toponymic units when rendering them into English, it can be successfully extrapolated onto other languages, including oriental ones, because the general patterns of classification are the same. The paper also provides prompts for the translators of toponymic units into English concerning the types of translation techniques, which should be used in each particular case for rendering each group of the names of toponymic space units distinguished in the article.

Keywords: toponymic space units, urbanonyms, translation techniques, rendering toponyms from Russian into English.

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КЛАССИФИКАЦИЯ ЕДИНИЦ ТОПОНИМИЧЕСКОГО ПРОСТРАНСТВА ПРИ ПЕРЕДАЧЕ ИХ НА АНГЛИЙСКИЙ ЯЗЫК

Аннотация: Статья посвящена вопросам классификации единиц топонимического пространства при передаче их на английский язык. Этот вопрос сегодня особенно актуален в силу возникшей необходимости сделать городскую среду удобной и доступной, для тех людей, которые не говорят и ни читают по-русски. Эта необходимость появилась в силу все возрастающего потока туристов и различного рода делегаций, прибывающих в нашу страну не только из стран Запада, но и из стран Востока. Хотя в этой статье содержатся всего лишь общие указания по классификации названий топонимических единиц при передаче их на английский язык, ее можно с успехом экстраполировать на другие языки, в том числе и языки стран Востока, потому что модели классифицирования одни и те же. В данной статье также содержатся определенные подсказки для тех людей, которые собираются заниматься переводом топонимических единиц на английский язык касательно различных типов переводческих приемов, которые им следует использовать в каждом конкретном случае при передаче каждой из выделенных в статье групп названий единиц топонимического пространства.

Ключевые слова: единицы топонимического пространства, урбанонимы, переводческие приемы, передача топонимов с русского на английский язык.

Toponyms are an integral part of the background knowledge of people living in different cultures: they reflect history and culture of nations, history of the territory having been settled and developed. This

part of vocabulary has long been of interest not only to philologists and linguists but also to historians, geographers, and ethnographers [1]. Nowadays the researchers interpret a term «toponym» as «a proper name both of any natural object on the Earth, and of a man-made object, the object being clearly fixed within a given area (be it a city, a village, a settled territory, a territory of the state etc.» [3].

Toponyms represent a vast layer of the vocabulary, and it is impossible either to study, or to describe it without first classifying it into certain groups [5]. However, there is still no clear-cut united classification of toponyms as per any criteria though different researchers offer different classifications [2; 3; 4;].

It is natural that toponyms should be rendered into different languages as there are a lot of different nations and cultures that do not understand the languages of one another. Moreover, the current trend for globalization makes people travel to different places more. So, people should feel free in the unfamiliar environment, and should find the ways to their destinations easily. This is where the translator is of great help.

However, the process of rendering in this case is rather complex one. The translator should not thoughtlessly opt only for such translation techniques as transliteration or transcription. Translation should not be applied in every case either, or we may end up seeing in the streets very funny signs, from the foreigner's point of view: e.g. «Shotgun Street» instead of «ulitsa Ruzheinaya».

So, what should a translator do before starting to render the toponymic units into any foreign language, not only English? First, the translator should know types and models these units are classified into, and second, ways and techniques to render them into a foreign language depending on their type. This paper will further discuss the issue of classifying the toponymic space units in accordance with their history, origin and «appearance», if we may say so.

To analyze the issue of classifying toponymic space units into different groups, we have chosen the toponymic units of Yekaterinburg. The issue of rendering toponymic space units is especially relevant for this city because in recent years it has turned into a place for holding major international events of different types: industrial fairs, sporting events, international meetings, etc. Thus, there are more and more foreigners coming to our people, and the flow of international tourist is also increasing. So, there emerged a necessity for rendering the toponymic space units in Ekaterinburg into English.

First and foremost, it should be decided, what types of toponymic units there are in Ekaterinburg. Several types of those may be distinguished:

1) Intracity toponymic units. These include the names of boulevards, roads, lanes, squares, avenues, streets, chausses, and other urban planning objects providing for transport and pedestrian connections between residential areas, industrial areas, public centres, city blocks, etc.

2) Geographical objects and natural monuments (rivers, ponds, parks, gardens, squares, rocks, mountains, etc.).

3) Transport infrastructure facilities (railway and bus stations, bus stop shelters, etc.).

4) Historical monuments (sculptures, architectural ensembles, and memorable places), including:

a) institutions of culture and cultural and historical heritage sites (museums, galleries, theatres, libraries, etc.);

b) religious buildings and structures (churches, cathedrals, chapels, etc.);

c) architectural facilities, monuments, and small architectural forms (memorials, full figure sculptures, portrait scultptures, etc.).

5) Other city infrastructure facilities (service businesses: hotels, catering establishments, trade enterprises, sport and educational institutions, social and administrative services and bodies).

All these types of toponymic units have names, and these names can be come across not only in the streets as indicators, but also on different information carriers, including books, guides, maps, software, etc. So, people can see these names not only with their own eyes, but also in printed and illustrated matter of different kinds.

The toponymic units may be named:

a) after different historical events. Such names usually contain a number therein, which is pronounced in Russian, and therefore, should be transliterated. The English numeral might also be retained.

b) after different historical figures, be in Russian or foreign ones. These may be political figures, heroes, famous people, etc. Such names usually have a stable historical equivalent in English, and the translator should search for it, also in language corpuses. The Russian case ending may be added to the obtained name, depending on the fact whether the pronunciation of the name is returned after doing so.

c) after plants and trees, professions, colours, gems, qualities, traits, etc. In this case transliteration should be used to render such kind of

names into English.

d) after groups of people. Here the transliteration should in some cases be combined with translation.

e) after other toponymic objects. Here the translator should be very attentive and use either transliteration and transcription, or a stable historical equivalent, if any.

f) The toponymic units may also bear names similar in sound. In this case the translator should be very attentive and retain the pronunciation of the name with the respective ending, or similar sounds.

The names of toponymic units may be translated, if the facility bearing it is very important for the urban infrastructure and plays a crucial role in the life of the city dwellers, that is it is a hospital, a cultural institution, a cultural heritage place, and the like. The names of enterprises and companies should be rendered in the same way as it is mentioned on their official websites because these are the names they are recognized by on the international arena.

The types both of the toponymic space unit and its name are crucial for determining the technique for rendering them into English. Of course, there are further peculiarities of rendering for each type of toponymic units, but this article presents only a general classification of such units, which might be of help to any translator of such.

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WIDERSPIEGELUNG DER ANTIMILITARISTISCHEN STIMMUNGEN IN DEN KURZGESCHICHTEN VON HEINRICH BÖLL

Zusammenfassung: Dieser Artikel ist deutscher Literatur der Nachkriegszeit sowie dem prominenten Schriftsteller dieser Periode Heinrich Böll gewidmet, dabei spielt die Analyse der Widerspiegelung von den antimilitaristischen Stimmungen in H. Bölls Werken (1945-1949) ausgesprochen wichtige Rolle. Am Anfang wird auch eine kleine historische Auskunft gegeben: skizziert ist die Situation in Nachkriegsdeutschland beschrieben, der Beitrag weckt Interesse für die Lage der deutschen Schriftsteller und für ihre ersten literarischen Versuche nach dem Krieg. Ein großer Teil des Beitrags ist dem Schicksal, den Weltanschauungen sowie den Ansichten von Heinrich Böll gewidmet. Bemerkenswert ist, dass in dem Artikel auch Popularität des Genres der Kurzgeschichte unter den deutschen Schriftstellern erklärt wird. Die weltweit anerkannte Schriftstellergruppierung – die Gruppe 47 ist hier auch nicht außer Acht gelassen. Was die Werke von Böll angeht, sind im Beitrag solche Kurzgeschichten unter die Lupe genommen wie: «Lohengrins Tod», «Wanderer, wann kommst du nach Spa...», «die Botschaft».

Schlüsselwörter: das Genre der Kurzgeschichte, die deutsche Nachkriegsliteratur, die Trümmerliteratur, antimilitaristische Stimmungen, die Gruppe 47.

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РЕПРЕЗЕНТАЦИЯ АНТИМИЛИТАРСИСКИХ НАСТРОЕНИЙ В КОРОТКИХ РАССКАЗАХ ГЕНРИХА БЁЛЛЯ

Аннотация: Статья посвящена немецкой литературе послевоенного периода, а также выдающемуся писателю этого времени – Генриху Бёллю при этом значительную роль играет анализ способов передачи антимилитаристских настроений в его произведениях (1945-1949). В начале также дана краткая историческая справка: вкратце описана ситуация в послевоенной Германии, статья пробуждает интерес к положению немецких писателей после войны. Значительная часть статьи посвящена судьбе, взглядам, а также убеждениям Генриха Бёлля. Примечательно то, что в статье объясняется и популярность жанра короткого рассказа среди немецких писателей. Всемирно признанное объединение Группа 47 также не оставлено без внимания. Что касается трудов Генриха Бёлля, то в статье исследуются следующие труды: «Смерть Лоэнгрина», «Путник, когда ты придешь в Спа…», «Весть».

Ключевые слова: жанр короткого рассказа, послевоенная немецкая литература, литература руин, Группа 47, антимилитаристские настроения.

Das ist bekannt, dass Deutschland nach dem zweiten Weltkrieg in Trümmern lag. Der Krieg wurde verloren und das ehemalige Territorium des Landes wurde in vier Besatzungszonen geteilt. Diese Periode war auch für die deutsche Sprache eine Herausforderung, weil sie mit der Nazi-Terminologie überfüllt worden war. Viele Schriftsteller wie Thomas Mann waren damals im Exil und konnten nur auf die kurzdauernde Heimkehr rechnen. Die Schriftsteller, die aus dem Krieg heimkehrten, hatten ein Ziel die Realität möglichst deutlich und klar zu beschreiben außerdem war es

für die Trümmerliteratur von großer Bedeutung, dass die Sprache, die als Ideologieträger galt, gereinigt wurde.

Aufgrund der obengenannten Faktoren wurde das Genre der Kurzgeschichte mit der knappen Sprache so beliebt unter den Schriftstellern dieser Zeit geworden. Ein Beweis dafür ist die Liste, mit den Werken von Gruppe 47, wo die Mehrheit literarischer Versuche in Form der Kurzgeschichten dargestellt ist [7].

Heinrich Böll ist einer der bekanntesten deutschen Schriftsteller, dessen Werke breite internationale Anerkennung finden. Er war Mitglied der obenerwähnten Gruppe, Nobelpreisträger und wurde mit anderen bedeutenden Preisen der BRD ausgezeichnet. In den früheren Jahren bot die Gruppe 47 jungen Schriftstellern eine Plattform zur Erneuerung der deutschen Literatur nach dem Zweiten Weltkrieg an. Realistische und lakonische Prosa, die Tragödie des deutschen Volks anhand der Beschreibung des Lebens in Trümmern, Alltag der deutschen Bürger und Soldaten schildert, war dem Schriftsteller sehr nah. Breite Mehrheit seiner Werke waren die Kurzgeschichten, die Hunderte zählen. Die Rolle dieses Genres ist sehr anschaulich in der Dissertation von O. Ponamareva analysiert [2].

Seit der nationalistischen Machtergreifung hat Heinrich Böll die von Nazis propagierte Werte abgelehnt: zu seinen Interessen gehörte nicht der Krieg, sondern das Studium, deswegen simulierte er Krankheit, als er an die Front gezogen war und später im April 1945 geriet in US-amerikanische Kriegsgefangenschaft. Diesen Ereignissen, antinazistischer katholischer Glaube seiner Familie sind im Jahre 2001 veröffentlichte «Briefe aus dem Krieg» gewidmet. Die Werke von H. Böll waren in der Sowjetunion besonders populär: «Seit 1956 erscheinen regelmäßig riesige Auflage der russischen Übersetzungen von Bölls Werken» [6]. Im obenerwähnten Buch «Briefe aus dem Krieg» bringt er sein negatives Verhältnis zur Gewalt und zu dem Krieg offen zum Ausdruck: «Das Leben ist grausam, und der Krieg, jeder Krieg ist ein Verbrechen; für immer bin ich absoluter Anti-Militarist geworden in diesen letzten Monaten elender Quälerei…Ich hasse den Krieg...» [6]. In seinen Werken thematisiert Heinrich Böll folgende Probleme: Sinnlosigkeit und Grausamkeit des Krieges, Rückkehr in die Heimat, Auferstehung des Gestalltes von Deutschland in der neuen Welt so wie die Aussichtslosigkeit der jüngeren Generation, die ihre Vorbilder während der Kriegshandlung verloren haben. Jeder Krieg unabhängig von seinem

Grund und Umfang ist in Bölls Augen zu schrecklich, unmenschlich und grausam um davon zu schreiben, darum ist der Held in den Werken von Heinrich Böll kein Held im wahrsten Sinne des Wortes. Dieser Mensch ist mit dem Krieg nicht einverstanden, er erfüllt die Befehle und sucht, wie man sich dem Krieg widersetzen kann. Eine neue Sprache zu schaffen war für den Schriftsteller von großer Bedeutung, diese Tatsache unterschied die Trümmerliteratur von der Literatur anderer Perioden, da die Autoren in den ersten Nachkriegsjahren Verwüstung der deutschen Sprache zu widerstehen versuchten. Böll selbst hat seine Werke sowie die Werke von seinen Zeitgenossen solcherweise charakterisiert: «Die ersten schriftstellerischen Versuche unserer Generation nach 1945 hat man als Trümmerliteratur bezeichnet, man hat sie damit abzutun versucht. Wir haben uns gegen diese Bezeichnung nicht gewehrt, weil sie zu Recht bestand: tatsächlich, die Menschen von denen wir schieben, lebten in Trümmern, sie kamen aus dem Kriege, Männer und Frauen in gleichen Maße verletzt, auch Kinder. Und sie waren scharfäugig: sie sahen» [7].

Die erste Kurzgeschichte, die zu betrachten ist, heißt «die Botschaft» (1947), die das Thema Heimat in Trümmern spiegelt – ein Beweis dafür sind ausführliche Beschreibungen der Stadt, in denen besondere Lexik verwendet wird, die Atmosphäre in Nachkriegsdeutschland schwarz gestaltet: «„grauschwarz», «schmuddelig», «schmierig», «schrecklich», «ärmlich», «finster», «schmutzig», «halbverfallen», «zerbröckelnd»» [7]. *Im Zentrum der Kurzgeschichte ist die für diese Zeit typische Situation: Überbringung einer Todesnachricht von dem Erzähler an die Frau eines verstorbenen Kriegskameraden. Die Kernaufgabe der Geschichte ist es, alle im Krieg gefallenen Soldaten in gutem Andenken ihrer wartenden Mütter und Frauen zu behalten. Die Worte eines Soldaten veranschaulichen die Position des Schriftstellers: «Da wusste ich, dass der Krieg niemals zu Ende sein würde, niemals solange noch irgendwo eine Wunde blutete, die er geschlagen hat»* [7]. *Bemerkenswert ist in dieser Erzählung auch der Anfangssatz, denn er ist an einen nicht weiter genannten Adressaten gerichtet. Anhand vom Leben der Protagonistin zeigt Heinrich Böll die Vernichtungswirkung des zweiten Weltkrieges auf das Schicksal «des kleinen Menschen». Es kann kaum außer Acht gelassen sein, dass das Ende spiegelbildlich zum Beginn aufgebaut ist, der Weg zurück zum Bahnhof zieht wieder durch die Todeslandschaft. In der Wartehalle des Bahnhofs wird das reale Leben wiederum beschrieben, so dass man hier auf solche Weise den Hunger der Nachkriegsjahre spüren kann.*

Die Kurzgeschichte Lohengrin's Tod (1949) hat ein tragisches Sujet. Der Titelheld ist ein kleiner Junge, der wie Tausende Kinder während des Krieges seine Eltern zu früh verloren hat. Die Leser lernen Grinni im Krankenhaus kennen: «Der Oberkörper war mager, lächerlich mager wie der einer älteren Gans. Oben am Schlüsselbein waren die Löcher seltsam dunkel beschattet, große Hohlräume, worin sie ihre ganze weiße, breite Hand hätte verbergen können. Nun sahen sie auch die Beine, das, was von Beinen noch heil war. Sie waren ganz dünn und sahen fein aus und schlank» [6]. *Ein aufmerksamer Leser kann sofort schlussfolgern: das Kind hatte nichts zu brechen und zu beißen. Schritt für Tritt findet man heraus, wie der Junge solche Verletzung bekommen hatte: Grinni klaute die Kohle aus den Zügen, eines Tages scheiterte sein Versuch und das Kind ist heruntergefallen. Aber Heinrich Böll charakterisierte diese Tat nicht als ein Verbrechen, sondern umgekehrt als respektvolle Handlung, weil Lohengrin der einzige Versorger für seine jüngeren Brüder war. Er verdiente das Brot für die Familie, indem er die Kohle verkaufte. Leider endete die Kurzgeschichte tragisch, der Kleine bezwingt sein Schmerzen und erinnert sich an seine Brüder sowie an die unerfüllte Pflicht: «… und die Kleinen waren jetzt ganz allein, und er wusste genau, dass sie auf jeden Tritt, jeden geringsten Laut auf der Treppe lauerten, und es gab so unheimlich viele Laute auf der Treppe und so unheimlich viele Enttäuschungen für die Kleinen. Es bestand wenig Aussicht, dass Frau Großmann sich ihrer annehmen würde: sie hatte es nie getan, warum gerade heute, sie hatte es nie getan, sie konnte doch nicht wissen, dass er … dass er verunglückt war. Hans würde Adolf vielleicht trösten, aber Hans war selbst sehr schwach und weinte beim geringsten Anlass. Vielleicht würde Adolf Hans trösten, aber Adolf war erst fünf und Hans schon acht …»* [9]. *Nach der Lektüre dieser Kurzgeschichte stellen sich die Leser ein wahres Bild des Krieges vor, der kein Mitleid sogar mit den kleinen Kindern hat. Aufgrund des Lebens von Grinni zeigt der Schriftsteller, dass der Krieg nicht nur das Schicksal der Soldaten zerstört, sondern vergiftet auch das Leben der Kinder und lässt sie die unkindlichen Aufgaben erledigen.*

«Wanderer, wann kommst du nach Spa...» (1950) gehört zu den Geschichten, die unmittelbar Kriegshandlungen anbetrifft. Hier ist es wichtig zu erwähnen, dass der Autor Sinnlosigkeit des Krieges unter die Lupe nimmt. Darauf weist das Schicksal des Titelhelden und selbst die Fabel hin. Die Hauptfigur ist ein junger Soldat, der an der Front schwer verwundet worden ist. Als der Betroffene im Hospital war, versucht er zu

verstehen, was passiert ist und wo er sich befindet. Es wird ihm nicht sofort klar, dass er noch lebt: «Ich war noch nicht tot, ich gehörte zu den anderen…» [3], der Mann leidet an der Fieberhitze, ihm fehlt der ganze Körper. Er liegt auf der Bahre und wird an die Türen mit Schildchen vorbeigetragen, die so bekannt ihm schienen. Die Träger schwenken in die Treppe hinein und der Held kann auch Büsten von Personen der Antike beobachten. Nach einer Weile geriet der Mann in den Zeichensaal, wo es nach Jod, Tabak und Müll riecht. «Alles das, dachte ich, ist kein Beweis. Letzten Endes gibt es in jedem Gymnasium einen Zeichensaal, Gänge, in denen krumme, alte Kleiderhaken in grün- und gelbgestrichene Wände eingelassen sind; letzten Endes ist es kein Beweis, dass ich in meiner Schule bin...» [7]. Zum Schluss der Geschichte, im Zeichensaal des Gymnasiums findet er schließlich einen eindeutigen Beweis, dass es sich um seine Schule handelt – ein *mit seiner Hand auf der Tafel geschriebener Satz. Das Klima in der Schule – der Zeichensaal, Büste und Gemälde von Personen der Antike, von Philosophen sind den realen Umständen, dem Krieg entgegengesetzt. Zum Beispiel kann sich der Man kaum vorstellen, dass er noch vor drei Monaten ein ganz anderes Leben gehabt hat*: «Mir kam das alles so kalt und gleichgültig vor, als hätten sie mich durch das Museum einer Totenstadt getragen, durch eine Welt, die mir ebenso gleichgültig wie fremd war, obwohl meine Augen sie erkannten, nur meine Augen… » [3].

Die Analyse der angeführten Kurzgeschichten lässt die Tendenz erkennen, dass viele Werke von Heinrich Böll ein Anstoß für die Verurteilung von Gewalt, für die Wahrnehmung des Krieges als eine große Tragödie der Menschheit sind. Der Autor vertritt den Standpunkt, dass der Krieg kein richtiger Ausweg ist, deswegen ist die Heldentat für seine Protagonisten ganz fremd. Die Stellung des Autors zu den militärischen Handlungen versteckt sich sogar in Landschaftsbeschreibungen, Gesprächen der Figuren oder seine Helden äußern die wahre Meinung des Schriftstellers.

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RENDERING ANTHROPONYMS IN FICTION

Abstract: The rendering of proper nouns and, in particular, anthroponyms, defined as names of persons, has been studied for years. However, it is still a matter of dispute among the researchers. This article reviews the main difficulties of rendering anthroponyms into Russian and the peculiarities of this process in fiction distinguished by linguists, along with the other factors, which may influence the choice of a name to appear in a target text. This issue is especially relevant for the translators, who work with fiction, as some factors appear more often in this type of texts. The authors review and unite different rendering techniques, which had been offered and described by linguists, and provide possible examples from «Harry Potter» book series written by J.K. Rowling, which contains a vast number of personal names. This article may be helpful for the students studying linguistics and translation or for the translators dealing with fiction.

Keywords: translation, anthroponyms, proper nouns, rendering proper nouns, translation techniques.

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ПЕРЕДАЧА АНТРОПОНИМОВ В ХУДОЖЕСТВЕННЫХ ТЕКСТАХ

Аннотация: Передача имён собственных, и, в частности, антропонимов (личных имён, фамилий, прозвищ и т.п.), изучается годами. Тем не менее, в научной среде этот вопрос остаётся спорным. В этой статье рассмотрены основные трудности, связанные с передачей антропонимов на русский язык, и особенности этого процесса в художественной литературе, выделенные лингвистами, наряду с другими факторами, которые могут влиять на выбор варианта перевода имени. Эта проблема особенно актуальна для переводчиков, которые работают с художественной литературой, так как некоторые из этих факторов чаще появляются в подобных текстах. Авторы рассматривают и объединяют различные стратегии, которые предложены и описаны лингвистами, и приводят примеры в случаях, где это возможно, из серии книг «Гарри Поттер» авторства Дж. К. Роулинг, в которой представлено огромное количество имён. Эта статья может быть полезна для студентов, изучающих лингвистику и перевод, или для тех, кто занимается переводом художественной литературы.

Ключевые слова: перевод, антропонимы, имена собственные, передача имён собственных, техники перевода.

All nouns are divided into common, which designate anything of a class of beings or things (e.g. a ship, a feeling) and proper, which denote particular objects (e.g. the Eiffel Tower). Proper nouns are subdivided into some groups, among which anthroponyms are found. The latter are defined as persons’ names.

Although there is a popular opinion that proper nouns, and especially names of persons, should not be translated, researchers agree that in most contexts translation should be provided. To choose the rendering technique one should consider several factors described by D.I. Yermolovich:

- national features of the name, that is to say, phonetic and/or graphical features typical for the language, from which the name originally came, that should be preserved in some contexts;
- its possible similarity to obscene words of target language, which imply some necessary changes to be made in the anthroponym;
- its various interchangeable forms and variations according to the rules of the source language, which may not look like the same name for the foreigners;
- existing tradition, which is especially important when rendering historical, religious, mythological, and literary names;
- its future ability to form new words in a target language;
- characterizing components of the name, i.e. those components that bear some meaning and should be translated in some contexts;
- practical task [5].

These factors determine the choice of the rendering technique while rendering all types of proper nouns.

This choice is especially difficult in translation of fiction. According to A.V. Kalashnikov, all persons' names have nominal function, but some of them also «can play an important role in literature by evoking, for example, an epoch, social status, or nationality of the characters» [2]. Moreover, given and family names can perform a descriptive or characterizing function in fiction, which should not be lost in translation (A. Kalashnikov calls them significant names). However, S. Vlakhov and S. Florin point out, though, that one should distinguish between significant names and those which have only nominal function to render anthroponyms correctly [4].

L. Fernandes says that some fictional names also possess the sound symbolic meaning [3].

The number and essence of the techniques distinguished by different researchers vary widely. However, all of them can be found among those listed below.

Every technique is illustrated with an example found in the translation of «Harry Potter» book series, written by J.K. Rowling (printed by the Rosman Publishing House). The series was chosen because it

contains a large number of names, some of them having characterizing components.

Transcription means an attempt to convey the sound form of the anthroponym with the letters of the alphabet of target language. This technique, however, presents difficulties when some sounds of source language do not even partially correspond to the sounds of the target language.

Some of the names in the series are rendered this way, for instance: *Dudley – Дадли; Ron Weasley – Рон Уизли.*

Transliteration is an attempt to convey the spelling of the name with the closest corresponding letters of target language. It is usually not used when the alphabets of source and target language differ significantly (e.g. Russian and English), although it may be combined with other methods, especially transcription.

Transliteration is also used to render some names, e.g. *Ignotus Peverell – Игнотус Певерелл.* Sometimes it is combined with transcription: *Dursley – Дурсль.*

Morphogrammatic modification (a term used by D.I. Yermolovich) changes the name so it conforms to the grammar of the target language. It is, for instance, widely used in rendering of women's names into Russian.

It is hard to say whether we find it in «Harry Potter» books but we assume it being one of the strategies used in rendering such names as *Alice – Алиса, Olympe – Олимпия, Bellatrix – Беллатриса.*

Conventionality is a strategy which implies replacing an anthroponym from the source language with its conventionally accepted equivalents. Names of historical, religious figures and mythological characters are often rendered this way.

As some names from «Harry Potter» refer to mythological, literary or historical characters, translators have chosen the following equivalents for them: *Hermione – Гермиона, Horace – Гораций* etc.

Substitution means replacing a name from source language with some other name, which is not connected with the original one but is contextually linked to the other elements of the text. According to L. Fernandes, «the TL name and the SL name exist in their respective referential worlds, but are not related to each other in terms of form and/or semantic significance» [3].

This technique explains, for instance, changing *Luna* to *Полумна* to preserve further play on words: *Luna – Loony* and *Полумна – Полоумная.*

Rendition, or **loan translation**, is a way to render a semantically motivated anthroponym consisting of words which have already existed in the source language before. These words are translated to the target language and therefore the name is literally translated. This can also be done with some parts of a name and not the whole name.

«Harry Potter» translation provides a lot of examples of loan translated anthroponyms, e.g.: *Sprout – Стебль, Fat Lady – Полная Дама*.

Recreation is replacing a name from source text with a newly invented name. The name in the target text is aimed to reproduce the similar effect in the target cultural setting. One should note that both names are neologisms which do not exist in source or target language.

This technique is presumably used in rendering the name *Mundungus* into *Наземникус*.

Deletion means removing an anthroponym or a part of it from the text as it is of little importance for the narrative. It may happen in the process of translating a fictional text.

For instance, there is a passage in the original text: *«Anyway, we've got to go, Lee Jordan reckons he's found a new secret passageway out of the school.» «Bet it's that one behind the statue of Gregory the Smarmy that we found in our first week. See you.»* The second sentence was not included in Russian translation: *« – Ладно, нам пора идти, – наконец спохватились близнецы. – Ли Джордан уверяет, что нашел новый потайной коридор, через который можно выбраться из школы»*

One more strategy is the exact **replication** of the name without any changes. Speaking of anthroponyms, L. Fernandes suggests it may be caused by such factor as «brand» properties of the name [3]. According to D.I. Yermolovich, this tendency is also found in Russian academic literature [6]. It seems, however, to be absent in rendering fictional names from English into Russian. We assume that this occurs due to the major differences in Latin and Cyrillic alphabets.

There is also a strategy called **phonological replacement**. It means choosing the name from target language as a substitution for the original name of source language. The choice is based on the phonological features of the name in the source text. However, D.I. Yermolovich notes that this strategy, once popular among Russian translators, is not recommended to use anymore [6]. It is not found in «Harry Potter» translation, either.

This allows making the conclusion that some anthroponyms in fictional texts present difficulties in translation, which occur mostly due to the characterizing components. However, there are a lot of strategies which can be used in rendering anthroponyms, and most of them can be applied to fictional names.

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DIFFERENT METHODS OF STUDYING THE SEMANTICS OF A LEXEME

Abstract: The article analyzes the ways of studying the semantics of a word. At the current stage of development of the linguistic science various methods of studying the meaning of a lexeme have been proposed by different linguistic schools. The peculiarities of the component, contrastive and contextual analysis of the lexeme «battle» are described in this article. The undertaken research shows that different methods of linguistic analysis of a word are aimed at different semantic aspects. Due to the component analysis the semantically closest lexemes have been identified. The contrastive analysis has identified the best translation of the lexeme «battle». The contextual analysis has shown how the meaning of the lexeme «battle» changes depending on the context. As a result, all the semantic components, the lexicographic and communicative meanings of the word «battle» have been identified. The research shows that all these methods are interrelated and allow performing deeper analysis of a lexeme.

Keywords: semantics of a lexeme, component analysis, contrastive analysis, contextual analysis.

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РАЗЛИЧНЫЕ МЕТОДЫ ИЗУЧЕНИЯ СЕМАНТИКИ ЛЕКСЕМЫ

Аннотация: В статье анализируются различные способы изучения семантики лексической единицы. На данном этапе развития лингвистической науки разными лингвистическими школами предложены различные методы изучения значения лексемы. В данной статье рассматриваются особенности компонентного, контрастивного и контекстуального анализа лексемы «battle». Исследование показало, что различные методы лингвистического анализа направлены на различные семантические аспекты. В ходе компонентного анализа определены семантически близкие лексемы. Контрастивный анализ помогает выбрать лучший перевод лексемы «battle». Контекстуальный анализ демонстрирует как значение лексемы «battle» меняется в зависимости от контекста. В результате исследования были выявлены все семантические компоненты, лексикографическое и коммуникативное значения лексемы «battle». Исследование показывает, что все методы взаимосвязаны и позволяют осуществить более глубокий анализ слова.

Ключевые слова: семантика лексемы, компонентный анализ, контрастивный анализ, контекстуальный анализ.

At the current stage of development of the linguistic science various methods of studying the meaning of a lexeme have been proposed by different linguistic schools. Each of them is characterized by a certain set of linguistic procedures and a specific purpose. This article deals with the peculiarities of the component, contrastive and contextual analysis. These three methods were applied to analyze the semantics of the lexeme ***battle*** with the aim to study the meaning of this word in detail.

The component analysis is aimed at identifying all the components of the meaning of the word under consideration. The procedure comprises the following steps: 1) to identify the list of semantically close words with the help of dictionaries; 2) to find the dictionary definition of each word and distinguish all their semes; 3) to make a list of all the semes of the words under study; 4) to make a table of all the semantic components of the words; 5) to identify the words with the biggest number of the corresponding semes. [3].

The analysis of the available reliable dictionaries has allowed to find the following synonyms of the lexeme ***battle***: *action, combat, conflict, duel, fight, fray, melee, scramble, scuffle, shoot-out, skirmish, struggle, tussle, warfare.* The total list of all the semes of the words under study includes the following components: *battling, between hostile parties, against something undesirable, a part of a bigger battle, prolonged, armed, hard, with the aim to get free, with the aim to oppose, at the distance from the main forces, not a part of a bigger battle, between small units, random, short, determined, with the aim to restore peace*. As a result of such analysis the semantically closest lexemes can be identified. The biggest number of the corresponding semes (3) belongs to two pairs of words: the words ***battle*** and ***warfare***, ***melee*** and ***scramble***. The rest of words have two or only one corresponding semes.

The most vivid advantages of the given method are the possibility to identify the semantically closest lexemes, and the fact that it helps to compose the integrated lexicographic meaning with the help of the method of the generalization of the dictionary definitions [3].

If a researcher needs more thorough analysis with the aim to identify the most adequate translation of a word, the contrastive analysis should be applied. The contrastive linguistics studies a unit of one language in contrast to all its possible correspondences in another language with the aim to identify the national specificity of the semantics of the given unit [2] or to find the best variant of translation. The object of the analysis is a contrastive pair, which is defined as two lexemes of the compared languages, which are labeled as interlinguistic correspondences [2]. In each contrastive pair the semes obtained due to the component analysis are compared. To carry out the contrastive analysis of the lexeme ***battle*** the algorithm proposed by L.V. Lukina has been applied. So, the semes are represented in the following way: the denotative semes are not marked, connotative semes are capitalized and functional semes are given in italic type. The description of the semes of a Russian word is given together

with the set of the semes of its one of all possible English correspondences. The semes which do not correspond are given in bold, the absence of a seme in one language is marked as **0**, which means that the seme is culture-specific [1].

The contrastive analysis of all the possible interlinguistic correspondences has shown that the best translation of the lexeme ***battle*** is the Russian lexeme ***битва***:

Битва	**Battle**
large	0
decisive	0
battling	battling
between hostile parties	between hostile parties
with the aim to win	**against something undesirable**
0	a part of a bigger battle
NONEVALUATIVE	NONEVALUATIVE
UNEMOTIONAL	UNEMOTIONAL
neutral in style	*neutral in style*
common	*common*
modern	*modern*
widespread	*widespread*

The last type of the linguistic analysis is the contextual one. It is a well-known fact that the context can change the lexicographic meaning of a lexeme. It can modify, intensify and even add particular semes to a word semantics. So, if a researcher needs to know the real meaning of a word, a communicative meaning of a word should be obtained. The *communicative* meaning is defined by J.A. Sternin and M.S. Salomatina as the type of the meaning which is described as generalization of all the semes which are realized in the fixed contexts of the word usage [3]. In order to identify this type of meaning the following steps should be maid: 1) analysis of the contexts, in which this word is used; 2) the description of the realization of the meanings of the lexeme in contexts; 3) working out the general definition of the communicative meaning which comprises all the fixed actualized semes.

The British National Corpus has been chosen as the source of the sentences, containing the lexeme ***battle***. The analysis of the contextual usage of the lexeme ***battle*** has shown, that in the examples the following meanings are actualized: *1) Sport competition, 2) A sustained non-violent struggle for something, 3) Armed conflict, 4) The historic fight, 5) Fight*

with illness, 6) Argument in court, 7) Competition for something, 8) Violent fight.

The final step of the research is to compare the communicative and lexicographic meaning of the word ***battle***. The meanings which are actualized in the contexts but are not represented in the dictionary are the following: *argument in court, sport competition, fight with illness, the historic fight.*

To sum up, the component, contrastive and contextual methods have been applied to analyze the semantics of the lexeme ***battle***. As a result, all the semantic components, the lexicographic and communicative meaning, the best Russian correspondence of the given word have been identified. The research shows that all these methods are interrelated and allow to perform deeper analysis.

The undertaken types of the research have shown that different methods of analysis of a word are aimed at different semantic aspects. A researcher can choose a method of semantic analysis depending on the final goal. But to get a full, reliable systematic picture of the semantics of a word several methods of analysis should be applied.

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THE THEMATIC GROUP «INFORMATION TECHNOLOGIES» IN THE ENGLISH LANGUAGE

Abstract: The article deals with the national specificity of the English thematic group «Information technologies». The aim of the undertaken research was to describe and analyze the composition of the group. The components of this group were selected from the Dictionary of the information security terms. The research has shown that the English thematic group «Information technologies» comprises 519 lexical units, which were categorized according to the semantic criteria into six subgroups: 1) The names of people involved in the sphere of the information technologies (IT); 2) The names of the attributes of the IT; 3) The names of the attacks in the sphere of the IT; 4) The names of the documents connected with the IT; 5) The names of actions performed in the sphere of the IT; 6) The names of the IT characteristics. The group structure analysis has revealed 6 subgroups, 24 minigroups, 10 microgroups, thus 40 structural elements in total.

Keywords: the thematic group, national specificity, Information technologies.

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ТЕМАТИЧЕСКАЯ ГРУППА «ИНФОРМАЦИОННЫЕ ТЕХНОЛОГИИ» В АНГЛИЙСКОМ ЯЗЫКЕ

Аннотация: В статье рассматривается национальная специфика тематической группы «Информационные технологии» в английском языке. Цель проведенного исследования – определить состав тематической группы «Информационные технологии» в английском языке и структурировать ее по семантическому критерию. Материалом исследования послужили субстантивные единицы, отобранные методом сплошной выборки из Словаря терминов по информационной безопасности. Анализ показал, что тематическая группа «Информационные технологии» в английском языке включает в себя 519 лексических единиц, которые подразделяются на 6 подгрупп: 1) Наименования лиц, специализирующихся в сфере информационных технологий (ИТ); 2) Наименования средств, применяемых в сфере ИТ; 3) Наименования видов атак на программное обеспечение; 4) Наименования документации, связанной с информационными технологиями; 5) Наименования действий, производимых в сфере ИТ; 6) Наименования свойств информационных технологий. Анализ структурной сложности выявил, что данная группа лексики состоит из 6 подгрупп, 24 минигрупп, 10 микрогрупп, итого – 40 структурных единиц.

Ключевые слова: тематическая группа, национальная специфика, информационные технологии.

The article deals with the national specificity of the English group «Information technologies». The aim of the undertaken research was to describe and analyze the composition of the group. The components of this

group were selected from the Dictionary of the information security terms [1].

The research has shown that the English thematic group «Information technologies» comprises 519 lexical units, which were categorized according to the semantic criteria into 6 subgroups: 1) The names of people involved in the sphere of the information technologies (IT); 2) The names of the attributes of the IT; 3) The names of the attacks in the sphere of the IT; 4) The names of the documents connected with the IT; 5) The names of actions performed in the sphere of the IT; 6) The names of the IT characteristics.

The first subgroup «The names of people involved in the sphere of the IT» comprises 22 lexical units, which were united into three minigroups:

1.1 General names of people involved in the sphere of the IT;

1.2 The names of people whose activities are connected with the IT;

1.3 The names of people who perform illegal actions in the sphere of the IT.

The first minigroup comprises 3 lexemes, which denote the general names of people involved in the sphere of the IT (entity; party; subject), and a microgroup «The names of users» (abonent; authorised user; subscriber etc.).

The second minigroup «The names of people whose activities are connected with the IT» includes two lexemes which denote «The names of information owner» (information owner) and «The names of information users» (data medium).

The third minigroup «The names of people who perform illegal actions in the sphere of the IT» consists of the following microgroups:

1) «General names of people who perform illegal actions in the sphere of the IT» (adversary; attacker; eavesdropper etc.);

2) «The names of people who perform definite illegal actions in the sphere of the IT» (cardseller; hacker).

The second subgroup «The names of the attributes of the IT» is made up of 223 lexical units, has a complex structure and consists of 10 minigroups:

1) «The names of the attributes aimed at the information protection» (protection facility; cryptofilter etc.);

2) «The names of the attributes aimed at software hacking» (mail bomb etc.);

3) «The names of data» (data; user data etc.);

4) «The names of the programs at risk» (secure operating system; virtual private network etc.);

5) «The names of the organizations, the programs of which are at risk» (security operation center etc.);

6) «The names of code/key» (once-only key; public key etc.);

7) «The names of programs» (spyware; malware etc.);

8) «The names of signature» (multiple digital signature; qualified electronic signature etc.);

9) «The names of communication» (message; spam etc.);

10) «The names of data medium» (data medium etc.).

The third subgroup «The names of the attacks in the sphere of the IT» includes 41 lexical units, which are united in the following four minigroups:

1) The first minigroup «The names of the attacks according to its aim» comprises 8 lexemes (replay attack; sniffing; spoofing etc.);

2) The second minigroup «The names of the attacks according to the method of action» includes two microgroups:

2.1 «The names of the attacks, which apply the differential method» (differential attack; differential fault attack etc.);

2.2 «The names of the adaptive attacks» (adaptive attack; adaptive chosen-ciphertext attack etc.).

The following lexical units also belong to the subgroup «The names of the attacks in the sphere of the IT»: active attack; brute-force attack; ciphertext-only attack; correlation attack; dictionary attack; equivalent keys attack; known plaintext attack; linear attack; man-in-the-middle; man-in-the-middle attack; meet-in-the-middle attack; memory-used search attack; memory using attack; moving probable word attack; passive attack; password attack; sequential key search; zero day attack.

3) The third minigroup «The names of the attacks according to the object of action» is made up of 8 lexical units (computer attack; loophole; network attack etc.)

4) The fourth minigroup «The names of the potential attacks» includes a single lexeme – incident.

The fourth subgroup «The names of the documents connected with the IT» consists of 38 lexemes, which were united in the following minigroups:

1) «The names of the protocol» (protocol; message authentication protocol etc.);

2) «The names of the standard» (open standard; secure hash standard etc.);

3) «The names of the concept» (national security concept etc.);

4) «The names of the instruction» (technical regulation etc.).

The fifth subgroup «The names of actions performed in the sphere of the IT» consists of 164 lexical units, which constitute three minigroups.

1) «The names of information processing actions» (program verification; packet filtering etc.);

2) «The names of actions connected with the cryptography» (cryptanalysis; cryptosynthesis etc.);

3) «The names of actions aimed at providing information security». This minigroup is divided into the following microgroups: a) the names of access (shared access; two-factor authentification etc.); b) the names of information protection actions (protection of information security etc.); c) the names of coding (public key distribution; software encryption etc.); d) the names of testing (serial test; run test etc.); e) the names of certification (protection level certification etc.).

The last subgroup «The names of the IT characteristics» includes 31 lexemes (reliability; strength of function etc.).

The undertaken research has shown that the English thematic group «Information technologies» comprises 519 lexical units. The group structure analysis has revealed 6 subgroups, 24 minigroups, 10 microgroups, thus 40 structural elements in total.

The next stage of the research will be devoted to the analysis of the Russian thematic group «Information technologies», comparison of these two groups in both languages with the aim to identify the national peculiarities.

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MORPHOLOGISCHER PSEUDOPARALLELISMUS IM DEUTSCHEN UND IM RUSSISCHEN

Zusammenfassung: Täuschende Ähnlichkeit einiger Phänomene vergleichbarer Sprachen ist auf allen Ebenen möglich. In diesem Artikel geht es um einige Aspekte des morphologischen Pseudoparallelismus.

Die Zahl der Phänomene der morphologischen Quasi-Identität ist ziemlich groß. Die Analyse zeigte, dass die täuschende Ähnlichkeit für alle Inhaltswörter charakteristisch ist, aber in unterschiedlicher Maße. Typisch ist sie vor allem für Substantive bei der interkommunikativen Nichtunterscheidung der Kategorien des Numerus und Genus, in geringerer Maße – der Kategorie des Kasus. Die Adjektive weisen eine große Anzahl von Quasi-Identitäten bei der Umsetzung Ihres Wortbildungspotentials auf, zum Beispiel bei der Bildung von Komposita. Eine beträchtliche Anzahl von kommunikativen Fehlern kann eine solche Eigenschaft von russischen Superlativen und deutschen Komparativen wie Verlust des Vergleichswerts verursachen. Der verbale Pseudoparallelismus in vergleichbaren Sprachen manifestiert sich oft bei der unterschiedlichen Gestaltung von Konversiven sowie der Kategorien der Transitivität und Intransitivität. Die Quelle der Quasi-Identität kann auch in interlingualen Abweichungen bei der Verwendung von Passiv und Imperativ liegen.

Die durchgeführte Analyse zeigte, dass morphologischer Pseudoparallelismus ein ziemlich häufiges Phänomen ist. Diese Tatsache ist nicht nur bei der Durchführung von Studien im Rahmen der Vergleichstypologie, sondern auch beim Studium der Fremdsprachen zu berücksichtigen.

Schlüsselwörter: vergleichende Sprachforschung, Erlernen einer Fremdsprache, Deutsch, Russisch, Sprachebenen, Morphologie, morphologischer Pseudoparallelismus.

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ПСЕВДОПАРАЛЛЕЛИЗМ В МОРФОЛОГИИ НЕМЕЦКОГО И РУССКОГО ЯЗЫКОВ

Аннотация: Говоря об обманчивом сходстве некоторых явлений сопоставляемых языков, прежде всего, имеют в виду единицы лексического уровня, забывая при этом, что и на других языковых уровнях достаточно явлений, обладающих подобными характеристиками. В данной статье обращается внимание на факты морфологического псевдопараллелизма, обусловливающего коммуникативные ошибки самого различного свойства.

Круг источников морфологического квазитождества достаточно широк. Как показал анализ, обманчивое сходство характерно для всех самостоятельных частей речи, но в разной степени. Так, для имен существительных оно встречается, прежде всего, при интеркоммуникативном смешении категорий рода и числа, и в меньшей степени – категории падежа. Имена прилагательные имеют значительное количество квазитождеств при реализации своего словообразовательного потенциала, например, при образовании композитов. Значительное количество коммуникативных ошибок может обусловить стремление русских суперлативов и немецких компаративов к утрате значения сравнения. Глагольный псевдопараллелизм в сопоставляемых языках достаточно часто проявляется при различном оформлении конверсивов, а также категорий переходности / непереходности. Источником квазитождественности могут послужить также расхождения в употреблении страдательного залога и форм повелительного наклонения.

Проведенный анализ показал, что морфологический псевдопараллелизм представляет собой достаточно распространенное явление. Этот факт необходимо обязательно учитывать не только при проведении исследований в рамках сравнительной типологии, но и в процессе преподавания иностранных языков.

Ключевые слова: сравнительное языкознание, изучение иностранных языков, немецкий язык, русский язык, языковые уровни, морфология, морфологический псевдопараллелизм.

Unter vielen Problemen der Vergleichstypologie erwecken ein besonderes Interesse jene sprachlichen Phänomene, die identisch erscheinen mögen, sind aber in Wirklichkeit unterschiedlich. Diese Quasi-Identität birgt bestimmte Gefahren der Interferenz bei der Erlernung und praktischen Anwendung der Fremdsprachen.

Den sprachlichen Pseudoparallelismus verbindet man sehr oft mit dem Problem der so genannten «faux amis». Zu diesem Thema wurden viele Arbeiten anhand von Material verschiedener Sprachen geschrieben [1; 2]. In den meisten Fällen berücksichtigen die Autoren jedoch die Einheiten des lexikalischen Niveaus. Es scheint uns zweckmäßig, den Kreis der sprachlichen Phänomene mit täuschender Ähnlichkeit durch Fakten der morphologischen Ebene zu erweitern und diese aus dem Bereich der Lehnwörter herauszuführen.

Der Pseudoparallelismus in der Morphologie ist weniger auffällig als auf anderen Sprachebenen. Aber er existiert und verursacht ziemlich oft kommunikative Fehler, wie zum Beispiel im Falle von alogischen Formen des grammatischen Geschlechts: *das Weib* (n) – *баба, женщина (f)*; *das Mädchen* (n) – *девочка*, *девушка (f)*; *die Streife* (f) – *патруль* (m); *die «Brecht»* (f) (Schiff); *der Wolga* (m) (Auto) usw. Hierher gehören auch unterschiedlich gestaltete Ortsnamen: *die Krim* (f) – *Крым* (m), *Bremen* (n) – *Бремен* (m), *Afrika* (n) – *Африка* (f). Besonders irreführend kann der Pseudoparallelismus dieser Art bei internationalen Wörtern sein: *die Komponente* (f) – *компонент* (m), *der Kanister* (m) – *канистра* (f), *das Ballett* (n) – *балет* (m).

Die Singular – und Pluralformen im Deutschen und Russischen lassen sich viele Besonderheiten herauszufinden, die auch bestimmte kommunikative Schwierigkeiten schaffen. Das kann man an folgenden Beispielen zeigen:

- Pluralia tantum: *сани* (Pl.) – *der Schlitten* (m), *die Hose* (f) – *брюки (pl.), die Brille* (f) – *очки (Pl.), das Geld* (n) – *деньги (Pl.)*;

- verschiedene Regeln der Pluralbildung: *Regenfälle – дожди*, *советы (рекомендации) – Ratschläge*, *благодарности – Danksagungen*;

- verschiedene Gebrauchsfälle von Singular- und Pluralformen: *свари (приготовь, почисти, съешь) картошку (горох, лапшу)* (Sg.) – *koch (bereit zu, mach sauber, iß) Kartoffeln (Erbsen, Nudeln)* (Pl.).

Die Lexikalisierung der Pluralformen führt zur Zerstörung der Parallelität: *Brote – буханки, батоны* – aber *хлеба* (Getreide); *Wässer – жидкости*, russ. *воды* (Kurort). In beiden Sprachen gibt es markierte Pluralformen: deutsche umgangssprachliche *die Jungs, die Kerls, Bestecks*; russische Kolloquialismen *шоферá, слесаря´*. Aber einen direkten Parallelismus geben sie nicht. Die deutschen Berufsbezeichnungen erwerben in einigen Fällen bei der Pluralbildung mit *-s* eine Nebenbedeutung «Familie»: d*ie Professors, Apothekers, Bürgermeisters*. Die Pluralbildung mit *-s* von Eigennamen (*die Schulzes, Meyers, Weinerts, Iwanows*) hat «semantische Erweiterung»: Nachnamen bekommen die Bedeutung von «Kollektiv», «Ensemble», «Truppe». Manchmal entsprechen sie den russischen suffixalen Bildungen wie *die Timurs – тимуровцы, die Wachtangows – вахтанговцы* usw.

Desorientierend können zum Beispiel die Singular- und Pluralformen als Teile der Komposita sein, wenn die Rollen von Singularität und Pluralität paradoxerweise gewechselt werden: *Fußcreme – крем для ног* (russ. nicht für einen Fuß), ähnlich wie *Handtuch* oder mit der umgekehrten Abhängigkeit: *Ländername* (Bezeichnung eines Landes), *Rentenbetrag* (Höhe einer Rente) usw.

Was deutsche und russische Adjektive betrifft, auch wenn sie typologisch verwandt sind, so kann eine Reihe von Unterschieden erwähnt werden. Die deutsche Sprache im Vergleich zu der russischen ist ärmer an Adjektive, besonders an relative. Dies wird durch die Produktivität der Bildung von Komposita kompensiert: *главный герой – Hauptheld, старший лейтенант – Oberleutnant, деревянная доска – Holzbrett*. Bei einem Deutsch sprechenden Russen kann es kommunikative Fehler verursachen: entweder bei der Bevorzugung der Komposita oder bei der ungerechten Präferenz des Adjektivgebrauchs in der Wortverbindung.

Innerhalb gewisser Grenzen ist natürlich eine freie Wahl zwischen einem Adjektiv und einem bestimmenden Teil eines komplexen Substantivs ganz normal: *koloniale Völker – Kolonialvölker, samtenes Band – Samtband*. Schwierigkeiten ergeben sich bei der Wahl zwischen einem Adjektiv oder einem Substantiv, besonders wenn nur eines davon vorzuziehen ist: *Nachtlampe, Nachtbar* und nicht *nächtlich; tägliche Sorgen*, nicht *Tagessorgen*.

Das Fehlen der Attributfunktion von russischen Adjektiven in Steigerungsstufen kann die Fehler bei deutschen Studierenden verursachen. Die russischen Adjektive im Superlativ verlieren oft die Vergleichsbedeutung: *старейший – der Senior, тупейший – stockdumm, богатейший – steinreich, опаснейший – äußerst gefährlich, сильнейший – gewaltig,* und die deutschen Komparative: *neuere Sprachen – новые языки, ältere Leute – пожилые люди, ein kleinerer Raum – небольшое помещение, in reiferen Jahren – немолодой, höhere Mathematik – высшая математика*. Die Kurzform der russischen Adjektive ist zulässig, jedoch nicht gebräuchlich in russischer Umgangssprache. All dies erschwert die richtige Wahl der Äquivalente, da der interferierende Parallelismus der Formen irreführend sein kann.

Bei Verben kann der Pseudoparallelismus durch folgende Faktoren verursacht werden. So unterscheiden die Russen in der Regel nicht zwischen deutschen Formen der zweiten Person (*Sie machen, ihr macht, Sie laufen, ihr lauft*) und des Imperativs (*Sie nehmen! Nehmt! Gehen Sie! Geht!*) wegen der Synonymie in ihrer Heimatsprache der Pronomen «вы» (du + du + du) und «Вы» (Sie + Sie + Sie).

Die Konversiven können in beiden Sprachen unterschiedlich gestaltet werden: *heiraten – жениться, выходить замуж; konsultieren – брать консультации; консультировать; консультировать – давать консультации*. Verbale Transitivität / Intransivität ist ziemlich oft mit verschiedenen Formen verbunden: *hängen (-te, -t) – вешать, hängen (i; a) – висеть; schmelzen (–te, -t) – плавить, schmelzen (o; o) – таять; kochen (vt) – кипятить; (vi) кипеть*.

Auffällig ist die Situation, die wir als «Hypnose der Form» bezeichnen könnten. Wenn ein Phänomen einer Sprache in einem anderen mehrere Übereinstimmungsvarianten hat, unter denen eine formell näher an das Original ist, und es ist wahrscheinlicher, dass bei der Übersetzung gerade diese Variante bevorzugt wird, während situativ eine andere richtig wäre. Zum Beispiel: «Unser neuer Lehrer ist streng aber gerecht» wird oft von Studierenden übersetzt: *Наш новый учитель строг, но справедлив*. Das ist richtig und durchaus möglich. Aber natürlicher wäre es zu sagen: *Он строгий, но справедливый*, da diese Variante in der Umgangssprache gebräuchlicher ist.

Der unerfahrene Übersetzer würde das Wort *dick* als *толстый* übersetzen, ohne darüber nachzudenken, dass für eine konkrete Situation genauer wäre das als *толстенький* oder als *толстенный, толстущий* zu übersetzen. Und *die Hand* ist nicht nur *рука*, sondern auch *ручка*,

рученька, *ручонка* und so weiter. Mit welcher Schattierung ist die konkrete Anwendung des Wortes verbunden, verstehen wir aus dem kommunikativen Kontext. Gerade er bestimmt die Bedeutung der lexikalischen Einheit.

Die Verteilung der analogen Nominationen nach Redeteilen ist in beiden Teilen mit großer Freiheit der Variabilität. Gleichermaßen zulässig sind: *он заика – er ist ein Stotterer, он заикается – er stottert; er ist sportlich – он спортивный, er ist Sportler – он спортсмен*. Es gibt jedoch die Traditionen des usuellen Gebrauchs. Vergleichen Sie die Möglichkeiten der nominalen und verbalen Gestaltung eines Gedankens in beiden Sprachen: *er ist Nichtraucher / Nichttrinker, Brillenträger; он не курит / не пьет, носит очки*. Es ist wahrscheinlich besser zu übersetzen *он некурящий* или *он не курит* mit dem Substantiv *er ist Nichtraucher*, da *er raucht nicht* ist eher zu verstehen als: *он (в данный момент, здесь) не курит*.

Wenn in einigen Fällen die Divergenz in der Gestaltung einer bestimmten Wortklasse keine strikten Einschränkungen hat und eher mit der Usualität der Variante verbunden ist, ist es in anderen mehr imperativ: *es klinget!* (in der Schule) – *звонок!* während in der Wohnung auch *звонят!* und *звонок!* möglich sind. Bekannt sind fehlerhafte Versuche der substantivierten Übersetzung ins Russische von *Entschuldung! Verzeihung! Vorsicht!* statt *Извините! Простите! Осторожно*!

Die genannten Fakten sollten zeigen, dass die irreführende Identität auf allen sprachlichen Ebenen möglich ist, auch auf der morphologischen. Die durch die morphologische Quasi-Ähnlichkeit hervorgerufenen Fehler sind ungleich gefährlich – von kaum wahrnehmbaren Nuancen bis zur völligen Verzerrung der Bedeutung. Das alles soll natürlich bei linguistischen Studien und bei Erlernen der Fremdsprachen berücksichtigt werden.

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FUNCTIONAL ASPECT OF EUPHEMISMS AND DYSPHEMISMS ON THE MATERIAL OF MODERN ENGLISH MEDIA

Abstract: In this article such linguistic phenomena as dysphemisms and euphemisms are described. They are regarded in terms of relevance and the linguistic value of their study by modern scholars. Their ability to reflect various social, cultural and moral values of modern society is investigated. It is noted that these phenomena have the capacity to influence the development and disappearance of different forms of taboos. Various approaches to the study of these phenomena are given. Much attention is paid to the importance of studying the sociolinguistic, cognitive and pragmatic aspects of it. These approaches to language are still relatively new, thus their study is of particular value and interest. The importance of publicistic texts and the texts of media as a material for studying these linguistic phenomena is proved by their undoubtful ability to combine all functional styles is asserted. Based on the work of linguists and philologists, the authors provide generalized definitions of euphemisms and dysphemisms. The functions that they perform in modern English and in publicistic texts in particular are identified and analyzed. Several examples were taken from various media sources, which clearly demonstrate the effect produced by one or another euphemism or dysphemism. The conclusion states the need to study these linguistic phenomena, describes their linguistic and sociological value.

Keywords: language, media, euphemism, dysphemism, taboo, function.

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ФУНКЦИОНАЛЬНЫЙ АСПЕКТ ЭВФЕМИЗМОВ И ДИСФЕМИЗМОВ НА МАТЕРИАЛЕ СОВРЕМЕННЫХ АНГЛОЯЗЫЧНЫХ СМИ

Аннотация: В данной статье рассматриваются феномены дисфемии и эвфемии с точки зрения актуальности их изучения. Исследуется их способность отражать социальные, культурные и нравственные ценности современного общества, а также отмечается способность данных явлений влиять на развитие и отмирание различных форм табу. Приведены различные подходы к изучению данных феноменов. Большое внимание уделяется важности изучения социолингвистического, когнитивного и прагматического аспекта изучения эвфемии и дисфемии, которые обозначились относительно недавно. Объясняется ценность текстов СМИ в качестве материала для изучения данных языковых феноменов, утверждается их способность объединять в себе все функциональные стили. На основе работ лингвистов и филологов, автор приводит обобщенные определения эвфемизмов и дисфемизмов. Выявлены и проанализированы функции, которые они выполняют в современном английском языке, в частности, в публицистическом тексте. Были выбраны и описаны несколько примеров, взятых из различных СМИ, которые наглядно демонстрируют эффект, производимый тем или иным эвфемизмом или дисфемизмом. В заключении заявляется о необходимости изучения данных языковых явлений, описывается их лингвистическая и социологическая ценность.

Ключевые слова: язык, СМИ, эвфемизм, дисфемизм, табуизмы, функция.

Euphemisms and dysphemisms are specific linguistic phenomena. Their uniqueness lies in the ability to reflect social, cultural and moral values, peculiarities of thinking of not only individuals, but also of modern society as a whole, since these phenomena completely depend on the social assessments of certain ideas and concepts, on the definition of what is acceptable, and what is not. Hence, the need for their systematic study is beyond dispute, as it allows us to trace the cultural and social changes that lead to the development and extinction of various forms of taboos.

Most of the works devoted to the study of euphemisms and dysphemisms were based only on lexicographic material, which does not fully correspond to the real sphere of their use [2]. Various researchers considered euphemisms within specific philological disciplines (aspects related to practical stylistics, lexicology, semantics, as reflected in the works of S. Wildak, A.P. Kudryashova, B.A. Larin, K. Allan).

Sociolinguistic, cognitive and pragmatic aspects of studying euphemisms and dysphemisms came into notice of linguists relatively recently. Nevertheless, these components seem to be the most significant when studying these phenomena, for the reason that the main characteristic of language is its social nature. Accordingly, being influenced by various social circumstances, language is constantly changing, ensuring the fulfillment of new goals within the framework of global communication.

Focusing on the functional aspects of the language, modern linguists singled out publicistic texts, claiming them to be the ideal material for the study of pragmatic aspects of euphemisms and dysphemisms [1]. It is the material that vividly reflects all the changes taking place in society, in the means of communication and in the language. Publicistic texts combine both literary and colloquial speech. They are abundant in various means of expression, such as euphemism and dysphemism, which are often used in the publicistic texts, making it possible to determine the peculiarities of evaluative interpretation of a text.

The following generalized definitions can be given to these phenomena:

Euphemism is a word or expression used instead of another, which is incorrect, unauthorized or undesirable, in order to avoid naming things that can cause negative emotions in a speaker or interlocutor, as well as to disguise the essence of the notion [3].

Dysphemism is a word or expression that serves to deliberately replace any definition with a more vulgar, rude, unacceptable in a given

situation, often with the aim of expressing a negative attitude to something or discrediting the interlocutor [2].

Using the articles from the American and British media as an example, the most popular functions of dysphemisms and euphemisms were identified.

It was found that the most popular functions of using euphemisms in the American and British media are the following: replacing the names of objects of fear, denoting what is considered indecent, replacing definitions of unpleasant, disgusting objects, replacing words with more tolerant and politically correct terms, replacing in order not to shock others, the designation of organizations and professions that seem indecent.

The following examples are given in order to demonstrate the functions of euphemisms:

«For the children unfortunate enough to suffer at the hands of ***sub-standard accommodation****, there is an increased risk of childhood illness, disability, behavioural and mental health problems, as well as a deadening impact on life chance».* (The Guardian)

«Non-standard living conditions» is a euphemism (dwellings that are under housing standards) serving to replace terms associated with poverty. Clearly, the expression is used instead of the word «slum». The function of it is to conceal unpleasant and frightening truth.

«One of the most persuasive myths about prostitution is that it is ***the oldest profession****». (The Guardian)*

Here, the expression *«the oldest profession»* is used aiming to replace the word «prostitution». Its function is to designate a profession that seems indecent.

«Catholic Charities fired a Mississippi employee on International Women's Day for discussing her former ***pro-choice*** *advocacy work in a recent magazine article». (The Guardian)*

In the article taken from The Guardian, the term «abortion» is replaced by a euphemism «**pro-choice**». In the Russian language, «pro-choice» is translated differently, depending on the context, but usually as a term denoting freedom of choice («выступающий за свободу выбора»). In the British and American media, «**pro-choice**» is a popular euphemism for denoting abortion without medical indications.

The topic of abortion has been remained a public taboo for a long time, therefore, the press is trying to submit the term as gently as possible, using euphemisation in order not to cause discomfort to the reader.

The most frequent functions of using dysphemisms were identified: the function of reproach, insults, threats, reduction of social status, an attempt to cause negative emotions to the information among the audience.

The examples are following:

*«The Trump administration wants **regime** change in Iran». (The Washington Post)*

The dysphemism **«regime»** is often used by the media when describing a political situation in an unfriendly government. If the information relates to the country with which positive political relationships were established, the term «government» is used. Dysphemism is intended to provide a negative attitude to information from the audience.

*«Judge warns of **blood on our hands** if suicidal girl is forced out of secure care» (The Guardian).*

The expression is **«blood on our hands»** means «to be guilty». This dysphemism performs the function of the prosecution. Resorting to a vivid metaphorical image, the author deliberately evokes a negative emotional response from the audience, which makes it possible to consider the expression dysphemistic.

*«Japan's most senior finance ministry **bureaucrat** has resigned over allegations of sexual misconduct» (The Guardian).*

The Collins English Dictionary gives the following concept for the term **«bureaucrat»**: an official working in the administrative field. The dictionary also notes that this lexeme should be used if you want to show your disapproval caused by the fact that the politician pays more attention to formalities and compliance with the rules than to real help to the population. Based on this, it can be concluded that **«bureaucrat»** is a dysphemism in relation to the word «official, politician». His function is to lower the social status of an opponent.

The examples given above demonstrate that various events of society could serve as the sources of the emergence of new euphemisms and dysphemisms, fulfilling diverse functions. Thereby, it becomes clear that euphemisms and dysphemisms are to be further studied. Being an incredibly mobile and socially receptive linguistic phenomenon, they vividly reflect all the changes taking place in society and affecting the modern language.

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REPRESENTATIONS OF SWEARING IN THE SOCIETY: A CONSEQUENCE OF SOCIAL FACTS

Abstract: This paper presents swearing usually depicted as derogatory or a way of expressing frustration, resentment or any similar feelings not as the mere result of a permanent nonconformity to the rules of language by its users in their respective milieu be they politically, socially or culturally motivated, but the consequence of a phenomenon above their control, which are socials facts. I argue that social facts, viz., laws, language, religion, age or marriage, uncontrollable by individuals in nature, though produced collectively by them, influence the way individuals think, therefore, produce language according to social representations(beliefs, customs, systems). To elaborate on this assertion, a definition of social facts by Emile Durkheim and contexts in which swearing occurs are elaborated while discussing some implications for experts in language. Nevertheless, in order to limit the scope of the discussion, no distinction of swearing among gender or psychological views are debated, for example the language of men and women, or to attribute utterly, every swearing as introduced above, to social facts, because mental disorders such as Tourette syndrome, dementia, or juvenile gout as causes of coprolalia are also sources of swearing.

Keywords: swearing, language, social facts, linguistics, anthropology, sociology, professional communication, representations.

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ПРЕДСТВЛЕНИЯ РУГАТЕЛЬСТВА В ОБЩЕСТВЕ: СЛЕДСТВИЕ СОЦИАЛЬНЫХ ФАКТОВ

Аннотация: В этой статье ругательства обычно изображаются как уничижительные или способ выражения разочарования, обиды или любых подобных чувств, а не просто как результат постоянного несоответствия правилам языка его пользователями в их соответствующей среде, будь то по политическим, социальным или культурным мотивам, но следствие феномена выше их контроля, которые являются социальными фактами. Я утверждаю, что социальные факты, а именно законы, язык, религия, возраст или брак, не поддающиеся контролю со стороны отдельных лиц в природе, хотя и производимые ими коллективно, влияют на то, как люди думают, следовательно, производят язык в соответствии с социальными представлениями (убеждениями, обычаями, системы). Чтобы развить это утверждение, было разработано определение социальных фактов Эмиля Дюркгейма и контекстов, в которых происходит ругательство, при обсуждении некоторых последствий для экспертов по языку. Тем не менее, чтобы ограничить сферу обсуждения, не обсуждается различие в клятве между гендерными или психологическими взглядами, например, язык мужчин и женщин, или, как указывалось выше, приписывают каждое ругательство социальным фактам, поскольку расстройства, такие как синдром Туретта, деменция или ювенильная подагра как причины копролалии, также являются источниками ругательства.

Ключевые слова: ругань, язык, социальные факты, лингвистика, антропология, социология, профессиональное общение, представления.

Language could be the subject-matter of almost all social sciences; it is essential that it exists, otherwise, it would be quasi-impossible to decipher the reality of this world; thus, thinking contrarily might become a metaphysical issue which need not be envisaged. Not only can the issue of this article be classified, on a more specific sense, under both linguistics-the scientific study of language (Halliday&Webster, 2003) and anthropology-the study of humans both in the past and present (American Anthropological Association, 2019), but under sociology too, as language has a functional role in the society (Fishman, 1997; 2012) and its symbolic interactionist feature (Cossette, 1998), gives more incentives to study it. For Ludwig Wittgenstein (1961, originally in 1921) language shapes our experiences as far as words and contexts are concerned; Noam Chomsky (1988) as a tool to control dwellers of a society; or for Ferdinand De Saussure (1971, originally in 1916) an arrangement and connection of rules by a social group. Additionally, as pointed earlier, the concept of social facts arises in this paper because very often disobedience, resentment or anger from individuals are the results of a force(s) exerting itself on them whether acquiesce in or not with them. To clarify the latter statement, Durkheim's definition of social facts requires that they be explained.

What is a social fact?

As the founder of sociology, Émile Durkheim (1898), said: «social facts are ways of seeing, ways of feeling, ways of acting, ways of producing, and ways of organizing or sustaining one's life within a social group, a human community or an entire population». According to him, social facts can be defined with four main characteristics: they are *collective*, *stable*, *external* to, and *restrictive* for individuals. If social facts impose themselves on individuals as a reality that transcends them individually, that precedes and survives them, the fact remains that they are exerted, coercively or not, on individuals because those who derogate from what is socially accepted in their milieu, group or society are imposed sanctions that will vary depending on the environment and time. They are also what serge Moscovici (1961) coined as *social representations*. But, in general, individuals do not feel the binding nature of social facts. That is, the education received, and socialization ensures that most individuals have adopted the norms, the traditions of doing things or thinking that are acknowledged in a community. Therefore, individuals or groups who do not conform with the requirements of the group to which they belong, are subject to reprimands, ranging from moral

disapproval to exclusion from their group through a range of intermediate punishments. For example, it is morally and socially recognized that swearing is disparaging and can have some consequences for those who use it in a context (social group) whose norms condemn it: *f-words*, *n-words*, *s-words* and the list goes on. As an illustration of the coercive aspect of language as a social fact, advertising campaigns are good examples; ads which appear to viewers can be considered obscene if they resist the norms of language. Another case might be swearing words from the President of a nation which would definitely be meretricious coming from such a person. For example, the President of the United States Donald Trump with «s***-hole» (Malone, 2018), and then ending up denying it owing to the coercive power of social facts, in this case *language*. Additional examples with Elon Musk, Bryan Smith, Daniel Lee, Jamie Dimon and other CEOs of giant companies (Fahey, 2016) with the word «*shit*» which led to some rebukes.

Swearing

Although sociologists and other practitioners in linguistics, anthropology or communication see it as a feature of language derivations within a group or community, it is often little understood. Montagu (2001) argues that it is still an unequivocal form of social behavior without sanctions due to its aspects not allowing much attention on it in social discourse. Perhaps too, due to its variability diverging among cultures and contexts. For instance, while describing a woman in modern societies, using *long legs* might lead to adumbrate a svelte, tall and charming woman. However, for the *Wik Monkan* tribe of the cape York peninsula in Australia, the same expression is considered the most uncivilized and indecent for the same portrayal (pp.13). Swearing can also have more denigrating aspects such as xenophobic, religious or sexual (Hughes, 2015). However, if swearing connotes some negative representations, the expression itself in the earlier centuries was more linked to *oaths* rather than what it is these days (McEnery, 2006). Swearing was destined at religious (blasphemous) or social institutions at first. Thus, to reiterate McEnery's thoughts, swearing still remains an immoral language and should be seen as such, unless one opts for a more specific approach and form of swearing, which it is not my intention. In other words, I simply shed light on the way the representations of swearing have evolved over time by displaying various forms (religious, linguistic, legal, etc.). Consequently, the following elaborations will be encompassing all forms of swearing as such, that is, an immoral language. Another important

aspect of swearing is, it serves as a mean for some age groups to redefine their identities as individuals and persons (Stapleton, 2003), perhaps to express pain or be acknowledged within a group. For example, students at universities interested in art galleries or other vehicles of art might use a more «decent» language than those sitting and drinking a beer in a bar, hence, to sound «cool», be obliged to use such a bad language to show toughness or belonginess to a specific group, as behaving otherwise might lead to rejection. Although this might sound subjective or unfounded, these assumptions are not utterly refutable considering the following case: a senior executive may never swear in public if that implies jeopardizing his/her entire career, it is not the word, I argue, rather the representations of the words, that is, its inference to a social group (lower class), mental issues and stress coping(inability to handle the pressure at work), vulgarity, shame (views of colleagues, peers in the industry) and other outcomes which makes it unthinkable for the executive to utter such words; thus, always reinforcing his/her image (identity), and this can be an unconscious or conscious process continuously constructed.

Implications of the analysis of swearing

Hence, if customs and beliefs as to what is profane or not varies among cultures, from a sociological point of view, what rationale lies behind its relevance (swearing) for sciences? For sociologists, it can be the barometer of some latent issues within the society, either to be prevented or solved. Also, rather than shocking or being appalling for the accepted norms of a group, experts in language studies should approach it from a different stance. In other words, swearing frequency might be a tool to investigate symbolic interactionism which serves as an expression of selves (Taylor, 2012). For example, swearing with the use of graffiti, might help describe the representations the youth has of its society. Thus, because representations are social facts (Rabinow, 1986), which resistance to their coercive aspect causes swearing, they should be considered when one investigates communication issues. Moreover, in media research as put by Birgitta Höijer (2011) the theory of social representations, as reformulated by Serge Moscovici, has influenced researchers from varying disciplines, but is still quite unknown to media researchers, which suggests the unfamiliarity of the theory of representations to analyze the content of language and its evolution within social sciences. A practical use of the representations of swearing would be with PR and marketing specialists, who to sell their products and services may use short films that target, educate or inform the public according to specific age groups by analyzing

the content of the representations of swearing and modifying them to serve productive purposes. Although many studies on representations linked to advertising have been done, their approach have mainly been descriptive and barely related to the theory I present here; thus, for methods and studies on representations see Doise et al. (1995) in «The quantitative analysis of social representations».

However, swearing has existed for decades, so are its representations my proposal aims at encouraging smore studies on swearing with the analysis of the content of representations. All in all, swearing is a complex and interdisciplinary issue as it has been shown. It is an aspect of language; therefore, its study permeates in almost all social sciences. It is a good measure of the well-being of a community. The study of social facts and representations provides some methods that might help investigate the phenomenon of swearing more deeply along with several proposals already elaborated in various sciences.

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LES CAUSES DE NON-ÉVIDENCE D'EMPRUNTS FRANÇAIS EN ANGLAIS (LE CAS DU LEXIQUE D'ORIGINE FRANÇAISE DATÉ DU XIIe – XVe SIÈCLE)

Résumé: Depuis son histoire la langue anglaise a été influencée par d'autres langues. L'influence de la langue française s'est avérée la plus considérable qui a débouché sur le nombre de mots enracinés en anglais.

Pour les gens dont la langue du travail est anglais les mots empruntés semblent être assez ordinaires comme s'ils existaient toujours dans la langue. Pourtant, un mot qui est souvent très banal au premier abord est emprunté. Dans le cas des groupes de mots d'origine française qui sont venu en anglais au XIIe – XVe siècle, on examine des particularités du processus d'assimilation des mots français en anglais et des facteurs principaux, en raison desquels les emprunts semblent naturels pour l'anglais et ne causent pas de difficultés en usage. Cet article sera intéressant avant tout aux étudiants et aux professeurs des facultés linguistiques et celles des lettres qui travaillent avec la paire de langues: l'anglais – le français.

Mots clés: emprunts anglais, emprunts français, la période du «moyen anglais», mots empruntés.

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THE CAUSES, DUE TO WHICH LOANWORDS IN ENGLISH ARE NOT OBVIOUS (USING THE VOCABULARY OF FRENCH ORIGIN DATED XII – XV CENTURIES)

Abstract: During its history the English language was under the influence of other languages for a long time. The influence of the French language was the most considerable one, which resulted in amount of words which rooted in English. For the people whose working language is English loanwords seem to be quite ordinary, as if they would always exist in the language. However, it is not a rare case when at the first sight banal words appear to be the borrowed ones. Using a group of words of French origin, which came into English in the XII – XV centuries, we will observe peculiarities of adaptation process of some French words in English and major factors due to which the loanwords seem natural for the English language and do not cause any difficulties in use. This article will be interesting for students and teachers of the faculties of Linguistics and Philology, who work with the pair of languages: English – French.

Keywords: English loanwords, French loanwords, the period of «Middle English», loanwords.

L’anglais inclut des emprunts des langues différentes, parmi lesquels les emprunts du latin, du français et du groupe des langues scandinaves sont les plus connu. La transformation de la langue anglaise a commencé sous l'influence du latin pendant l’occupation romaine, qui a été remplacée par l’influence des langues scandinaves. L’invasion normande de l'Angleterre en 1066 a marqué le commencement de l’influence française ou normande sur la langue anglaise.

La période du soi-disant «moyen anglais» [1], qui a duré du XIIe siècle au milieu du XVe siècle, est intéressant non seulement du point de

vue historique, mais aussi sous l'angle de la linguistique parce que c'est dans cette période que l'anglais a assimilé le plus grand nombre d'emprunts français [1]. Ce n'est qu'au XIIIe siècle qu'environ 10 mille mots français ont été empruntés [1].

Aujourd'hui, les mots français qui ont été empruntés pendant la période du «moyen anglais» sont utilisés dans des sphères diverses. Par exemple, dans la vie quotidienne, dans l'art, et en plus dans la jurisprudence et la gestion. La non-évidence des emprunts français en anglais est dûe à un certain nombre de facteurs. Premièrement, au cours de l'emprunt la morphologie et la phonétique de la langue française ont changé.

Deuxièmement, le mot initial a changé sa structure au cours de l'histoire. Ce processus a amené aux difficultés de la reconnaissance du mot emprunté qui peuvent être surmontées seulement à l'aide des dictionnaires étymologiques.

Une autre cause qui empêche la reconnaissance du mot emprunté est l'obsolescence du mot initial et, en conséquence, l'apparition d'un équivalent français moderne, alors que le mot emprunté en anglais continue d'exister (par exemple: fr. mod.[1] *bijou* et ang.[2] *jewel* du fr. an.[3] *jouel* (ornement); mod. fr. *couverture* et ang. *blanket* du fr. *blanchet* (vêtement clair en laine); mod. fr. *citron* et ang. *lemon* du fr. *limon* (fruit du citronnier)).

C'est possible d'observer des régularités spécifiques qui concernent le changement de la structure des mots empruntés dans le cas du groupe des mots anglais d'origine française qui ont été empruntés pendant la période du XIIe au XVe siècle. En général, les changements du radical ou de la terminaison sont spécifiques aux noms empruntés, c'est pourquoi ces exemples peuvent être divisés en groupes suivants:

- *les mots dont les terminaisons sont restées inchangées pendant le processus d'emprunt* (par exemple : an. fr. *marria**ge*** (mod.fr. *marriage*) > ang. *marria**ge***; an. fr. *sop**er*** (mod. fr. *souper*) > ang. *supp**er***; an. fr. *prin**ce*** (mod. fr. *prince*) > ang. *prin**ce***; an. fr. *mirac**le*** (mod. fr. *miracle*) > ang. *mirac**le***; an. fr. *govern**ment*** (mod. fr. *gouvernement*) > ang. *govern**ment***; an. fr. *col**or*** (mod. fr. *couleur*) > ang. *col**or***; an. fr. *rais**on*** (mod. fr. *raison*) > ang. *reas**on***);

[1] français moderne (ci-après);
[2] anglais (ci-après);
[3] français ancien (ci-après).

- *les mots dont les terminaisons ont changé pendant le processus d'emprunt* (par exemple: an. fr. *merc**i*** (mod. fr. *miséricorde*) > ang. *merc**y***; an. fr. *autorit**é*** (mod. fr. *autorité*) > ang. *authorit**y***; an. fr. *felon**ie*** (mod. fr. *félonie*) > ang. *felon**y***; an. fr. *tempta**cion*** (mod. fr. *temptation*) > ang. *tempta**tion***; an. fr. *pap**ier*** (mod. fr. *papier*) > ang. *pap**er***; an. fr. *musi**que*** (mod. fr. *musique*) > ang. *mus**ic***; an. fr. *pal**ais*** (mod. fr. *palais*) > ang. *pala**ce***; an. fr. *sala**de*** (mod. fr. *salade*) > ang. *sala**d***; an. fr. *esta**t*** (mod. fr. *état*) > ang. *esta**te***);
- *les mots dont les voyelles dans les radicaux sont restées inchangées pendant le processus d'emprunt* (par exemple: an. fr. *b**u**quet* (mod. fr. *bouquet*) > ang. *b**u**cket*; an. fr. *gr**a**pe* (mod. fr. *raisin*) > ang. *gr**a**pe*); an. fr. *f**o**rest* (mod. fr. *forêt*) > ang. *f**o**rest*); an. fr. *s**au**ssiche* (mod. fr. *saucisse*) > ang. *s**au**sage*);
- *les mots dont les radicaux ont changé pendant le processus d'emprunt* (par exemple: an. fr. *o**cc**ean* (mod. fr. *ocean*) > ang. *o**c**ean*; an. fr. *a**r**este* (mod. fr. *arrêt*) > ang. *a**rr**est*); an. fr. *r**ai**son* (mod. fr. *raison*) > ang. *r**ea**son*; an. fr. *b**o**ton* (mod. fr. *bouton*) > ang. *b**u**tton*; an. fr. *m**o**ntaigne* (mod. fr. *montagne*) > ang. *m**ou**ntain*); an. fr. *br**o**che* (mod. fr. *broche*) > ang. *br**oo**ch*); an. fr. ***es**trangier* (mod. fr. *étranger*) > ang. ***s**tranger*).

Les exemples qui sont présentés ci-dessus permettent de voir les changements qui se sont produits dans les morphèmes des mots empruntés. Pendant le processus d'assimilation dans une autre langue (dans ce cas en anglais) les mots français ont obtenu l'orthographe légèrement différente: les changements ont concerné plus fréquemment le radical et la terminaison des mots empruntés. À la suite du remplacement des morphèmes isolées ou leurs combinations la prononciation des mots a changé, en s'adaptant aux traditions phonétiques de la langue anglaise.

Au cours d'une certaine période de temps, les emprunts sont restés inchangés en anglais mais graduellement leurs équivalents français (à l'origine, les mots initiaux) ont commencé à changer. La raison pour ce processus est une évolution progressive du français, à cause de laquelle le lexique français qui est utilisé en anglais a été divisé en trois groupes:

- *les mots dont la forme initiale est restée inchangée en deux langues;*
- *les mots dont l'orthographe a subi certaines modifications;*
- *les mots dont la forme initiale a disparu en français, mais elle est restée en anglais.*

Donc, c’est impossible d’affirmer que les mots anglais modernes qui ont été empruntés jadis correspondent toujours à leurs équivalents français. La non-évidence d’étymologie est à l’origine de l’apparition des «faux amis d’interprète» et d’autres difficultés en cas de la nécessité de la comparaison des lexèmes de deux langues ou pendant la traduction des lexèmes d’une langue vers une autre langue. Par conséquent, la connaissance de l’étymologie de certains mots anglais simplifie considérablement la recherche des équivalents dans la langue à laquelle ils ont été empruntés. De plus, l’histoire d’origine des emprunts permet de voir les tendances les plus communes dans la modification des morphèmes: en sachant quelles morphèmes ont changé, ainsi que le résultat des changements (c'est-à-dire l’aspect des morphèmes après l’emprunt en anglais), c’est possible de définir un emprunt sans usage du dictionnaire étymologique, ce qui facilite le travail ultérieur avec le lexique anglais.

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THE INTERNET DIARY AS A FORM OF MILITARY REPORT

Abstract: The article considers the Internet diary as a modern form of military report. The lexical and syntactic potential of this type of report is analyzed, as well as the author's role in the representation of eventuality.

Keywords: journalistic style, the story, the author, eventfulness.

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ИНТЕРНЕТ-ДНЕВНИК КАК ФОРМА ВОЕННОГО РЕПОРТАЖА

Аннотация: В статье рассматривается Интернет-дневник как современная форма военного репортажа. Анализируется лексический и синтаксический потенциал данного типа репортажа, а также роль автора в репрезентации событийности.

Ключевые слова: публицистический стиль, репортаж, автор, событийность.

Note, report, interview belong to the information group of genres of journalistic style [1]. They are more inherent in the function of the message than the impact because the description of events is transmitted through the perception of their author. The modern report can successfully combine both informational and analytical journalistic principles. In this regard, there are some difficulties with the assessment of the functional features of the report and its genre classification.

Based on the subject-thematic classification, military report can be defined as event-based [3]. A new event and the sequence of its development become decisive in it. The event is always autonomous because it takes place in real time and space, regardless of the reporter, obeying its own logic. It can be observed, pondered, evaluated, but it is impossible to change its course. Therefore, the reporter does not organize, does not manage the event but follows it.

The main features of event reporting are its efficiency and relevance. The first quality is that the event reporting is always an instant response to what is happening. Therefore, this kind of reporting is characterized by a chronological follow-up to the event an accurate indication of the place and time of action due to which the «presence effect» is created. The subject of the report description is the event that takes place and finds its visual representation in the text as a result of direct author's observations. From the point of view of relevance, the event report is always devoted to socially significant topic. To show the events in dynamics, the reporter needs to put the most vivid and emotionally intense moments in the center of the work. In this case, the author should not only clearly describe what is happening but also to monitor all the relationships with previous and subsequent events. In the report, the author's position is dominant, as it is through their personal perception that the atmosphere of what is happening is conveyed in detail to the reader. To create a «presence effect», the author shares with readers their immediate feelings and impressions, describes their inner experiences and emotions, evaluates, gives their own comments and reasoning. The level of emotionality of perception increases to the maximum with the use of taboo (obscene) vocabulary: «*They went fucking nuts! Five rocket alarm sirens in less than half an hour. I will never be able to finish my cup of coffee...»*

Internet diaries is a hybrid genre that combines auto-communication and dialogue [2]; autobiography and functionality; naturalness of writing and its literary processing; combination of the effect of live oral

communication with the electronic form of the existence of written texts; effect of confidential communication [4].

The statement of the American President D. Trump on the recognition of Jerusalem as the capital of Israel provoked a new wave of the long-standing Arab-Israeli conflict. Mutual claims of the parties resulted in mass riots, threatening to escalate into full-scale military action. The modern possibilities of the Internet give us a unique opportunity to get the most up-to-date information about what is happening on both sides of the conflict through the eyes of eyewitnesses.

Beirut girl blogger under the nickname «cedarseed» keeps her diary, representing a look at the events on the Lebanese side of the conflict: «*The bombs are still coming and when I lean from the living room balcony I can see new balance of smoke coming from the same spot. Whatever is there is getting it good. The sky is overcast today and no wonder!*» The next recording is even more impressive: «*Oh my God. This huge helicopter just passed my window. And it's not Lebanese*». Her reaction to the explosions is laconic: «*Those were the loudest yet*».

The analysis of the texts revealed lexical-semantic groups used by the reporter to engage the reader in the topic of the report and keep their attention. In this paper, the analysis is based on the classification of parts of speech. First of all, it is worth noting the nouns that form the basis of the military report on the recent clashes in the border zone of Lebanon and Israel. We attributed the following to them, describing the atmosphere of what is happening: *siren – attack – war – security – shock – noise – tragedy– explosion – battle – bomb shelter– rocket.*

This group is responsible for the reader's emotional introduction to the topic of the report. The frequent use of these lexical units, which in themselves do not carry an emotional burden, creates the effect of emotional impact on the readers of the report. The recipient should be aware of the seriousness of the situation with regard to the use of lethal weapons and the conduct of reconnaissance operations using aircraft. A hospital nurse in Israel living in the conflict zone describes the events: «*They get closer to us, every day and every hour. Today our small town (it was relatively quiet here) was hit in three different places. I was at work at that time (as a matter of fact, our clinic is right halfway between the two spots where rockets exploded). Nothing unusual, routine procedure – we heard the siren on the radio, shouted «Siren» to warn customers and run to the bomb shelter. The explosion occurred immediately after that... Two rockets landed in open space, and in the third case – two wounded and*

several people in shock (the rockets hit a new house, fortunately not on the main street but two blocks away)».

Lexical-semantic group «heroes of the described events» includes: *deputy battle commander – highest ranking officer – soldier – major – hero.*

Another group, highlighted in the process of text analysis, is associated with memories of peaceful life: *saxophone player-gentle man-window-sky-engineering degree-photo-cup of coffee-sea creature – living room – balcony.*

The verb group is extensive and varied: *reach – hit – land – wound – explore – destroy – fly – faint – hurt – stop – hear – jump – deaf – sacrifice – notice – block – save –cry out – hike – desert – burn – disconnect – shout – able to – go to – rest.*

The color palette of the fighting that violated peaceful life is represented by nouns and adjectives: *smoke – overcast – orange – green – white – pink.*

While analyzing the grammatical features of the military report on the description of the events of the Arab-Israeli conflict, it should be taken into account that the main task of such reports is a full description of the event. To this end, the author uses a variety of syntactic units-inserted constructions, complex sentences, rhetorical questions. «*The rocket was flying so close to me and her metallic noise was so utterly poisonous so human body became filled with tragedy. The tragedy that this silly pipe with a diameter of 122 millimeters (half of one inch) causes. Then we heard dry, impossible to tolerate noise and wailing of cars that were parked nearby. I immediately reached for my camera. I wanted to get out and respond to this with the meanest photoflash. Hmm... And how many photoflashes I should put here in my journal so I could have responded adequately to every rocket that exploded on my land? Thousands, and thousands, and thousands... No, let those stupid pipes of hatred to rest in our sand and our swamps without signs of remembrance. I like much more to photograph poisonous sea creatures: orange, green, white and pink ones... Five attacks, destroyed house and several wounded, not counting my ear that is hurting from this war. By the way, if the left ear is going deaf temporarily – what does it mean? This is our everyday life. It's nothing really interesting to talk about*». Rhetorical questions and dots at the end of sentences serve as markers of semantic jumps or transition from one thought to another, as well as an element of the author's internal speech.

In the texts we have studied, war is positioned as an absolute evil that brings pain and suffering to people. The specificity of such texts is that they have a certain influence on readers, leave an impression, due to the emotionality of judgments, expressiveness of assessments, the use of various means of speech expressiveness. An example is the obituary published on the pages of the Internet community in memory of the officer who saved his soldiers at the cost of his life. «*The least we can do for the man, who sacrificed his life in such a heroic fashion, is to tell his story. Major Roi Klein, the deputy batallion commander of 51th batallion of the Golany infantry brigade, from the Eli settlement, was the highest ranking officer between his soldiers in Beit Jbeil. During the combat, he noticed a hand grenade thrown at his men. Since there was no time to evade the effect of the upcoming explosion, he jumped at the grenade so as to block the shards and thus save his men. His sacrifice was successful. His men, who thus survived the battle, told later that he cried out «Shma Israel» as he jumped at the grenade. Roi Klein, a real hero in the age of anti-heroes worship, was buried at the day he turned 31. It is told of him, that he was an excellent saxophone player and a brilliantly spiritual man, who completed cum laude his engineering degree. He hiked with friends in Africa, he had a captivating laughter. All his friends say he was a quiet, gentle man. His widow wishes their children to grow up just like him. May he rest in peace. Instead of lighting a candle, please pass the story on. He deserves much more than that, but that's as much as we can do».*

Thus, at the heart of event reporting, on the one hand, there are events that require operational coverage, and on the other – those that need comment in order to understand the essence of what is happening. In any case, it is necessary to select the most vivid and adequate linguistic means to illustrate the dynamics and internal tension. Particular attention is paid to the creation of «presence effect». It helps the reader to see what is happening through the eyes of the author and empathize with him about the events described in the report.

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USING LINGUISTIC STUDIES IN THE ENGLISH CLASSROOM

Abstract: The paper is devoted to research of Russian-English lexical lacunae within the framework of military research group. Nominative unrepresentativeness of the thematic groups of Russian-English verbal and Russian-English substantive lacunae relating to the military sphere is given. The research methods used are the continuous sampling method, the quantitative analysis method and comparative analysis. The article shows that at this age of increased intercultural communication lacunae is a promising field of study. The results of the research of Russian-English verbal and substantive lacunae are of particular importance to linguistics as well as intercultural communication. Learners must be taught to understand «alien» cultures. To achieve this, the English course must incorporate certain techniques to build up «lacuna awareness» which will guide cadets through the course and help to communicate in multicultural environment. In the article there are some example activities showing how cadets can acquire familiarity with lacunae. Also, the results that we got can be used in teaching Translation theory and practice and the Russian and English languages either as first languages or second.

Keywords: Russian-English verbal lacunae, Russian-English substantive lacunae, intercultural communication, non-equivalent words, national specificity, techniques.

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ИСПОЛЬЗОВАНИЕ РЕЗУЛЬТАТОВ ЛИНГВИСТИЧЕСКИХ ИССЛЕДОВАНИЙ ПРИ ОБУЧЕНИИ АНГЛИЙСКОМУ ЯЗЫКУ

Аннотация: Данная статья посвящена исследованию русско-английских глагольных и субстантивных лакун в рамках работы военно-научного общества. В статье приводится номинативная непредставленность русско-английских глагольных и субстантивных лакун, относящихся к военной сфере, а также даётся краткая характеристика групп. При исследовании данных групп лакун использовались такие методы как метод сплошной выборки языкового материала из указанных лексикографических источников, методы количественного и метод сопоставительного анализа. Статья показывает, что изучение лакун актуально на сегодняшний день, поскольку общение представителей разных культур становится всё более интенсивным. Отмечено, что исследование русско-английских глагольных и субстантивных лакун важно и для лингвистики, и для межкультурной коммуникации. Для того чтобы обучающиеся научились понимать «чужую» культуру, в курсе изучения иностранного языка (английского) должны быть специальные задания, знакомящие курсантов с явлением лакунарности. Использование заданий такого рода позволит не только правильно использовать слова изучаемого языка, но и посмотреть на мир по-другому. Также результаты исследования могут быть использованы в преподавании теории и практики перевода и русского и английского языков как родных и иностранных.

Ключевые слова: русско-английские глагольные лакуны, русско-английские субстантивные лакуны, межкультурная коммуникация, безэквивалентная лексика, национальная специфика, культурно-ориентированные задания.

In the past few decades the Russian educational system has undergone significant transformation: we have witnessed changes in the content of Russian education and introduction of competency-based approach; a new educational dominant idea has been defined. According to it, there is a shift away from getting vocational qualification towards developing a student's personality. Now the emphasis is not on learning but on life-long self-studying.

The Russian federal educational standards stipulate that one of the end results of language education is cultural awareness: preparedness for oral and written professional communication goes alongside the ability to interact in multicultural as well as multiconfessional environments.

Learners must handle cultural and historical inheritance with respect. In reference to military higher education in Russia, in particular an English language course, meeting these requirements means blending professional and culture-oriented aspects.

Non-equivalent lexis and lacunae are seen as very important for intercultural communication. This phenomenon is part of a language and reveals specific character of cultures.

Doing a research project attached to the military research group, we have analyzed two groups of Russian-English lacunae: Russian-English verbal lacunae and Russian-English substantive lacunae relating to the military sphere. The study is based on dictionaries compiled by the theoretical-linguistic school of Voronezh State University:

- Makhonina A.A., Sternina M.A. English-Russian dictionary of non- equivalent lexis. Noun. – Voronezh: Istoky, 2006. – 305 p.
- Sukhanova O.V., Sternina M.A. English-Russian dictionary of non equivalent lexis. Verb. – Voronezh: Istoky, 2012. – 296 p.

The continuous sampling method from these lexicographical sources, comparative analysis and the quantitative analysis method were used in the course of the research.

A lexical lacuna is traditionally understood as absence of a word in one language and its availability in the other one. On the contrary, a non-equivalent word is a word that exists in one language and is absent in the other. It is worth reminding that non-equivalent words and lacunae are found in pairs – if there is a lacuna in one language, the language which is being compared has a non-equivalent word and vice versa.

Our research revealed that Russian-English verbal lacunae relating to military sphere constitute a group of lexis consisting of 234 lacunae. The group «Verbs denoting activities in the military sphere» is heterogeneous.

It can be further divided into 15 subgroups. For instance, the largest subgroup «Verbs denoting professional activities in the military sphere» has 47 lacunae: *общаться с населением оккупированной страны или страны размещения войск* – ср. *fraternize*.

The group of Russian-English substantive lacunae «Military sphere» is not as large as the above described one and is made up of 80 lacunae. It can also be broken up into 11 smaller subgroups. To put this in perspective, the largest subgroup «The military» is composed of 16 lacunae: *лётчик, выполняющий фигуры высшего пилотажа – ср. stuntman*.

Lacunae display the uttermost degree of national specificity. It is necessary to make cultural aspects obvious at the language level (word, text) and in professional communication (writing reports and statements, participating in meetings, making presentations, using the telephone, etc.). We used the results of our research to develop techniques for multicultural training.

One of them is the word bank technique which is an opportunity for cadets to build up their professional thesaurus and raise cultural awareness at the same time. This activity can be part of a practical lesson and translation course.

Example 1 – Lacuna word bank

Level	First year and upwards
Time	5 – 7 minutes in class, self-study hours
Aim	Augmenting specific vocabulary and building knowledge about lacunae and non-equivalent lexis
Organisation	Small groups, pairs
Materials	Dictionaries of non-equivalent lexis
Procedure	**Step 1.** Present the notion of *lacuna* and *non-equivalent lexis*. Also, provide information about different types of dictionaries. **Step 2.** Elucidate the term «lacuna» and non-equivalent lexis. Give examples from the cadets' subject area. For instance: *настоящая война (в противоположность «холодной войне»)* – ср. *shooting war*. **Step 3.** Explain to cadets that they will add to the lacuna word bank list all the lacunae they will come across in their lessons to create a lacuna word bank. The bank can be used as a resource in the classroom or for preparing homework. **Step 4.** In the first lesson learners choose 3-5 examples of lacunae from the dictionaries of non-equivalent lexis and make flashcards for each lacuna. The flashcards should contain a

lacuna, a non-equivalent lexeme and a picture (if possible).

Side 1	Side 2
Picture (drawn by the cadet or downloaded from the Internet)	*пробить снарядом корпус корабля – ср. hull*

Step 5. In one of the lessons cadets work out word-webs using lacunae from the lacuna word bank. For instance:
двигаться медленно с трудом (о подбитом самолёте) – ср. *limp*

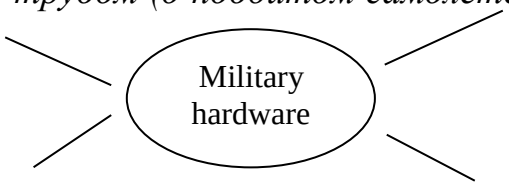

Figure 1 – Military hardware word-web

Example 2: Read the sentence and study the entries from the dictionaries for *dog tag*. Then translate the sentence.

Dog tags are made of metal.	
dog tag – солдатский медальон, небольшая металлическая пластинка, на которой написаны фамилия, группа крови и личный номер военнослужащего, и который носят на шнурке на шее. **dog tag** – *воен. жарг.* личный знак. ***Dog tag*** *– лакуна, т.е. такое слово в языке, которое нельзя перевести на русский язык одним словом.*	1. Can you find one-word correspondence for *dog tag* in Russian? 2. Can you use this word in a formal situation, e.g. talking to a superior? 3. Can you use this word in a casual (informal) situation, e.g. talking to another cadet?

To conclude, the techniques are aimed at not only gathering information and learning the words but comprehending connections between the language and national mentality, discovering the world they have not thought of before.

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THE PECULIARITY OF TRANSLATION OF CHINESE DISHES NOMINATIONS INTO RUSSIAN

Abstract: The article is devoted to the translation of Chinese dishes names into Russian. The research material is represented by the names of the most famous Chinese dishes and their translation presented on different websites of Russian restaurants. The analysis of the lexical material was carried out with the aim to identify common mistakes in the translation of Chinese culinary terms and suggest a variety of ways to correct them. During the working process the recommendations to the translation of Chinese dishes' names had been studied and the best ones had been chosen. In order to achieve the main goal, the authors analyzed the menus of nine restaurants and the translations of more than 700 dishes.

Keywords: Chinese dishes' names, culinary term, ways of dishes nomination, verbs of a cooking process.

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СПЕЦИФИКА ПЕРЕВОДА НАИМЕНОВАНИЙ КИТАЙСКИХ БЛЮД НА РУССКИЙ ЯЗЫК

Аннотация: Статья посвящена переводу наименований китайских блюд на русский язык. Материалом исследования послужили названия наиболее известных блюд и их переводы,

представленные на сайтах российских ресторанов. Анализ лексического материала выполнялся с целью определения распространенных ошибок в переводе китайских кулинарных терминов и предложения способов их исправления. В процессе работы были проанализированы рекомендации по переводу наименований китайских блюд и других кулинарных терминов на русский язык, представленные в литературе, и выбраны лучшие практики. Для достижения поставленной цели авторы проанализировали меню девяти ресторанов и переводы более 700 блюд.

Ключевые слова: перевод, названия китайских блюд, кулинарный термин, способы номинации блюд, глаголы приготовления пищи.

Китайская культура питания является древней и многогранной. В состав этой кухни входят специфические блюда, имеющие оригинальные названия. Часто из-за языковых и культурных различий, названия китайских блюд трудно передать средствами иностранных языков, в том числе русского.

Согласно определению Л.С. Бархударова, перевод – это процесс преобразования речевого произведения на одном языке в речевое произведение на другом языке при сохранении неизменного плана содержания, то есть значения. При этом ученый уточняет, что можно говорить только об относительном сохранении значения оригинального текста: «При межъязыковом преобразовании неизбежны потери… текст перевода никогда не может быть полным и абсолютным эквивалентом текста подлинника; задача переводчика заключается в том, чтобы сделать эту эквивалентность как можно более полной». Для достижения поставленной цели ученый предлагал устанавливать порядок очередности передачи значений, т.е. определять «какие из них пользуются преимуществом при передаче в процессе перевода, а какими можно «жертвовать» с тем, чтобы семантические потери при переводе были минимальными» [1].

Все сказанное выше справедливо и в отношении наименований китайских блюд. Процесс их перевода усложняется тем, что названия китайских блюд – это не просто языковые единицы, большинство из

них содержит богатую культурную информацию. Традиционно китайские деликатесы должны быть не только прекрасно приготовленными и иметь эстетичный внешний вид, но и обладать особенным названием.

Существует ряд работ, посвященных структуре и образности наименований китайских блюд. Например, «Русский перевод названий китайских блюд в аспекте транскультурной коммуникации» Ван Хэйяня. Автор работы анализирует способы номинации блюд китайской кухни и перевод их названий на русский язык с культурологической точки зрения. Как пишет Ван Хэйянь, «перевод названий блюд – это своеобразный процесс кодирования и раскодирования… при переводе имени национальной еды на любой язык реализуются два момента — наименование и кодирование, то есть в переводной номинации китайского блюда имеет место смысловая компрессия инокультурной информации». При этом автор статьи констатирует, что нередко при переводе китайских наименований блюд на русский язык возникает культурно-коммуникативная неудача: варианты получаются либо чересчур сложными, либо нейтральными, безликими, лишенными культурно-ценностной коннотации. Между тем, по традиции, название китайского блюда должно быть «благозвучным, легко запоминающимся и читаемым, желательно, чтобы оно также отражало вкусовые и внешние (эстетические) особенности кушанья, стимулирующие желание попробовать его и способствующие его потребительской популярности». Наконец, Ван Хэйянь отмечает, что для иностранцев источником понимания новых реалий являются именно переводы, к сожалению, порой не совсем адекватные [2]. Все это побуждает специалистов снова и снова обращаться к проблеме перевода на русский язык наименований китайских блюд.

Для решения связанных с этим проблем авторы исследований предлагают различные методики [2, 3, 4]. Однако в первую очередь специалисты анализируют оригинальные обозначения с целью определить их структурный и семантический состав. Большинство исследователей выделяют до пяти основных моделей номинации наименований китайских блюд:

1) по основному продукту;
2) по способам приготовления;
3) по форме и вкусу;
4) по месту, где блюдо предположительно появилось;

5) по связи с культурным фактом, национальным праздником, событием, персонажем и др.

Авторы исследований отмечают, что учет моделей номинации китайских блюд очень важен при переводе их на русский язык. Важно также учитывать особую образность этой группы китайской лексики, а также культурную составляющую. Как показал анализ, среди переводных наименований китайских блюд, представленных на сайтах российских китайских ресторанов, есть примеры использования всех шести моделей номинации. Однако часто переводы выполнены без учета рекомендаций специалистов. В частности, в ряде случае переводы не соответствуют оригинальным названиям, а являются самостоятельными номинациями.

Например, на сайте санкт-петербургского ресторана «Юми» (https://www.yumichinese.com/blank) представлено блюдо 地三鲜 (di san xian), название которого дословно можно перевести как «три земные свежести». Это блюдо происходит с северо-востока Китая и представляет собой смесь из жареных баклажанов, сладкого перца и картофеля. Именно эти три овоща составляют основу овощного рациона в северном Китае зимой, поскольку другие овощи и фрукты в данном регионе зимой не распространены.

На сайте российского китайского ресторана блюдо названо *жареные баклажаны с картофелем и сладким перцем*, что не вполне соответствует оригинальному названию, поскольку грамматически предполагает преимущество баклажанов над картофелем и сладким перцем. Однако овощи составляют блюдо в равных пропорциях, и правильнее было бы назвать его *жареные баклажаны, картофель и сладкий перец.*

Как правило, в случае, когда оригинальное название китайского блюда образовано по модели «по основному продукту», неточности в переводе малосущественны и ими можно пренебречь. Если же оригинальное наименование связано с культурным фактом, национальным праздником, событием, персонажем, неточностей и ошибок гораздо больше.

Например, название блюда 蚂蚁上树 (ma yi shang shu), которое дословно можно перевести как «муравьи взбираются на дерево» на сайте ресторана «Юми» не переведено вовсе. Вместо этого посетителям сайта предлагается оригинальное наименование на русском языке: *жареная прозрачная лапша со свининой*. Состав

блюда и способ его приготовления в данном наименовании переданы верно, однако потеряна китайская национальная специфика.

Между тем возникновение названия 蚂蚁上树 связано с легендой об очень бедной семье. Эта семья была настолько бедна, что не могла покупать мясо в большом количестве, только совсем небольшой кусок. Маленький кусок мяса нужно было разделить так, чтобы поели все члены семьи. И тогда жена порезала мясо очень маленькими кусочками и пожарила его вместе с лапшой.

Лапша в данном блюде сравнивается с деревом, мясо – с муравьями, а глагол *взбираться (лезть, ползти)* отражает липкость вареной прозрачной лапши.

Вероятно, решение не переводить китайское наименование блюда обусловлено опасением владельцев ресторана, что посетители не поймут образности оригинальной номинации и воздержатся от заказа данного блюда. Безусловно, без комментария дословный перевод названия блюда русскому человеку будет непонятен. Однако при наличии описания состава блюда и комментария к оригинальному названию, внимание к объекту номинации может повыситься.

Другой пример – это 宫保鸡丁 (gong bao ji ding), самое популярное блюдо в Китае. Оно представлено на сайте ресторана «Нихао» (http://www.nihaorest.com/menu.html). На русском языке блюдо названо *цыпленок «гунбао».* То есть единственная информация, которую получает посетитель ресторана или его сайта о блюде, ориентируясь на русское название, это то, что блюдо сделано из курицы, а не свинины, говядины, рыбы и т. п.

Оригинальное наименование данного блюда связано с культурным фактом, т. е. образовано по пятой модели, и требует пояснения.

Когда-то в Китае жил один гунбао (ранг чиновников во времена династии Цинь) по имени Бао Цзэн (по другой версии – Дин Баочжэнь, от кит. 丁寶楨, пиньинь: Ding Baozhen). Однажды к нему домой неожиданно пришли важные гости. Гунбао приказал повару использовать все ингредиенты, которые были на кухне, чтобы приготовить для них угощение. Умный повар нарезал куриное филе в аккуратные кубики, добавил жаренный арахис и перец и пожарил все в густом сладком соусе на основе соевого. Блюдо получилось необыкновенное вкусное, особенно жареная курица в нем. Узнав об

этом, люди назвали это блюдо *фирменный жареный цыпленок от семьи гунбао*. Постепенно название упростилось до *цыпленок гунбао.*

При наличии представленного выше комментария оригинальное название блюда, переведенное на русский язык дословно, позволит и сохранить специфику китайской номинации, и привлечь внимание к самому блюду.

Проведенный анализ показал, что часто на сайтах российских ресторанов оригинальные названия искажаются или подменяются русским описанием состава и способа приготовления блюда. При этом теряется национальная специфика. Перевод специфических наименований, пусть и с добавлением комментария, может сделать меню ресторанов более привлекательным и повысить популярность блюд у посетителей.

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FEATURE OF CHINESE FAIRY TALES' TRANSLATION (THE EXAMPLE IS AN ANALYSIS OF THE TRANSLATION OF THE FAIRY TALE «MAGIC BRUSH» INTO RUSSIAN LANGUAGE)

Abstract: The article describes the results of a comparative analysis of the original Chinese fairy tale and its translation into Russian. The purpose of the article is to describe the features of the translation of Chinese fairy tales and offer to improve its quality. During the analysis, four main tasks were solved: several coincidences of the translation and the original text are determined; the reasons of discrepancy between the original and the translation are provided; the features of the translation of the fairy tale «Magic brush» are described; recommendations for improving the translation of the original text are offered. The co-author of the article is a native Chinese speaker who is familiar with the specifics of the Chinese culture. Deep understanding of the original text, as well as reliance on Chinese scientific literature allows him to make conclusions and offer important recommendations for working with Chinese folk texts. Quantitative content analysis was used for the research.

Keywords: translation, Chinese, folklore, fairy tale.

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ОСОБЕННОСТЬ ПЕРЕВОДА КИТАЙСКИХ ВОЛШЕБНЫХ СКАЗОК (НА ПРИМЕРЕ АНАЛИЗА ПЕРЕВОДА НА РУССКИЙ ЯЗЫК СКАЗКИ «ВОЛШЕБНАЯ КИСТЬ»)

Аннотация: В статье описаны результаты сопоставительного анализа оригинала китайской сказки и ее перевода на русский язык. Цель статьи – описать особенности перевода китайских волшебных сказок и предложить по повышению его качества. В процессе анализа были решены четыре основные задачи: определено, насколько перевод содержательно совпадает с оригиналом; объяснены причины содержательного несовпадения оригинала и перевода; описаны особенности перевода сказки «Волшебная кисть»; предложены рекомендации по улучшению перевода оригинального текста. Соавтором статьи является носитель китайского языка, хорошо знакомый со спецификой китайской культуры. Глубокое понимание оригинального текста, а также опора на китайскую научную литературу позволяет ему делать обоснованные выводы и предлагать важные рекомендации по работе с китайскими фольклорными текстами.

Для исследования использовался количественный контент-анализ.

Ключевые слова: перевод, китайский язык, фольклор, сказка.

Как известно, сказка – это эпический жанр устного народного творчества, прозаический устный рассказ о вымышленных событиях в фольклоре разных народов. Сказки выполняют культурно-этническую функции, приобщают к историческому опыту народа, его культуре через сообщение об особенностях быта, языка, традициях, атрибутике. В связи с этим перед переводчиком таких произведений

стоит цель – передать их исторический и этнический колорит [2]. Справедливо это и в отношении китайских сказок, которым свойствен ряд характерных черт.

Так, китайские сказки, как правило, остро социальны. Их главным героем обычно является мальчик или молодой мужчина. Это представитель бедного класса с тяжелой судьбой, в которой отражена общая судьба бедняков. При этом он обладает положительными чертами характера и может иметь редкий дар, например, удивительный ум или какой-то иной талант, а также владеть волшебным предметом, который помогает ему совершать добрые дела. Антагонистами главного героя в китайских сказках обычно выступают император и помещики, злые, жадные и очень глупые [10].

Подавляющее большинство китайских сказок завершается тем, что герой удаляется от мира. Такой финал объясняется влиянием даосизма и оценивается представителями китайской культуры как счастливый [9].

Яркой и уникальной чертой китайских сказок является наличие в них национальной символики. В текстах этого жанра часто упоминаются старинные китайские бытовые предметы, специфические растения или животные, которые имеют особое культурное значения [10].

Перечисленные выше признаки свойственны сказке «Волшебная кисть» (神笔马良), поэтому она была выбрана объектом настоящего исследования вместе с ее переводом на русский язык.

Главным героем оригинальной сказки является молодой человек по имени Ма Лян (马良), получивший в подарок от мудреца волшебную кисть, которая делает настоящим все, что изображает герой. В сказке рассказывается, как Ма Лян с помощью волшебной кисти помогает бедным и противостоит угнетающим их богачам.

Сказка имеет множество вариантов, для настоящего исследования был выбран наиболее распространенный из них, в котором хорошо прослеживается основная сюжетная линия и относительно мало деталей. Текст опубликован на крупнейшем китайском веб-сервисе Baidu: https://goo.gl/nZYq5v. Из числа переводов был выбран содержательно наиболее совпадающий с конкретным оригинальным текстом, доступный на сайте электронной

виртуальной библиотеки «ВВМ»: https://goo.gl/PNt5dP; привлекались и другие переводы.

В процессе анализа был определен грамматический, лексический и семантический состав оригинального текста, сформирован собственный вариант перевода. Далее был определен грамматический, лексический и семантический состав перевода, выполнено последовательное осмысление соответствий исходных единиц и единиц перевода, выявлены различия между оригинальным текстом и текстом перевода, а также сформулированы вероятные причины появления данных различий. В заключение были даны рекомендации по улучшению качества перевода оригинального текста. При составлении рекомендаций учитывались принципы, сформулированные в работах русских специалистов в области теории перевода и их китайских коллег.

Основой исследования послужили работы российских и китайских специалистов в сфере теории перевода и переводоведения. Например, известный китайский писатель и переводчик Линь Юйтан сформулировал три принципа достижения достоверности перевода:

1. принцип правдивости: переводчик должен понимать значение каждого слова оригинала, но не переводить их;
2. принцип грамотности: переводчик должен передавать не только смысл, но и дух оригинала;
3. принцип красоты: невозможно достигнуть абсолютной точности перевода из-за того, что в каждом произведении существует красота звучания, красота смысла, красота духа и красота формы изложения [8].

Об этом писал и признанный российский специалист в области теории перевода и переводоведения В.Н. Комиссаров, который ввел *эквивалентность*, описал процесс перевода, определил параметры качественного перевода [3].

Первый этап сопоставительного анализа содержания оригинального и переводного текстов сказки «Волшебная кисть» показал, что перевод в целом выполнен качественно. Подтверждение этому можно найти на разных уровнях переводного текста, в первую очередь на лексико-семантическом. Так, при транслитерации имен собственных и названий специфических реалий переводчик опирался на палладицу – систему транслитерации с китайского языка на русский, разработанную Палладием [4]. Например, имя главного героя 马良 (Ma Liang) передается как Ма Лян, название китайского

традиционного дома 房子 (fang zi) – фанзы, мука из семян китайского растения 高粱 (gao liang) – гаоляновая мука. Впрочем, часть специфических наименований переводчик заменил эквивалентами, например, в анализируемом переводе используется сочетание *соевый сыр*.

Однако, несмотря на наличие примеров бережного отношения к оригинальному тексту, при более пристальном рассмотрении оказалось, что перевод китайской сказки «Волшебная кисть», опубликованный на сайте виртуальной библиотеки «ВВМ», содержит ряд примеров нарушения принципов, сформулированных Линь Юйтанем и др. специалистами.

1) Принцип правдивости.

Так, в начале сказки в реплике учителя рисования: – *Пэй! Где это видано, чтобы нищий учился рисовать?! Убирайся отсюда, бездельник!* использовано восклицание *пэй*, которым переданы негативные эмоции учителя. Это слово хорошо знакомо каждому китайцу, но непонятно для представителей других культур.

2) Принцип грамотности.

Этот принцип в переводе сказки «Волшебная кисть» нарушен, например, в следующем предложении: *Ведь, даже работая, не разгибая спины, он мог купить лишь горсть гаоляновой муки да кусок соевого сыра, чтобы не умереть с голода,* в котором слово 豆腐 (dou fu) переведено как *соевый сыр.* Вероятно, 10-15 лет назад такой перевод был бы оправдан, но сегодня в России тофу хорошо известен, как и то, что по пищевым свойствам он больше соответствует не сыру, а творогу.

3) Принцип красоты.

Нарушение этого принципа связано с включение в перевод отсутствующих в оригинальном тексте деталей и, наоборот, с исключением важных подробностей. Например, в оригинальном тексте сказано: *Старец появился в золотых лучах, подошел к Ма Ляну…* в начале эпизода и *… Старец внезапно исчез в тумане, Ма Лян даже не успел спасибо ему сказать* в финале. В переводе в этом эпизоде пропущены все детали.

В финале, наоборот, подробностей слишком много. Обычно после прочтения китайской народной сказки остается загадка, которая делает историю интереснее, например в «Волшебной кисти» финал такой: *но никто не знает, куда, в какие края ушел сам Ма Лян.*

Одни говорят, что он вернулся в свои родные места и стал вместе с земляками возделывать поля. А другие говорят, что он и сейчас странствует повсюду, и рисует беднякам.

Переводной текст тоже вроде бы заканчивается загадкой, но ответ на нее абсолютно очевиден: *говорят также, что он ходит не один, а вместе со своим названным сыном, которого он однажды спас от казни. Этот мальчик тоже стал художником, а кто он – догадайтесь сами…*

Сопоставительный анализ содержания оригинальной китайской сказки «Волшебная кисть» и ее перевода на русский язык позволил выявить ряд особенностей данного перевода. Главной из них можно считать внесение переводчиком ряда изменений в первоначальный текст. Анализ изменений позволяет предположить, что переводчик знаком с китайской традиционной культурой и оригинальными фольклорными произведениями, однако эти знания используются в процессе работы непоследовательно. По мнению Л.С. Бархударова, цель переводчика заключается в том, чтобы свести потери к минимуму, т.е. добиться максимальной степени эквивалентности. Для этого ему необходимо установить «порядок очередности передачи значений», т. е. какие-то значения нужно сохранить в первую очередь, а какими-то придется пожертвовать [1]. Сравнительный анализ текста китайской народной сказки «Волшебная кисть» и одного из ее переводов на русский язык показал, что данный перевод выполнен без учета всех необходимых требований к качественному переводу и нуждается в доработке.

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BORROWED ENGLISH MILITARY-TECHNICAL TERMS IN THE RUSSIAN LANGUAGE

Abstract: The article is devoted to the study of the terms borrowed from foreign languages into Russian. The reasons for borrowings are considered. The paper deals with the military-technical terms. The purpose of the research is to consider the ways of translation of borrowed English-language terms into Russian. To achieve the determined goal the English dictionaries specialized in military vocabulary have been analyzed with the aim to choose borrowed terms and to determine the ways of their translation. The attention is paid to such ways as transcription, transliteration, calquing and semantic calquing. Also, the mixed type is under consideration. The examples for each method of translation are presented. The conclusion about the frequency of the use and relevance of each way of translation is made.

Keywords: borrowed terms, translation, transcription, transliteration, calquing.

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ЗАИМСТВОВАНИЕ АНГЛОЯЗЫЧНЫХ ВОЕННО-ТЕХНИЧЕСКИХ ТЕРМИНОВ В РУССКИЙ ЯЗЫК

Аннотация: Статья посвящена изучению терминов, заимствованных их иностранных языков в русский. Рассматриваются причины заимствований. Исследование сосредоточено на военно-технической терминологии. Целью исследования является рассмотрение способов перевода заимствованных англоязычных терминов в русский язык. Для достижения обозначенной цели были проанализированы англоязычные лексикографические источники, специализированные на военной лексике, с целью отобрать заимствованные термины и определить способы их перевода. Внимание уделяется таким способам перевода как транскрипция, транслитерация, калькирование, семантическое калькирование. Также рассматривается смешанный тип. В статье представлены примеры каждого из указанных способов перевода. Делается заключение о частоте и востребованности этих способов перевода.

Ключевые слова: заимствованные термины, перевод, транскрипция, транслитерация, калькирование.

The development of science and military equipment has lead to such a phenomenon as the borrowing of words from foreign languages, in particular from English into Russian. While considering the problem of borrowed words, the question arises about the reasons why this happens, why there is no equivalent in the native language. The answer to this question is quite simple. Due to the high and constantly increasing rate of development of science, the so-called scientific and technological revolution and the need for the country to maintain its science and military

equipment at the proper level, there is no time for the necessary terms for new discoveries and inventions to appear in the language. It happens because of the non-simultaneous development of science in different countries and respectively in different linguistic environment. It leads to the fact that timely translation of new concepts, terms and words is necessary. This is where the problem of borrowing English terms arises.

The purpose of our research is to consider the ways of translation of borrowed military-technical terms into Russian.

Considering this issue, let us turn to several ways of translating borrowed English-language terms into Russian. They are as follows:

1) Transcription
2) Transliteration
3) Calquing
4) Semantic calquing

Transcription (in translation) is a formal phonetic reproduction of the original lexical item using phonemes of the target language, a phonetic imitation of the original word [1].

The original word in the translation is presented in a form adapted to the pronunciation of the target language.

The examples of transcription are: *accelerometer, clearance, command*, *complex* [2], [3].

Transliteration is a formal letter-by-letter reconstruction of the initial lexical item using the alphabet of the target language, a literal imitation of the original word form [1].

The examples of transliteration of military-technical terms are: *aerodrome, aerodynamic, autopilot, balance, centre, component, collapse, compressor, concept, aeroplane, corridor, defect, director, electrolyte, extract, fact* [2], [3].

Calquing is a reproduction of not a phonetic, but of a combinatorial word or phrase composition, when the constituents of a word (morpheme) or phrase (lexeme) are translated as the relevant elements of the target language [1].

Calquing has become the basis for a large number of different borrowings in intercultural communication in cases when transliteration is not acceptable for some reasons, such as aesthetic, semantic or other considerations.

Unlike transcription, calquing is not always a simple mechanical transferring of the original form into a target language; often it is necessary

to make some transformations. First of all, it refers to the change of case forms, the number of words in a phrase, affixes, word order, etc.

There are also semi-calquings (words which follow the rules of the target language grammar) and partial calquing (when in translation only a part of the word is calqued).

Calquing is used in cases when it is necessary to create a meaningful item in the target text and at the same time to preserve the elements of the form or function of the original item.

In some cases, calquing is used along with transcription and lexical-semantic modulation.

The examples of calquing are: *cold front, abnormal weather conditions, contribution, convection, coordinated flight, adiabatic compression, aeration, activate, acceleration, accumulate*.

Semantic calquing is the most complete communication of contextual meaning of the elements of the original text in the items of the target language.

Semantic calquing includes the initial words, which, besides their inherent meanings, acquire new meanings under the influence of another language [1].

The examples of semantic calquing are: *Central Standard Time, calibrated airspeed*.

Along with the above mentioned types of translation, it is necessary to pay attention to the **mixed translation**. Often there is a need to use several translation methods for one term for a more precise and concise communication of the meaning.

The examples are: *continental climate* (calquing + transliteration), *commercial pilot's license* (calquing + transliteration).

Foreign borrowed terms are often a necessary tool for conveying concise information in specialized fields of science.

The speed of scientific development creates the need for timely and accurate translation of new terms and concepts, which leads to many ways of translating them. This fact makes it possible to classify them and to differentiate these methods according to the frequency of their use and to determine their relevance.

Having analyzed the examples from the dictionaries, we have come to the following conclusions.

In translation of English military-technical terms into Russian, transliteration is the prevailing method as it is the easiest one to understand, which makes it more widely used. Another advantage of

transliteration is that there are two fixed tables for using it, which makes it easier to use this translation method. The disadvantage of transliteration is the difficulty of translating more complex terms and compound words.

Calquing is also widely used since it takes much less time and effort to use this method for translation, which means it reduces the lag in the development of science.

Semantic calquing is more rarely used, as our study of the examples has shown. Perhaps this is due to the difficulty of understanding, because such translation often requires additional references, footnotes, and probably more detailed knowledge of the subject.

Transcription is used less frequently than transliteration and calquing, but, nevertheless, this method is quite convenient for translating some simple, monosyllabic terms and words.

There is also a mixed type of translation. Most often it includes calquing and transcription or transliteration, as the simplest and most frequently used types. In our opinion, mixed translation is relevant for more complex terms.

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LINGUOCULTURAL SPECIFICITY OF ENGLISH AND RUSSIAN PHRASEOLOGICAL UNITS WITH ZOONYMIC COMPONENTS

Abstract: The present article is devoted to studying Russian and English phraseological units containing a zoonymic component. The phraseological fund of a language is closely connected with the national culture representing both its international constituent and its uniqueness.

The group of phraseological units under consideration is one of the most widely presented in the phraseological fund of the Russian and English languages. Animals symbolise various traits of human character, reflect this or that quality of a person that serves as a basis for creating of a phraseological unit.

This article describes the common features and the differences of the linguocultures under consideration which are identified through the definition and linguocultural analysis of phraseological units. The similarities are mostly explained by the common origin of phraseological units, and the differences are based on the dissimilarity and peculiarities of English and Russian peoples' ways of life, their traditions, customs, religion and geographical location.

Keywords: linguocultural specificity, phraseological unit, zoonymic component, connotation, meaning.

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ЛИНГВОКУЛЬТУРНАЯ СПЕЦИФИКА ФРАЗЕОЛОГИЧЕСКИХ ЕДИНИЦ С КОМПОНЕНТОМ-ЗООНИМОМ В АНГЛИЙСКОМ И РУССКОМ ЯЗЫКАХ

Аннотация: Данная статья посвящена изучению русских и английских фразеологических единиц с компонентом-зоонимом. На современном этапе развития лингвистическая наука проявляет повышенный интерес к проблеме взаимосвязи языка и культуры. Каждый язык отражает особенности национальной культуры и менталитета народа, понимание которых может вызвать трудности у носителей других языков. Фразеологический фонд национального языка характеризуется высокой степенью национальной самобытности, являясь своеобразным кладезем знаний о культуре народа, поэтому именно фразеологизмы зачастую выступают материалом лингвокультурологических исследований.

Рассматриваемая нами группа фразеологизмов является одной из широко представленных в фразеологическом фонде английского и русского языков. В данных фразеологических единицах животные символизируют различные положительные и отрицательные черты характера, те или иные личные качества человека, что является основой для создания фразеологизма.

Наше исследование нацелено на описание сходств и различий, сопоставляемых лингвокультур, выявленных с помощью дефиниционного и лингвокультурного анализа фразеологических единиц, содержащих компонент-зооним. Сходства в большинстве своём обусловлены общим происхождением фразеологических единиц, тогда как различия основываются на отличиях и особенностях быта, традиций и обычаев, религии и географическом положении народов.

Ключевые слова: лингвокультурная специфика, фразеологическая единица, компонент-зооним, коннотация, значение.

Language is a real treasure of each nation, that contains information about its ancestors, experience of previous generations and links the past of the nation with the present times and future. Language cannot be separated from the national culture, it reflects all the changes and peculiarities that happened during the language existence [1].

The history of linguocultural study begins with the ideas of Wilhelm von Humboldt, who believed that the cultural originality and structure of the language are interconnected and complement each other [5]. In a number of works by prominent linguists (Maslova (2001), Shanskiy (1979), Telia (1996), Ter-Minasova (2001)) the fact that the most important translator of cultural originality in the language is a phraseological unit is highlighted. For example, Prof. Shanskiy writes: «In the language, in its lexical and phraseological fund the national character, mental quality, its history and culture can be found» [9]. This thought was also approved by foreign scholars, that is why we are interested in the linguocultural specificity from the phraseological point of view.

Idiomatic expressions were mostly created by ordinary people, thus they are closely connected to everyday problems, interests and routine of those people [8]. Our forefathers tended to characterise their behaviour, feelings, states, appearance through animal images, as they believed in kinship between human beings and beasts. It explains the fact that the zoonymic layer of any language is one of the oldest. The first calendar with the names of animals appeared in the Ancient East, and people believed that a child born in the year of a particular animal inherits specific features of this animal. Moreover, even primitive tribes chose an animal as a symbol of their community and made it sacral. That is why the comparisons, sayings, proverbs and idioms that have a zoonymic component can be found in many languages. Many denominations of animals have become steady metaphors.

Before speaking about the practical examples and results of our research, we should state the definition of a «phraseological unit», as this topic is still disputable among linguists. Most scholars agree that the most common features of a phraseological unit are semantic indivisibility, shortness and figurativeness. Prof. Shanskiy writes «phraseological unit is a ready-made, reproducible unit, the content and form of which are fixed» [9]. Prof. Akhmanova considers that in a phraseological unit the meaning of the whole expression prevails over the meaning of each component [3]. But in English linguistics the term «phraseological unit» is not commonly used, the term «idiom» is preferable there. Let us clarify if

the difference between these linguistic phenomena is crucial. The definition provided by Longman dictionary presents the idiom as «a group of words that has a special meaning that is different from the ordinary meaning of each separate word». Thus, we may say that the discussed problem is more or less the same.

The definition of the term «zoonym» is also a disputable issue. Most researchers give the following definition: «Zoonym is a name of an animal, that is given by people» [7] or «lexico-semantical variations of words, that stand for the generic name of an animal» [6] or «a denomination of an animal proper». In our research we use a combination of these definitions.

We distinguish 5 main groups of phraseological units according to the type of the zoonymic component:

1. Mammals:
- domestic: sheep, dog, cat, pig, cow, horse, goat, hare, donkey;
- wild: fox, bear, wolf, lion, rat, ape;
2. Birds:
- domestic: chicken, goose, duck, cock;
- wild: bird, sparrow, crow, lark, owl, pigeon, hawk;
3. Reptiles: crocodile, snake/serpent:
4. Fish, arthropods: fish, crayfish
5. Insects: bee, fly.

The most productive semes belong to the domestic mammals group as people tend to mention animals familiar to them, which they can see quite often in their everyday life. The names of any kind of exotic or mythical animals are exploited significantly rarely. This fact is reflected in both languages.

What is more, when using any animal name, people used to note mostly negative features and transfer them to people's characters. That is why the number of phraseological units with negative connotation prevails over the number idioms with positive connotation. Also, the fact that some zoosemes have only negative connotation in both languages must be pointed out.

For example, phraseological units with such components as «ass» (or «donkey»), «goat», «rat» are surely to have negative meaning both in the Russian and English languages.

Compare the connotation of the seme «rat» in two phraseological units (Russian, English):

«SMELL A RAT» *informal*

COMMON If you smell a rat, you believe that something is wrong in a particular situation, especially that someone is trying to deceive you or harm you.

Once Caldere discovers the money is missing, he's going to ***smell a rat****, isn't he? If only I'd thought it through, I'd have* ***smelt a rat*** *straight away and never touched the proposal.*

«КАНЦЕЛЯРСКАЯ КРЫСА»

Бездушный бюрократ, чинуша, формалист. Имеется в виду, что лицо (Х) является мелким (как правило) чиновником-крючкотворцем, погружённым в бумаги, не имеющим духовных интересов, которые ему заменяют служебные инструкции. Говорится с неодобрением.

И в небесной канцелярии есть свои ***канцелярские крысы****.*

It may be clearly seen that the semes have negative meaning in both languages. At the same time, the negative features represented by the zoonym in question differ in the two linguocultures that defines their specificity.

Analysing the phraseological fund of the English and Russian languages we may come to the conclusion that meanings, connotations and images that are presented with the help of the zoonymic component may be unique and at the same time universal for each language, they represent the cultural identity of nations. Some similar concepts have different meanings and connotations in each language; some are productive in Russian and non-productive in English and vice versa. All these facts prove that international and unique linguocultural components can be found in any language.

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TRANSLATING GERMAN SHORT FILMS INTO RUSSIAN: LINGUISTIC ASPECTS

Abstract: Undoubtedly, cinema as a most popular art form is a special part of our lives. The combination of visual, verbal and musical sequences creates the most effective influence on the viewer, transmitting a wider range of emotions through a large number of different artistic techniques. However, the presence of several semiotic levels in an audiovisual text makes audiovisual translation not only the most difficult type of translation, but also the most promising field of translation studies. Nowadays, audiovisual translation is becoming a prominent type of translation activity, which leads to increased interest among linguists. It is not studied enough, though. The aim of this article is to highlight some potential difficulties that a translator may come across while translating a multimedial text, like series or films from German into Russian. Since the Russian film market is occupied by Western products, it is important to be aware of these peculiarities in order to provide a proper translation.

Keywords: audiovisual translation, subtitling, culture-specific items, verbal visual information.

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ПЕРЕВОД НЕМЕЦКОЯЗЫЧНЫХ КОРОТКОМЕТРАЖНЫХ ФИЛЬМОВ НА РУССКИЙ: ЛИНГВИСТИЧЕСКИЕ АСПЕКТЫ

Аннотация: Несомненно, кинематограф занимает особую часть в нашей жизни и является одним из самых востребованных видов искусства. Сочетание визуального, вербального и музыкального ряда позволяет наиболее эффективно воздействовать на зрителя, передавая более обширный спектр эмоций с помощью большого количества различных художественных приёмов. Однако наличие нескольких семиотических уровней в аудиовизуальном тексте делает аудиовизуальный перевод не только самым трудным видом перевода, но и самой перспективной областью переводоведения. Аудиовизуальный перевод в наши дни становится крайне востребованным видом переводческой деятельности, что влечёт за собой повышенный интерес среди лингвистов к данной области. Цель данной статьи – выявить потенциальные трудности, с которыми может столкнуться переводчик при осуществлении перевода аудиовизуальных текстов, таких как фильмы и сериалы, с немецкого на русский язык. Поскольку значительную долю российского рынка кино занимает именно западная продукция, для переводчика важно ознакомиться с данными особенностями.

Keywords: аудиовизуальный перевод, субтитрирование, безэквивалентная лексика, вербально-музыкальный ряд.

Audiovisual translation (AVT) is a branch of translation studies, which has been long neglected by scholars. However, we would not be able to understand multimedia content without it. An audiovisual text combines three semiotic levels [1]:

– verbal (speech);
– visual (pictures, gestures, etc.);
– audial (music, sounds).

Since a translator has to work with all the three interacting levels, such type of translation is considered to be one of the most challenging. Further is the list of some potential difficulties.

1. Film title

The title is the first thing that a viewer encounters while watching a film, hence title translation takes a special place in the whole process. For its proper translation, it is primarily necessary to become fully acquainted with the plot, and only then the most suitable translation should be chosen [6].

Example: «Für Emma für Uns» – «Ради Эммы, ради нас»

In this case, the difficulty is of grammatical kind: the German preposition «für» has no definite equivalent in Russian; it can be either «для» or «ради». We can define which option is the most suitable only after watching the film.

2. Culture-specific items

A film displaying a different culture will inevitably contain culture-specific items, or *realia*, which also require proper translation. There are various strategies of realia translation and each of them can be placed between two extremes: adequacy (closeness to the original, i.e. transcription) and acceptability (consistent with the target culture, i.e. modulation, generalization, etc.) [4; 8].

Example: «Nach der Grundschule, nach dem Abitur» – «После начальной школы, получения аттестата»; «nach dem Abi wegzufahren» – «уехать после окончания школы»

In the excerpts above, the culture-specific items (Grundschule, Abitur) belong to a rather idiosyncratic German education system. *Abitur* (*Abi*) is a certificate given when graduating from a grammar school. As these details are not important to the plot, we can generalize it.

3. Idiomatic expressions

The problem is that not all phraseological units have equivalents in other languages, and a merely word-for-word translation may sound completely meaningless or even absurd.

Example: Euer ganzes Gelaber über die Zukunft geht mir so auf den Keks. – Вся эта болтовня о будущем так меня бесит.

The idiom «auf den Keks gehen» means «to get on one's nerves, to annoy». Here it is important not only to convey the meaning, but to recreate colloquiality [4].

Example: Das Studentenleben ist doch das schönste Leben. – Студенческая пора – лучшие годы жизни!

However, sometimes it is possible to find a suitable equivalent in a target language.

4. Metaphors

Since we are dealing with a piece of art, abundance of expressive means is a common feature, and metaphors belong to such means as well.

Example: Nach dem Abitur haben wir einfach unsere Sachen gepackt und sindlos gefahren in Richtung Freiheit. – После выпуска мы тут же собрали чемоданы и уехали в поисках свободы.

Example: Wir wollten in der letzten gemeinsamen Zeit vor dem Studium nochmal richtig Gas geben und was erleben. – Мы хотели в последний раз перед учёбой провести время вместе, оторваться.

It is necessary to preserve the imagery without resorting to literal translation, for instance, «Richtung Freiheit» – «в поисках свободы» (instead of «направление свободы»), «Gas geben» – «оторваться» (instead of «дать газу»).

5. Colloquialisms

Dialogueness is a common feature of films and audiovisual texts, which results in abundance of interjections and colloquial expressions [2]. The translation should preserve these colloquial items depending on the context.

Example: Boah, Max! – Ну же, Макс! Oh Mann. – Ух ты. Na los, mach auf. – Ну же, открой.

The peculiar feature of colloquialisms is their high dependence on the context. For example, the interjection «boah» can mean «чёрт!», «блин», as well as «ухты!», «вау».

6. Particle «doch»

It may be difficult to translate this particle, as it has a strictly contextual nature with no direct equivalent in Russian. It can serve as an alternative conjunction, be used in negation or even perform an emphatic function.

Example: Doch hat wirklich jede ein Happy End? – Но у каждой ли истории счастливый конец? Du wolltest doch nach Berlin, oder? – Ты ведь в Берлин хотел, так?

7. Feminitive *-in*

According to the German grammar, the suffix *-in* must be added to nouns if it is referred to a female person. However, a similar tendency is not observed in Russian, and in most cases, it is preferable to preserve a neutral, i.e. masculine, gender.

Example: Du bist eine Kämpferin. – Ведь ты сильная.

While such words as «воительница», «женщина-боец» may sound cumbersome or even disapproving, it could be better to use modulation and replace the noun with an adjective, which preserves feminine gender, fits the colloquial style and has no negative connotations.

8. Visual verbal information (captions, signs, information on the screen etc.)

We have already mentioned that AVT combines three semiotic levels, so each of them is responsible for perception, and therefore must be translated [3].

Example: «2 Jahre später» – «2 года спустя» (caption on the screen).

If a translator ignores such information, the viewer will lose the narration thread and ruin plot perception. Still, such data should be divided into two categories: the ones which are related to plot development or character disclosure and those which are not.

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THERESA MAY'S PORTRAIT IN BRITISH MASS MEDIA

Abstract: The means of expression can clearly characterize an ordinary person, an actor, an artist, or even a politician, and Theresa May is certainly one of these figures. The second «Iron Lady» is famous for her cold-blooded policy which helped her to make a very successful career during national changes in the country. Both her way of doing politics, speech, and her personal style had been a subject of discussion by ordinary people and journalists long before she took office as the Prime Minister. Thousands of opinions were published in different magazines because there is a saying: so many people, so many opinions. The article analyzes several figures of speech that were used in the British media to describe Theresa May.

Keywords: Theresa May, speech portrait, British mass media, means of expression.

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РЕЧЕВОЙ ПОРТРЕТ ТЕРЕЗЫ МЭЙ В БРИТАНСКИХ СМИ

Аннотация: Выразительные средства четко могут охарактеризовать человека, будь то актер, художник или даже политик, и Тереза Мэй – несомненно, одна из этих деятелей. Вторая

«Железная леди» известна своей хладнокровной политикой, которая помогла ей сделать очень успешную карьеру во время национальных перемен в стране. Ее способ ведения политики, речь и личный стиль были предметом обсуждения простых людей и журналистов задолго до того, как она заняла пост премьер-министра. Тысячи мнений было опубликовано в разных журналах, ведь есть поговорка: сколько людей, столько и мнений. В статье анализируются несколько стилистических тропов, которые использовались в британских СМИ для описания Терезы Мэй.

Ключевые слова: Тереза Мэй, речевой портрет, британские СМИ, выразительные средства.

A speech portrait is a linguistic personality embodied in speech that includes the following components:

a. Sociopsycholinguistic portrait – social, psychological, biological features; personal interests and hobbies;

b. Features of the speech portrait at the level of its lexicon: description and analysis of all system-language levels;

c. Features of speech culture – features of communicative behavior, consideration of the addressee factor, peculiarity of vocabulary [2].

The speech portrait analysis is a characteristic of different levels of demonstrating a linguistic personality, among which the key aspects are phonetic features, in particular, intonational characteristics of the personality: rate of speech, its melody, and way of pausing and highlighting words that carry meaning and expression.

Means of expression are usually lexical and help to create a certain image in the reader's head. The most common figurative tools are metaphor, metonymy, litotes, hyperbole, paraphrases, etc. [2]. Expressive means (figures of speech) increase the expressiveness of speech, give it expressiveness with the help of such syntactic constructions as: rhetorical question, parallelism, inversion, dichotomy, etc. [2].

The new Prime Minister of Great Britain – Teresa Mary May was chosen for our analysis. Not only had the career achievements of her came under the watchful eye of the world community, but also personal ones. The press actively writes about the complex character and flawless

exposure of Lady May, for which one of her colleagues even called her a «stupid woman» [3]. And her extravagant style of dressing and love of peculiar shoes immediately became the object of discussion.

An example of a metaphor characterizing Theresa May from the negative side can be seen in an article published on the website of the newspaper «The Economist» dated January 7, 2016 [1].

The article is called «Theresa **Maybe**, Britain's Independent Processor»; it describes the actions of Theresa May during six months of her work as Prime Minister. The subtitle of the article says: «after 6 months, it is still unclear what the new Prime Minister wants – perhaps it is not even clear to herself» [1]. «Teresa–Can–Be», as the author of the article also calls her, is accused of indecision, chaotic policies regarding Brexit and the inability to determine a clear way out of the European Union.

An example of an epithet characterizing Teresa May from the positive side can be seen in the same article: «If Britain's next few years will be about avoiding traps, then the **wary tenacity** of Mrs. May could be just what the country needs» [1].

Here May's actions are called «watchful stubbornness» [1]. The sentence says that if in the next few years Britain will have to get around the traps such as complex political situation in the country, then May's wary obstinacy is what the country needs. Here we see the hardness of the nature of the Prime Minister, on the one hand, and the reasonableness of her actions, on the other.

Most often, Theresa May, being the second woman Prime Minister of Great Britain, is compared to the first woman Prime Minister – Margaret Thatcher. In an article published on the website of the newspaper «The Economist» dated January 7, 2017, one can find the following comparisons:

1. «Her allies talked of an epochal moment, **comparable to Margaret Thatcher's break with the past in 1979**» [2].
2. «There is one lesson in the overdone **comparison of Mrs. May to Thatcher**» [2].

Exploring ways and mechanisms of image creation policy is an actual problem in modern linguistics. The image of politicians is a problematic issue, since there are many prominent figures, both past and present, whose image is interesting to study from the point of view of linguistics, psycholinguistics, media linguistics, psychology, and other sciences. This article is only a small part of the study, which involves a

thorough study of the image of the politician, the means and the phenomena that create it.

According to the analysis results, the most popular means of expression among the journalists while talking about Theresa May are epithet, comparison, and metaphor. The most common of these is the epithet. It was clear that the journalists preferred to create their own metaphors, which attract the attention of the readers, make them keep their eyes and analyze the information they read. The media divided Theresa May's characteristics into two oppositions: resolute – indecisive, wise – short-sighted.

Based on the means of expression with a positive and negative estimate percentage ratio, it can be concluded that during her first 6 months of work as a Prime Minister, British mass media created a more negative than positive image of Theresa May.

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ENGLISH NEOLOGISMS AND HOW TO TRANSLATE THEM

Abstract: This paper deals with such layer of English vocabulary as neologisms. It defines the concept of neologisms, the main reasons for the emergence of new words, and indicates the sources in which they are contained, e.g. Cambridge Dictionary, Oxford English Dictionary, Macmillan Dictionary and Merriam-Webster Dictionary. The paper offers the detailed classification of neologisms based on the method of their formation and describes their features giving several examples for each type, e.g. phonological neologisms, borrowings and morphological neologisms, which are formed by affixation, composition, conversion and contraction. In addition, it draws attention to the problem of translating neologisms and the authors list various techniques of translating them, e.g. transcription, transliteration, calquing, and descriptive translation, each of which being characterized and accompanied by an example taken from one of the above sources. The paper is of great help and interest to students of philology, linguistics and other language specialties, novice and practicing translators, and anyone interested in languages and following their development.

Keywords: neologisms, classification of neologisms, translation of neologisms, translation techniques.

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АНГЛИЙСКИЕ НЕОЛОГИЗМЫ И ПРИЁМЫ ИХ ПЕРЕВОДА

Аннотация: В данной статье рассматривается такой пласт английской лексики, как неологизмы. Дается определение понятию неологизм, указываются основные причины появления новых слов, источники, в которых они содержатся, например, такие онлайн-словари, как Cambridge Dictionary, Oxford English Dictionary, Macmillan Dictionary и Merriam-Webster Dictionary. В статье также подробно рассматривается классификация неологизмов, основанная на способе их образования, каждому типу дается характеристика, а также на каждый тип дается несколько примеров, а именно фонологические неологизмы, заимствования и морфологические неологизмы, которые, в свою очередь, образуются путём аффиксации, словосложения, конверсии и сокращения. Кроме того, в данной статье обращается внимание на проблему перевода неологизмов, и авторы рассматривают различные приёмы их перевода, а именно транскрипцию, транслитерацию, калькирование и описательный перевод, каждый из которых характеризуется и сопровождается примером, взятым из одного из вышеперечисленных источников. Данная статья будет очень полезна и интересна студентам филологических и лингвистических направлений, а также студентам других языковых специальностей, начинающим и практикующим переводчикам, а также всем, кто интересуется языками и следит за их развитием.

Ключевые слова: неологизмы, классификация неологизмов, перевод неологизмов, приёмы перевода.

Progress moves tirelessly forward: economics, politics, technical and social spheres are constantly evolving, new phenomena and things appear,

which leads to the appearance of new words in the language. In linguistics, such new words are called neologisms, i.e. «words or phrases that are included in the language in connection with the growth of culture and technology, development or changes in social relations and changes in the life and living conditions of people and are perceived as new ones» [3].

In the era of globalization and informatization a considerable amount of such words arises. Initially, they are added to special sections of online dictionaries, e.g. Cambridge Dictionary, Oxford English Dictionary, Macmillan Dictionary and Merriam-Webster Dictionary. After the necessary stages of socialization (adoption in society) and lexicalization (consolidation in the language), they are included in the active language vocabulary and replenish the stock of commonly used words.

Neologisms are classified according to the way they are created [4]:

1) **Phonological** neologisms (formed from combinations of sounds, often using onomatopoeia, or even slang): the noun *zizz* (British slang), meaning *short sleep* (imitation of sounds made by a sleeping person and often conveyed in comics with three letters *zzz*), and the adjective *yucky* (*disgusting*) going back to the interjection *yuck*, expressing an extreme degree of disgust. Another example is interjection *bazinga* (from the onomatopoeic verb *to zing* meaning *to quickly pronounce*) used to emphasize a witty statement or a good joke. Such neologisms can be called «strong»; they have the highest degree of novelty explained by their unusualness and freshness. This group also includes phonetic borrowings, e.g. *perestroika* (from Russian), *solidarnosc* (from Polish), etc [1].

2) **Borrowings** distinguished by phonetic distribution, which is not characteristic of English, atypical morphological articulation, and lack of motivation. Although they make up a smaller part of all new words, their consideration seems necessary, since it is impossible to imagine the new vocabulary without this layer. For example, the lexical structure of English continues to expand due to borrowings from various languages, French going on to be the main source of them. There are also borrowings from African, Asian languages, especially from Japanese, Russian, Arabic and some others: e.g., such words as *cinematheque* (*film collection*) and *petit dejeuner (little breakfast)* came from French, *ayatollah (Shiites supreme spiritual title)* – from Arabic, *biogeocoenose (ecological system)* – from Russian.

Barbarisms and xenisms are two types of borrowings. The former are unassimilated units predominating among newly borrowed vocabulary that have synonyms in the recipient language, e.g. *gonzo* (*crazy*) from Italian or

lunokhod from Russian. They have a peculiar graphic and sound-form and are included even in the comparatively concise dictionaries alongside with English words. However, «it is rather doubtful whether they are really part of the English vocabulary; they are used more or less in the same way as words of a foreign language may be used by English speakers» [1]. Xenisms are borrowed units that denote phenomena and objects that exist only in the country of the source language, e.g. *gyro* (*thin layer of roasted meat on a small piece of bread*) from Greek and *zazen* (*meditation practiced in Zen Buddhism*) from Japanese.

3) **Morphological** neologisms are formed «by samples existing in the language system and from the morphemes present therein» [4]. These are such regular word formation processes as affixation, conversion, composition, and less regular, e.g. contraction, lexicalization, etc. Morphological neologisms differ from phonological ones and borrowings by the presence of analogy and typification as the basis of their formation.

Therefore, morphological neologisms are divided into:

- **Affixal neologisms** formed within the framework of the English word-formation, e.g.: -able: *googlable* (something that can be found in the search engines), *microwaveable* (suitable for cooking in the microwave); -ize: *exponentialize* (to make a number an exponential number), *enemize* (to make something or someone your enemy); -ism: *schismaticism* (a tendency to cause or favor schism), *ageism* (age discrimination), *lookism* (prejudice to a person because of the appearance), *masculinism* (propaganda of the dominant role of men in society); -ic: *pesticidic* (full of or coated with pesticides), *villagistic* (referring to the village), *yawnogenic* (making feel sleepy); -ship: *whatevership* (a relationship that is not clearly defined by pre-existing terms); -ous: *naturous* (having an affinity for the natural world), rainbowlicous (bright, colorful), cyber-: *cybercafe* (internet-cafe), *cybercrime* (internet crime), *cyberfraud* (online fraud); de-: *to deconflict* (to prevent conflict), *to defriend* (remove someone from the list of friends in social networks); dis-: *to disclude* (to exclude), *dispatriatism* (lack of patriotism); mis-: *mismessage* (to send a message to an unintended recipient); auto-: *autoerror* (an error caused by an autocorrect program misspelling); un-: *unfollow* (to remove an account from a social media subscription); anti-: *anti-habit* (a habit which one tends to avoid doing due to dislike of outcome or procedure); re-: *recommerce* (the business of buying and selling used items, such as electronics and clothes, on the internet), etc.

- **Composition**. This implies adding the whole words, and not just their stems. The most common models are N + N → N, Adj + N → N and Part.II + Adv. → A, e.g.: *stiltlife* (life on stilts: the state of being raised up on piers, pillars, etc.); *mapographic* (able to remember a map perfectly); *CamelCase* (a way of writing compound words or phrases with no spaces between words and a capital letter at the start of each new word); *groomsmaid* (a female friend of a man who is getting married who has special duties at the wedding); *hypebeast* (a young person obsessed with buying the latest expensive designer clothes); *wild cycling* (the activity of exploring the countryside by bicycle, using only small paths and lanes); *dumbwalking* (walking slowly, without paying attention to the world around you because you are consulting a smartphone); *burned-out* (tired); *buttoned-down* (conservative, traditional); *laid-back* (relaxed), etc.
- **Converted neologisms** implying converting nouns into verbs and vice versa: *to amazon* (make purchases on Amazon.com); *to google* (search something in Google); *to starbuck* (drinking coffee, especially with Starbucks); *to version* (create a new version of something), etc.
- **Contractions** (mainly abbreviations and acronyms): *JOMO* (joy of missing out: a feeling of pleasure from spending time doing what you want and not worrying about what other people are doing or saying); *SOLE* (self-organized learning environment: a teaching method where children learn independently using a computer linked to the internet); *srsly (seriously); DASH diet* (Dietary Approaches to Stop Hypertension: a way of eating that aims to reduce high blood pressure), etc.

Translating new words is difficult. First, no single dictionary can keep up with the emergence of neologisms due to the accelerated development of science and technology in various spheres. The context or knowledge of the neologism's components can be helpful. However, it is also necessary to have extralinguistic knowledge. Another difficulty is that not all societies develop evenly, and as a result, the target language may not have equivalents to the source word, so it should be described or transferred in phonetic or graphic form.

Thus, the main techniques of translating neologisms are as follows:

- **Transcription** is based upon the transfer of the sound image of the word using the target language letters, e.g.: «*Kunle hopes Mirabel will accept his proposal but he has prepared his mind in case she decides to say no. He is a* ***pessioptimist****. – Кунл надеется, что Мирабель ответит «да» на сделанное им предложение, но и к отказу он тоже готов. Он –* ***пессиоптимист****»*.

- **Transliteration** is based on the transfer of letters that make up a word in the source language using letters of the translation language, e.g.: «*After being judged as introverts, extroverts and ambiverts, the internet generation has recognized themselves as* ***cyberverts****. – Интернет-поколение, которое считалось интровертами, экстравертами и амбивертами, признало себя* ***кибервертами***».
- **Calquing**, a technique of translating the source language word by replacing its components with their lexical equivalents from a target language, e.g.: «*Media platform MiNDFOOD has funded 130* ***ecotherapy*** *projects and helped more than 12,000 people. – Медиаплатформа «MiNDFOOD» профинансировала 130 проектов в области* ***экотерапии*** *и помогла более 12 000 человек*».
- **Descriptive translation** used when none of the word vocabulary matches the context or no other techniques can be used, e.g.: «*Combining NFC with the fingerprint-reading Touch ID, it turns your phone into a secure* ***tap-to-pay*** *wallet. – Комбинация модуля бесконтактной связи и сканера отпечатков пальцев сделала из вашего телефона безопасный кошелёк* ***с функцией оплаты покупок одним касанием***».

Neologisms appear every day. The replenishment of the vocabulary occurs both through borrowings and intra-lingual means. Hence, to be aware of the latest trends, the translator must not only monitor new grammatical phenomena, but also study the replenishment of the language vocabulary, one of the fundamental sources of which are such words that are new in form and/or content, i.e. neologisms.

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THE RUSSIAN VERSION OF J. D. SALINGER'S NOVEL «THE CATCHER IN THE RYE»: MONORHEMATIC CHANGES

Abstract: This article discusses the syntactic transformations in the Russian translation of the novel «The Catcher in the Rye» by J. D. Salinger. Within the first chapter of the novel, there are distinguished and analyzed eight monorhemes, or rhematic beginnings of a passage with a zero or a rhematized theme. The corresponding sentences are found out in the Russian version of the novel as well, which makes it possible to describe the syntactic permutations in the English monorhemes when translated into Russian.

Keywords: translation transformations, syntactic transformations, theme, rheme.

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РУССКОЯЗЫЧНЫЙ ПЕРЕВОД РОМАНА ДЖ. Д. СЭЛИНДЖЕРА «НАД ПРОПАСТЬЮ ВО РЖИ»: МОНОРЕМАТИЧЕСКИЕ ИЗМЕНЕНИЯ

Аннотация: В статье рассматриваются синтаксические трансформации в русскоязычном переводе романа Дж. Д. Сэлинджера «Над пропастью во ржи». В первой главе романа было обнаружено и проанализировано 8 монорем. Соответствующие

предложения были обнаружены и в переводе романа, что позволило описать синтаксические перестановки в английских моноремах при переводе на русский язык.

Ключевые слова: переводческие трансформации, синтаксические трансформации, тема, рема.

It is essential that the concept of «transformation» was associated with the development of «transformational grammar». The latter considers the rules of building syntactic structures, which have the same plans of content, but different plans of expression. According to the transformation rules, surface structures are derived from deep structures [3; 6].

There are several definitions of the term «translation transformations» [7]. For example, L.S. Barkhudarov states that translation transformations are «those numerous and qualitatively diverse transformations that are carried out to achieve translation equivalence («adequacy») despite differences in the systems of two languages» [1]. A.D. Shveitser, for his part, believes that the linguistic concept of «transformation» has a metaphorical meaning, because it refers to the relations between the initial and the final language expressions [9]. V.N. Komissarov writes that «translation transformations» are transformations, which help to «carry out a transfer from initial units to translational units. They change both the form and the meaning of the source units» [5].

There are different approaches to the translation transformations classifications. For example, V.N. Komissarov divides all transformations into lexical, grammatical (for example, zero transformation, word forms replacement, parts of speech replacement, sentence members replacement, types of sentence replacement, sentence fragmentation/integration) and lexical-grammatical [5]; L.S. Barkhudarov divides transformations into substitutions, additions, omissions and transpositions (changing the order of word and words combinations within a sentence, changing the parts order within a complex sentence, changing the independent sentences order within the text) [1].

During the process of translation, syntactic units like word combinations and sentences are comprehensively analysed in order to transfer their meaning as accurately as possible. The analysis of these units

in terms of their communicative significance, i.e. the analysis of their actual division, plays an important role. The actual division of a sentence involves the identification of the core of an utterance, i.e. the most important part of it, which transfers the communicative intention of the speaker, and the basis of the utterance [2; 4]. The basis of the utterance is called a «theme», and the core of the utterance is a «rheme». The rheme is the main forming element of the utterance, its purpose.

The theme is an optional element, and due to this fact it is possible to distinguish utterances, in which there is only rheme or there is new information in theme, i.e. «monorhemes». Utterances with theme corrssponding already known information and with rheme are called «dirhemes» [4]. Usually there are monorhemes at the beginning of the text or the paragraph. Monorheme and dirheme structures are different in different languages. So, in English a rheme is at the beginning of a sentence; in Russian, on the contrary, there is a theme in the beginning of a sentence.

Transposition is one of the most commonly used syntactic transformations:

– *I mean that's all (R) I told D. B. about* (T)… [10] – *Я и ему – Д.Б.* (T) – *только про это и рассказывал* (R)… [8]

In this sentence, the translator uses syntactic transformation: new information (the scope of the told story) is transposed to the end of the sentence, and the particle «только» appears to be the marker of the rheme in Russian. This is due to the fact that in the Russian language a rheme is at the end of a sentence, and a theme is at the beginning of a sentence.

– *You've probably seen* (R) *the ads* (T), *anyway* [10]. – *Рекламу* (T) *вы, во всяком случае, видели* (R) [8].

The theme (*the ads*), expressed by the noun with the definite article (which is the mark of the theme), during translation into Russian is transposed to the beginning of the sentence. The transformation is realized in straight accordance with the general tendencies of the actual division of the Russian language. And the main information (that they have probably seen the ads) is moved to the end of the sentence.

– *Only, we didn't have* (R) *the meet* (T) [10]. – *Только состязание* (T) *не состоялось* (R) [8].

In this example, the translator again uses the transposition, since in the English language the rheme (information that they did not have the meet) is usually at the beginning of the sentence. But in Russian, it is

usually the theme (some already known information) which is placed at the beginning of the sentence.

– *There were never many girls* (R) *at all at the football games* (T) [10]. – *На футбольных матчах* (T) *всегда мало девчонок* (R) [8].

In English, the phrase «there is/there are» is used to indicate the rheme, and according to the rules of the actual division of the English language, the rheme is at the beginning of the sentence. During translating, a transposition is used to render the information as accurately as possible.

– *I never even once saw a horse* (R) *anywhere near the place* (T) [10]. – *А я там* (T) *даже лошади ни разу в глаза не видал* (R) [8].

In this example, the indefinite article indicates the rheme in the English text, but in the Russian translation it is indicated with the particle «даже». The translation corresponds to the general tendencies of the actual division.

– *The game with Saxon Hall* (T) *was supposed to be a very big deal* (R) *around Pencey* [10]. – *Считалось, что для Пэнси этот матч* (T) *важней̆всего на свете* (R) [8].

In order to correspond to the general tendencies of the actual division in the two languages, a transposition was used. It is important to note that in the English text the theme is indicated by the definite article, and the indefinite article indicates the rheme. In the Russian language, the pronoun «этот» indicates the theme.

– *He's going to drive me* (R) *home* (T)… [10] – *И домой̆* (T) *он меня сам отвезет* (R)… [8]

In the Russian translation the theme is at the beginning of the sentence, and the translator uses the lexical mark of the rheme «сам».

– *You probably heard* (R) *of it* (T) [10]. – *Наверно, вы про нее* (T) *слыхали* (R) [8].

As we can see in this example, in the Russian translation the theme and the rheme change their place in such a way that the most important information comes from the beginning closer to the end of the sentence (according to the general tendency).

Thus, we can conclude that according to the trends of the actual division in the English language, the core of the utterance, i.e. the rheme, is at the beginning of a sentence, and there is the theme after it. In the Russian language, on the contrary, the theme is much more often placed at the beginning of a sentence. Transposition is one of the most commonly used syntactic transformations – changes which help to carry out a transfer from initial units to translational units.

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LOKALE DEUTSCHE DIALEKTE SIND BEDROHT

Zusammenfassung: Im Artikel «Lokale deutsche Dialekte sind bedroht» werden der Zustand der deutschen Dialekte für heute analysiert und das Problem untersucht, dass einige von denen verschwinden. Die besondere Aufmerksamkeit schenkt man solchen Fragen, wie die Erhaltung der Dialekte in den Regionen Deutschlands und die Wichtigkeit ihrer Übertragung den nächsten Generationen. Es wird die Notwendigkeit der Unterstützung nicht nur lokal isolierten Dialekten betont, sondern auch der verbreiteten Mundarten der Sprache. Mit Hilfe einiger statistischer Forschungen wird die Senkung der Popularität der Dialekte unter den Kindern und den Teenagern demonstriert, was einer der Gründe der Verkleinerung der Zahl der Träger ist.

Der Artikel teilt sich in fünf Hauptteile: die Errichtung des Problems, die Beschreibung des Entstehens und des Vertriebes der deutschen Dialekte, die Analyse der Gründe, warum senkt die Zahl der Träger des Dialektes auf einem bestimmten Territorium, sowie das teilweise oder volle Verschwinden der lokalen Sprechbesonderheiten, die Möglichkeiten ihrer Wiederaufleben, und endlich die Schlussfolgerungen aus der durchgeführten Arbeit.

Der Artikel wird zum Durchlesen den Studenten der sprachwissenschaftlichen Richtungen der Vorbereitung empfohlen, die deutsche Sprache erlernen.

Schlüsselwörter: dialekt, Dialekte, Region, regional, lokal, Schutz, Mundart, Interesse, verbreiten, bedroht, Besonderheiten, verschwinden, Generationen, Schule, Hochdeutsch, verwenden, Erhaltung, Sprecher, sprechen, Sprache, unterstützen, Kultur, behalten.

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РЕГИОНАЛЬНЫЕ НЕМЕЦКИЕ ДИАЛЕКТЫ НАХОДЯТСЯ ПОД УГРОЗОЙ

Аннотация: В статье «Региональные немецкие диалекты находятся под угрозой» анализируется состояние немецких диалектов на сегодняшний день, исследуется проблема исчезновения некоторых из них. Особое внимание уделяется таким вопросам, как сохранение диалектов в регионах Германии, важность их передачи следующим поколениям. Автор выделяет несколько возможностей их сохранения. Подчеркивается необходимость поддержки не только локально изолированных, но и широко распространенных наречий языка. С помощью некоторых статистических исследований демонстрируется снижение популярности диалектов среди детей и подростков, что является одной из причин уменьшения числа носителей. Статья делится на пять основных частей: постановка проблемы, описание возникновения и распространения диалектов Германии, анализ причин снижения числа носителей диалекта на определенной территории, а также частичного или полного исчезновения локальных речевых особенностей, освещение возможностей их возрождения, выводы из проведенной работы. Статья рекомендуется к прочтению студентам лингвистических направлений подготовки, изучающим немецкий язык.

Ключевые слова: диалект, диалекты, регион, региональный, локальный, защита, наречие, интерес, распространять, под угрозой, особенности, исчезать, поколения, школа, литературный немецкий язык, использовать, сохранение, говорящий, говорить, язык, поддерживать, культура, сохранять.

«Jede Region liebt ihren Dialekt, sei er doch eigentlich das Element,in welchem diese Seele ihren Atem schöpfe» (Johann Wolfgang von Goethe).

Wie wichtig ist es, sich um die Erhaltung der Dialekte zu sorgen? Was macht man, um das Interesse daran zu erhöhen? Die Dialekte des Deutschen sind sehr wichtig für die Sprachwissenschaft. Als Objekt der Forschungen gilt es nicht nur die Entwicklung der deutschen Dialekte, sondern auch das Problem des Schutzes gegen das Aussterben. Das ist wirklich eine bedeutende Frage, weil die Basisdialekte rückläufig sind und zunehmend an Sprechern und damit an Bedeutung verlieren. In Deutschland werden zahllose Dialekte gesprochen – allerdings immer weniger. Wie kann man dieses Problem lösen?

In dieser Arbeit betrachte ich die Geschichte der deutschen Mundarten, ihre Verbreitung in Deutschland und vergleiche verschiedene Besonderheiten an den Beispielen von einigen Dialekten. Ich versuche auch auf die Hauptfrage zu antworten, warum es für die Deutschen so wichtig ist, nationale Besonderheiten der Sprache nicht zu verlieren.

Ein Dialekt bedeutet eine lokale oder regionale Sprachvarietät. Er kann sich von anderen Dialekten und auch von der Standardsprache in allen Bereichen (z.B. Wortschatz, Lautsystem, Wortbeugung und so weiter) unterscheiden.

Wie sind deutsche Dialekte entstanden? Die verbreiteste Meinung ist, dass sie sich aus dem Alt- und Mittelhochdeutschen entwickelten. Im Frühmittelalter bestanden auf dem Gebiet der später deutschsprachigen Länder verschiedene germanische Stämme. Die Varietäten ihrer Sprachen waren unterschiedlich, und, wie einige Forscher finden, diese Unterschiede sind infolge der Zweiten Lautverschiebung größer geworden. Unter dem Begriff «Lautverschiebung» versteht man einen Prozess, bei dem sich nach gewissen Regeln Konsonanten und Vokale regelhaft in andere umwandeln. Dieser Wandel begann im Süden und breitete sich nach Norden aus. Aber der Lautwandel wurde doch immer schwächer. Im Norden erfolgte die überhaupt nicht.

Wir können zwei große dialektische Zonen unterscheiden, auf denen die Lautverschiebung mehr oder weniger gewirkt hat. Das sind Niederdeutsches Sprachgebiet (ganz im Norden) und Hochdeutsches Sprachgebiet. Hochdeutsch teilt sich seinerseits auch in zwei Bereiche: Ober- und Mitteldeutsch. Oberdeutsches Sprachgebiet befindet sich im Süden, und zwar in Bayern und Baden-Württemberg. Mitteldeutsch gibt es in der Mitte des Landes und gilt als obengenannte Misch-Zone.

In Deutschland gibt es viele Varietäten der Sprache, so dass jede einzelne Mundart kann man nicht zählen. Aber warum verschwinden sie doch: einige praktisch vollständig, andere ein bisschen weniger? Man findet, dass je mehr Eltern den Kindern Mundart nicht beibringen, desto weniger wird man die in der Zukunft benutzen. «Dialekt wird nach und nach aufgegeben werden, weil man ihn für die Kommunikation nicht mehr braucht», sagt Alexander Werth vom Forschungszentrum Deutscher Sprachatlas der Universität Marburg. Deswegen verringert sich bei dem Wechsel der Generationen die Zahl der Verwendeten. In manchen – vor allem großstädtischen Regionen – seien Dialekte ganz auf dem Rückzug. «Dort verschwinden die Dialekte natürlich nicht von einem Tag auf den anderen. Aber tiefe Dialektsprecher findet man dort immer seltener», berichtete der Professor für Variationslinguistik und Sprachkontaktforschung an der Universität Erlangen-Nürnberg. Es gibt z.B. auch eine Statistik, die Elsässisch betrachtet. Die Umfrage des OLCA/EDinstitut 2012 erläutert, dass nur 39% der Befragten mit den Kindern Elsässisch sprechen.

Das heißt, eine wichtige Lösung, wie man Dialekte erhalten kann, mehr mit den eigenen Kindern zu sprechen. Man muss Kenntnisse den nächsten Generationen mitteilen. Nach oben genannte Umfrage des OLCA/EDinstitut gibt es nur 3% der 3-17 Jährigen (Angabe der Eltern), die den regionalen Dialekt können. Wir sehen, dass je junger ein Mensch ist, desto weniger benutzt und überhaupt kann er eine Mundart.

Man muss sich doch mehr darauf konzentrieren, dass es für Kinder schwierig sein kann, sich außer ihrer Familie auszusprechen. Wenn sie zu Hause nur Dialekt hören, beginnen sie auch in der Schule und mit den Freunden dialektische Wörter zu verwenden. Deshalb muss man spezielle Kursen oder Unterrichtsstunden besuchen, um solche besondere Aussprachen zu verstehen oder dialektische Wörter zu erkennen.

Obwohl nicht so viele Kinder ihre eigene Mundart können, gibt es schon in einigen deutschen Schulen Dialekt als Schulfach. Vor allem, ist dieses Fach in Bayern verbreitet. Die Kinder lernen zählen und beschreiben ihre Familie auf Bayrisch. Man organisiert auch Bayrischkurse und andere Aktivitäten. So fürchten Bayerns Lehrer um den Dialekt im Freistaat. Ihr Verband fordert, dass in Grundschulen mehr Bayerisch gesprochen wird. Sie finden, das soll die Kinder klüger machen. Auch andere Bundesländer versuchen ihre Mundart zu bewahren. Z.B. in Mecklenburg-Vorpommern hielt Plattdeutsch Einzug in einige Kindergärten. In Hamburg wird die plattdeutsche Sprache an einigen

Grundschulen angeboten. Wenn Kinder neben Hochdeutsch noch Dialekt sprechen, verhält sich das wie bei anderen «Fremdsprachen»: Das Sprachzentrum im Gehirn wird besser ausgebildet. Auf solche Weise muss die Zahl der Dialektsprecher erhöht werden.

Es gibt auch das Problem, dass lokale Dialekte bedroht sind. Was ist der Grund dafür? Statt der früher häufig lokalen Dialekte gibt es fast nur noch großräumige. Es ist teilweise damit verbunden, dass es in kleinen Bundesländern nicht so große Bevölkerung gibt. So, ihre lokalen Dialekte sind weniger verwendet, als z.B. die Mundarten der größeren Bundesländer. Der Professor für Variationslinguistik und Sprachkontaktforschung an der Universität Erlangen-Nürnberg berichtete darüber: «Wir haben beispielsweise bei Untersuchungen in Rheinland-Pfalz und Baden-Württemberg festgestellt: Statt der früher häufig lokalen Dialekte gibt es dort fast nur noch zwei großräumige Dialekte: das im Westen von Rheinland-Pfalz und Luxemburg gesprochene Moselfränkisch und das eher im Süden und Osten gesprochene Rheinfränkisch». Diese Ergebnisse zeigen uns, dass häufig verwendete Mundarten die kleinen lokalen verdrängen. Solche Situation kam auch in Saarland vor, das noch kleiner ist. Damit regionale Dialekte ganz nicht verschwunden werden, muss man das Interesse daran erhöhen. Sie sind ein wichtiges Teil der deutschen Kultur und Geschichte, so muss man sich mindestens nach den regionalen Besonderheiten der Sprache erkundigen. Ich finde, wenn die Kinder z.B. in Rheinland-Pfalz wachsen und nur Mosel- und Rheinfränkisch hören, dann können sie gleich nicht wissen, dass man dort früher Pfälzisch sprach.

Wie kann man diese lokalen Dialekte wiederbeleben? Seit 1999 gilt in Deutschland die Europäische Charta der Regional- oder Minderheitensprachen. Bund und Länder verpflichten sich darin, nicht nur die Minderheitssprachen Friesisch, Sorbisch, Dänisch sowie die Sprache der Sinti und Roma zu schützen, auch Niederdeutsch soll bewahrt werden, als Bestandteil des europäischen Kulturerbes. So, es gibt mehrere Organisationen, die Regionalsprachen unterstützen.

Prof. Dr. Sebastian Kürschner, der Dialektforscher an der Friedrich-Alexander-Universität Erlangen-Nürnberg ist, sagte: «Man kann versuchen Dialekten irgendwie eine Imageerhöhung zu geben und sie aus dieser Kontrast mit der Standartsprache herauszuholen». Er merkte auch, dass es wichtig ist, wenn man z.B. in den Theaterstücken eine nationale Mundart verwendet. Auf solche Weise verbreitet man sie weiter und beginnt mehr im Alltag zu benutzen. Das Interesse der Bevölkerung an diese Frage kann

sich erhöhen, wenn man nationale Besonderheiten in vielen Situationen zu zeigen beginnt. Nicht nur im Theater, sondern auch in den Schulen oder während eines alltägliches Gesprächs.

Es ist auch nützlich, eine richtige Politik im Land durchzuführen. Sowohl ein System des Schutzes, als auch ein vollwertiges Ausbildungsprogramm müssen von den Linguisten entwickelt werden. Wenn die Situation mit einigen Dialekten zu schwer ist, und zwar wenn es nur sehr wenige Sprecher geblieben sind, müssen die Linguisten die Information darüber archivieren. Es gibt heutzutage mehrere Wörterbücher der verschiedenen Dialekte, so behält sich mindestens der besondere Wortschatz. Wir können leider nicht so viel über die schon ausgestorbenen germanischen Sprachen erfahren, aber z.B. einige gotische Dokumente und Sprachdenkmäler sind behalten worden. Sie zeigen uns, wie gotische Grammatik war und wie die Wörter aussahen. Die Deutschen müssen auch ihre lebendigen Mundarten möglichst behalten, damit die nächsten Generationen sich danach erkundigen können. Meiner Meinung nach sind die Forschungen der älteren Mundarten sehr interessant, wir können mit ihrer Hilfe mehr über die Kultur und Sprache erfahren. Deshalb ist es wichtig, wie die regionalen, als auch die großräumigen Dialekte zu schützen.

Diese Arbeit zeigt, wie nützlich ist es, deutsche Dialekte zu schützen. Es gibt viele Möglichkeiten dazu. Die Dialekte sind ein wichtiges Teil der deutschen Kultur und Geschichte und deshalb müssen behalten werden.

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THE PARTICULARITIES OF ENGLISH TERMS INTEGRATION IN THE SUBLANGUAGE OF THE INFORMATION TECHNOLOGIES

Abstract: The article considers the ways of borrowing of English terms in the area of information technologies. The importance of studying of the ways of formation of professional sublanguage in the system of specialists training is emphasized. During the research conducted a corpus of 100 borrowed terms in the sphere of information technologies is analyzed. Thus, the following groups of borrowed terms are revealed: direct borrowed terms, transformed borrowed terms, semantic borrowed terms, calquing, terms having no terminological equivalents. It is noted that verbs are more often transformed while borrowing; calquing prevails in cases of multicomponent word collocations. The cases, when the total meaning of multicomponent English term coincides with or differs from the meaning of the Russian term, are differentiated. It is emphasized that a hybrid term is the efficient way of English terms borrowing. Borrowed terms are quite characteristic of scientific and technical materials, as they allow reacting flexibly to the appearance of new concepts, technologies, updating professional sublanguage.

Keywords: sublanguage, term, borrowed word**,** information technologies.

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ОСОБЕННОСТИ ИНТЕГРАЦИИ АНГЛОЯЗЫЧНЫХ ТЕРМИНОВ В ПОДЪЯЗЫКЕ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ

Аннотация: Статья посвящена рассмотрению способов заимствования англоязычной терминологии в области информационных технологий. Подчеркивается значимость изучения путей формирования профессионального подъязыка в системе подготовки специалиста. В ходе исследования проанализирован массив из 100 заимствованных терминов сферы информационных технологий. Были выявлены следующие группы заимствованных терминов: прямые заимствования, трансформируемые заимствования, семантические заимствования, кальки, термины, не имеющие общепринятых терминологических эквивалентов. Отмечается, что трансформации чаще подвергаются глаголы; калькирование преобладает при передаче на русский язык многокомпонентных словосочетаний. Разграничиваются случаи, когда общее значение многокомпонентного иноязычного термина совпадает или не совпадает со значением русского термина. Подчеркивается, что плодотворным способом заимствования англоязычных терминов выступает образование, так называемых, гибридных терминов. Заимствования весьма характерны для научно-технических материалов, поскольку позволяют гибко реагировать на появление новых понятий, технологий, обновляя профессиональный подъязык.

Ключевые слова: подъязык, термин, заимствование, информационные технологии.

Teaching a professional language is an integral part of the training of specialists. As it is known, professional language is a special kind of

literary language serving the sphere of professional communication [3]. Most researchers tend to think that the professional sublanguage is a specialized cliché type of communication of a certain society, characterized by the unity of professional and corporate activities and the corresponding system of special concepts (V.I. Karasik, V.P. Korovushkin, etc.).

In this paper we are to consider the ways of forming military-technical terminology, which, along with military terms, slang, special nomenclature and abbreviations, forms the basis of the military sublanguage [6]. In particular, we will be interested how the English Information Technology (IT) terminology is borrowed into the Russian language.

The term is a lexical unit of a certain professional sublanguage, denoting the concept of a theory of a particular field of knowledge or activity [4].

According to their source, terms can be divided into borrowed, international and hybrid [4].

One of the ways to enhance the terminology of a particular field of science is a borrowed word. As a rule, borrowed words denote new concepts that are constantly emerging in science and technology. As many researchers point out, a borrowed word represents deep penetration, assimilation of elements of phonetics, morphology, syntax, vocabulary, and semantics of the source language into the language-receptor system. Borrowed words should be distinguished from the words translated, the result of borrowing is the emergence of new vocabulary units [1].

We have analyzed 100 borrowed English terms in the IT sphere, namely, in the Local Area Network.

The corpus of terms was divided into several groups, based on the methods of translating English terms into Russian [6].

A part of the terms under consideration are direct borrowed words that preserve the sound features of the host language:

Cable – кабель, timeout – таймаут, host – хост.

As we see from the above examples, borrowed words are heterogeneous in their composition: the Russian term is used as an equivalent to an English-language term, which conveys: the sound of the original transcription: *socket – сокет, cord – корд, interface – интерфейс, authentication – аутентификация*, reflecting the literal spelling of a borrowed term (transliteration): *patch-cord – патч-корд, duplex – дуплекс, multicast – мультикастовый.*

A separate group of borrowed terms consists of the so-called transformable borrowed words: *peer-to-peer – пиринговый, identifier – идентификатор, logical – логический (placement of network devices), reverse – реверсивный (protocol).*

It should be emphasized that the transformations are often subject to verbs, adjectives, less often – nouns.

Another way of borrowing foreign terms is to use as an equivalent, a Russian term, the form of which is not related to the form of the original term.

Following L.L. Nelyubin, one should distinguish between the cases of transferring the meaning of the original term (semantic borrowed term):

switch – коммутатор, hub- концентратор, gateway – шлюз, router — маршрутизатор, and literal translation of the original term (calquing): *transmission control – управление передачей, end devices – оконечные устройства, three-way handshaking – тройное рукопожатие.*

It should be noted that multicomponent phrases are often subject to scaling. Thus, a multi-component English-language term can be transmitted by a Russian term, the components of which coincide in form and meaning with the corresponding components of the original term: *Unshielded Twisted Pair (UTP) – неэкранированная витая пара, Spanning Tree Protocol (STP) – протокол остовного дерева, Network Address Translation – сетевая трансляция адресов.*

At the same time, in the studied sublanguage there are cases when the general meaning of a multi-component foreign language term coincides with the meaning of a similar Russian term, but its individual components differ from the components of the Russian equivalent: *Wireless Local Area Network (WLAN) – беспроводная локальная сеть, Network Interface Card (NIC) – интерфейсные адаптеры, Interrupt Request Query (IRQ) – запрос прерывания.*

The presented examples allow us to agree with the opinion of L.N. Miroshnichenko that the borrowing process, carried out on the basis of partial or complete analogy, is often accompanied by a narrowing, preservation, or expansion of the conceptual scope of the borrowed concept [5].

A separate group consists of terms that do not have generally accepted terminological equivalents: *Plug and Play (PnP) – автоматическое определение нового устройства ранее не*

подключенного к компьютеру; autonegotiation – автоматическое определение типа сети.

A productive way of borrowing English terms is the formation of so-called hybrid terms, which are a combination of different ways of borrowing: *full duplex – полный дуплекс, datagram – дейтаграмма, send buffer – выходной буфер.*

To sum up, we would like to emphasize the idea that a large number of the Russian terms in the IT sphere are English borrowed words, since, in the production of equipment and software, international terminology is often used in English.

The analysis of borrowed terms has shown that transferring the meaning of the original term, tracing multicomponent terms, direct borrowed words, as well as transformable and hybrid borrowed terms are the most frequent ways of borrowing English terms into Russian the Russian language.

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TECHNIQUES OF RENDERING QUASI-TOPONYMS AND QUASI-ANTHROPONYMS IN THE RUSSIAN TRANSLATIONS OF «THE LORD OF THE RINGS» BY J.R.R.TOLKIEN

Abstract: This article deals with the research in the field of quasi-realia of «The Lord of the Rings», an epic novel created by the famous English writer, translator, linguist and philologist, John Ronald Reuel Tolkien. This article is devoted to the problem of analyzing different techniques of rendering two groups of onymic vocabulary – quasi-toponyms and quasi-anthroponyms. Taking five translations of the epic novel «The Lord of the Rings» by J.R.R. Tolkien made by V.S. Muravyov and A.A. Kistyakovsky; A.A. Gruzberg; Z.A. Bobyr; V.E. Volkovsky, V. Vosedoy (pen-name of V.G. Tikhomirov) and D. Afinogenov (pen-name of K.M. Korolev); and V.V. Karrik and M.V. Kamenkovich, the most frequently used techniques of rendering quasi-toponyms and quasi-anthroponyms are identified, according to the classification of realias compiled by Bulgarian researchers S. Vlakhov and S. Florin. The article also shows the frequency of using certain techniques and identifies general tendencies and differences among the five above-mentioned translations regarding using the techniques of rendering quasi-anthroponyms and quasi-toponyms.

Keywords: fiction translation, Tolkien, «The Lord Of The Rings», quasi-realia, ways of rendering quasi-realias.

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ПРИЕМЫ ПЕРЕДАЧИ КВАЗИ-ТОПОНИМОВ И КВАЗИ-АНТРОПОНИМОВ В ПЕРЕВОДАХ НА РУССКИЙ ЯЗЫК РОМАНА ДЖ. Р. Р. ТОЛКИНА «ВЛАСТЕЛИН КОЛЕЦ»

Аннотация: Данная статья посвящена теме изучения пространства квазиреалий романа-эпопеи «Властелин Колец», опубликованного в середине пятидесятых годов двадцатого века под авторством известного английского писателя, переводчика, лингвиста и филолога Джона Рональда Руэла Толкина. Статья описывает проблему анализа приемов передачи на русский язык двух групп онимической лексики: квазитопонимов и квазиантропонимов. Анализ производится на материале пяти переводов романа-эпопеи Дж.Р.Р. Толкина «Властелин Колец», выполненных В.С. Муравьевым и А.А. Кистяковским, А.А. Грузбергом, З.А. Бобырь, В.Э. Волковским и В. Воседым (псевдоним В.Г. Тихомирова) и Д. Афиногеновым (псевдоним К.М. Королева), а также В. Карриком и М. Каменкович. В статье выявляются наиболее часто используемые приемы передачи квазитопонимов и квазиантропонимов по классификации приемов передачи реалий, разработанной болгарскими исследователями С. Влаховым и С. Флориным. Также в статье отражены результаты анализа процентного соотношения частоты использования тех или иных приемов и выявлены общие тенденции и расхождения среди пяти вышеупомянутых переводов касательно использования приемов передачи квазиантропонимов и квазитопонимов.

Ключевые слова: художественный перевод, Толкин, «Властелин Колец», квазиреалии, классификация квазиреалий.

When authors create an imaginary, or, «secondary» worlds, as J.R.R. Tolkien calls them in his work «On Fairy Stories» [9], they have to fill these worlds with imaginary culture-specific elements, or realias. It would be feasible to use the term «quasi-realia» for defining such elements; this term being based on the lexical meaning of the Greek prefix *«quasi»*, that literally means *«imaginary»* or *«unreal»* [10].

E.M. Bozhko identifies the following 13 groups of onymic and 4 groups of appellative vocabulary [1]:

1. Quasi-toponyms
2. Quasi-anthroponyms.
3. Quasi-ethnonyms;
4. Quasi-zoonyms and quasi-phytonyms;
5. Quasi-statuses;
6. Quasi-nicknames;
7. Quasi-communities;
8. Quasi-chrononyms;
9. Quasi-events;
10. Quasi-authorities;
11. Quasi-names of books and songs;
12. Quasi-celestial objects;
13. Quasi-geonyms;
14. Quasi-numerals;
15. Quasi-languages;
16. Quasi-items;
17. Quasi-measures.

This article discusses the techniques of rendering quasi-toponyms and quasi-anthroponyms on the basis of the five following translations of the novel «The Lord of the Rings» by J.R.R. Tolkien made by:

1. Z. A. Bobyr (1966), the first official translation of the novel. It is actually not a translation but a shortened retelling of the original story.
2. Gruzberg (1972), the first complete Russian translation of the novel.
3. V.S. Muravyov and A.A. Kistyakovsky (1982), which evoked the most controversial opinions of the readers.
4. M. Kamenkovich and V. Karrik (early and mid-1990s), which is considered the most reliable and «proper» translation of the novel.
5. V. Volkovsky, D. Afinogenov and V. Vosedoy (2000), which is peculiar because some proper names were borrowed from the translation

carried by V.S. Muravyov and A.A. Kistyakovsky, and their style was also copied to a major extent.

During the analysis, according to the classification of S. Vlakhov and S. Florin, the following techniques of rendering quasi-realia were identified [2]:

1. Transcription and transliteration (including the distorted ones);
2. Direct translation (replacement or substitution of certain realia), including:

- calque (including semi-calques);
- familiarization;
- semantic neologism;
- generic substitution;
- functional analogue;
- descriptive translation.

Combination of techniques (for example, calque and transliteration, or familiarization and calque, etc.) is represented as a separate group, as well as the omission of quasi-realia.

Quasi-toponyms

Z. A. Bobyr in her translation transliterates most of the geographical names (33.02%): *Westernesse – Вестернессе; Orodruin – Ородруин.* Calques are used much less extent (12.08%): *Grey Havens – Серые Гавани, Greenway – Зеленая Дорога.* Other techniques are presented in insignificant amount. It is worth mentioning that since the translation is shortened, about half of the realia (47.76%) are omitted.

A. A. Gruzberg prefers to use calques (46.47%): *Middle Earth – Средиземье*; and transliteration (28.62%): *Anduin – Андуин, Hollin – Холлин.* There are also cases of a combination of techniques (7.45%): *Bree-Hill – Холм Бри, Dimrill Dale – Долина Димрилл,* where the status part of the quasi-toponym is calqued and the nominal part is transliterated. An insignificant number (1.74%) of quasi-toponyms is omitted.

V. S. Muravyev and A. A. Kistyakovsky most often use transliteration (35.38%): *Min-Rimmon – Мин-Риммон*; and calques (12.53%): *Dead City – Мертвый город*. Functional analogue (9.01%): *Cross-roads – Развилок;* and a combination of techniques (9.89%): *Blackroot Vale – Темноводная Долина*; are presented almost equally.

Transliteration prevails among the techniques in the translation made by **M. Kamenkovich and V. Karrik** (40%): *Dwimorberg – Двиморберг, Valinor – Валинор;* as well as calques (31.65%): *Gray Mountains –*

Серые Горы. Combination accounts for 9.01%: *Tarlangs Neck – Перешеек Тарланг.*

Translation carried out by **V E. Volkovsky, D. Afinogenov and V. Vosedogy** is different from the others: 30.77% of quasi-toponyms is represented by calques: *Great Gate of the City – Великие Ворота Города*. Semantic neologism (7.03%): *Mathom House – Мутень-Хоромина*; functional analogue (7.25%): *Marish – Топи;* and the combination (7.69%): *Ford of Bruinen – Бруиненский брод;* are almost equally come across.

As for the techniques of rendering quasi-toponyms, it can be concluded that, in general, all translators have a tendency to apply calque and transliteration, except for V.E. Volkovsky, D. Afinogenov and V. Vosedoy, who use transliteration only in 9.45% of cases.

Quasi-anthroponyms

In **Z.A. Bobyr's** translation more than half of the quasi-anthroponyms (55.03%) are omitted. The remaining names and surnames are mostly transliterated (42.02%): *Faramir – Фарамир*; or, to a much lesser extent (3.05%), calqued: *Oakenshild – Дубощит.*

A.A. Gruzberg is mostly guided by transliteration technique (40%): *Elrond – Элронд, Drogo – Дрого*; and calque as well (26.33%): *Leaflock – Лиственный Локон.*

Speaking about the translation carried out by **V.S. Muravyev and A. A. Kistyakovsky** we can see that prevailing techniques are calques (76.25%): *Loni – Лони;* and, to a much lesser extent (10.58%), semantic neologisms: *Took – Крол, Underhill – Накручинс.* The remaining techniques are presented in a very small percentage.

M. Kamenkovich and V. Karrik resort to transliteration in the overwhelming majority of cases (85.42%): *Galadriel – Галадриэль, Fredegar – Фредегар.* The percentages of remaining techniques are equally small and insignificant.

V.E. Volkovskiy, D. Afinogenov and V. Vosedoy also use mostly transliteration (82.08%): *Telperion – Тельперион* but calques are also present (6.25%): *Marigold – Бархатец, Treebeard – Древобрад;* as well as semantic neologisms (5.83%): *Skinbark – Берестень, Mugwort – Репейник.*

The peculiar thing about this group is that the use of techniques is almost identical to previous group, except the fact that V. Volkovskiy, D. Afinogenov, and V. Vosedoy use transliteration more than other

techniques, which is the exact opposite of using transliteration for rendering quasi-anthroponyms.

Based on the results of the analysis, it can be concluded that almost all translators are guided by use of the same techniques of rendering both groups of quasi-realias, except V. Volkovskiy, D. Afinogenov and V. Vosedoy, whose usage of transliteration is scarce in translation of quasi-anthroponyms and prevailing in translation of quasi-toponyms.

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MERKMALE DER PHONETISCHEN INTERFERENZ BEI DEM DEUTSCHLERNEN NACH ENGLISH IN DER ANFANGSSTUFE

Zusammenfassung: Deutsch als zweite Fremdsprache nach Englisch wird immer beliebter in Russland. Im Artikel werden die Ergebnisse analysiert, die wir während des Deutschunterrichts bekommen haben. Die Interferenz von der Muttersprache und der ersten Fremdsprache ist ein ziemlich komplexes und fast unerforschtes Phänomen, das eine besondere Betrachtung erfordert. Dieses Problem (Interferenzproblem) wird in der wissenschaftlichen Literatur als Vokalismus und Konsonantismus betrachtet.

Schlüsselwörter: Englisch, Deutsch, zweite Fremdsprache, Phonologie, Interferenz, Konsonantismus, Vokalismus.

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ОСОБЕННОСТИ ФОНЕТИЧЕСКОЙ ИНТЕРФЕРЕНЦИИ ПРИ ИЗУЧЕНИИ НЕМЕЦКОГО ЯЗЫКА КАК ВТОРОГО ИНОСТРАННОГО ПОСЛЕ АНГЛИЙСКОГО НА НАЧАЛЬНОМ ЭТАПЕ ОБУЧЕНИЯ

Аннотация: В России занятия по немецкому языку как второму иностранному становятся все более популярными. В данном исследовании с точки зрения фонологии проанализированы

результаты, полученные на занятиях по немецкому языку. Интерференция из родного языка и первого иностранного языка создают довольно сложный и малоизученный феномен, требующий особого внимания. Эта проблема (проблема интерференции) рассматривается в научной литературе как вокализм и консонантизм.

Ключевые слова: английский язык, немецкий язык, второй иностранный язык, фонология, интерференция, консонантизм, вокализм.

Heute sprechen viele Menschen nicht nur Mutter- sondern auch Fremdsprachen. Beim Erlernen zwei oder mehr Fremdsprachen entsteht bestimmt ihr Einfluss aufeinander. Der Einfluss kann sowohl negativ als auch positiv sein. Dieser Einfluss nennt man eigentlich Interferenz [1]. Während des Lernens der zweiten Fremdsprache gibt es wichtige Probleme mit der Aussprache. Der amerikanische Linguist, einer der Gründer der Soziolinguistik, W. Weinreich schrieb, dass das Interferenzphänomen auf der Grundlage der Analyse von Sprachsystemen überwunden werden kann. Eine besondere Bedeutung für die Problemlösung in dem Bereich der phonetischen Interferenz ist die kontrastierende Linguistik – ein Zweig in der Sprachenwissenschaft, der einen interlingualen synchronen Vergleich von linguistischen Systemen von zwei oder mehr Sprachen beinhaltet. In der modernen Phase der Entwicklung der Sprachwissenschaft sind kontrastive Studien auf dem Gebiet der Phonetik kontrastierend-phonologisch und werden gemäß den Prinzipien der Systematik durchgeführt. Der Aufbau der effektivsten Methoden bei dem Erlernen der Aussprache ist nur dank der Ergebnisse der kontrast-phonologischen Analyse möglich [2].

Unsere Forschung haben wir in der Schule № 10 in den Anfängergruppen (86 Schüler), die jetzt Deutsch als zweite Fremdsprache nach Englisch lernen, durchgeführt. Unsere Analyse zeigt, dass die Hauptschwierigkeiten bei der Wahrnehmung von gesprochenen Sprache und Normen mit dem Phänomen der phonetischen Interferenz verbunden sind [3]. Es ist notwendig zu betonen, dass in der Arbeit von O. A. Jamschchikowa die Frage der Arten und psychologischen Besonderheiten der phonetischen Interferenz untersucht wurde [4]. Um die Arten und Besonderheiten der phonetischen Interferenz zu identifizieren, wurde von

mir eine kontrastphonologische Analyse des Vokalismus der russischen, englischen und deutschen Sprachen gemacht.

86 Lernende aus drei achten Klassen der Schule №10 haben einen einfachen Text zum Thema „Erzählung über mich“ bekommen und haben ihn gelesen. Ich habe den Prozess des Lesens aufgenommen.

So war der Text. *Guten Tag! Ich heiße Denis, ich bin zwölf Jahre alt. Ich wohne in Jekaterinburg. Es ist eine wunderschöne Stadt. Ich lebe mit meiner Mutter und Schwester in einem Haus. Ich lerne in einer Schule. Ich mag Englisch und Deutsch. Ich lerne diese Sprachen seit zehn Jahren. Heute habe ich freie Zeit und gehe in den Park. Am Abend werde ich meine Hausaufgaben machen.*

Als Ergebnis des Experiments, das ich durchgeführt habe, wurden Unterschiede in der Phonologie der gelernten Sprachen aufgedeckt. Die Lernende, die bereits eine erste Fremdsprache gelernt haben, wissen, dass ähnliche Laute in der Muttersprache und der Fremdsprache nicht immer identisch ausgesprochen werden. Zu Beginn des Deutschlernens haben Sie bereits fremde Artikulationsbewegungen ausprobiert. Während unserer Forschung haben wir folgende Fehler der Schüler festgestellt:

1. Die Aussprache von deutschen Konsonanten ohne Aspiration in den Wörtern **Park, Tag, Hausaufgabe, habe**;
2. Bei der Artikulation der deutschen Diphthonge **–ei-, -ie-, -eu-, -au –** werden Diphthong-Komponenten in Wörtern **meinen meiner, eine, studiere, seit, heute, freie, Zeit, Haus** getrennt ausgesprochen.
3. Die Aussprache des Phonems [d] anstatt [t] und Phonem [g] anstatt [k], z.B. **Tag, Jekaterinburg, und, Abend**, dass typisch für die englische Sprache ist;
4. Die Aussprache des Phonems [s] statt [z], wie zum Beispiel im Wort **seit**. Die Lernenden lesen diese Wörter nach den Regeln der englischen Sprache;
5. Das deutschen Phonem [r] wird wie englisches [r] in Wörtern **Jahre, wundervolle, studiere, einer, lernen, Sprache, freie, Park, werde** ausgesprochen;
6. Der deutsche Allophon [l] ist in den Wörtern **zwölf, wundervolle, Schule, lernen, lernen** am Ende des Wortes milder als in Englisch ausgesprochen;
7. Die Vokale werden ohne einen festen Knacklaut in den Wörtern **ich, alt, Jekaterinburg, es, es, ist, Englisch, Jahren, am, Abend** ausgesprochen.

Aus meiner Analyse lassen sich einige allgemeine Schlussfolgerungen über die Vorgänge beim Erwerb der lautlichen Ebene der deutschen Sprache ziehen: Die Schüler hören den akustischen Unterschied zwischen einem von ihnen selbst und von einem Muttersprachler produzierten Laut nicht. Die Schüler haben auch Schwierigkeiten bei der Realisierung der korrekten Klangfarbe der Vokale. Das Fehlen eines Phonems in der Muttersprache könnte zum Problem in der Zielsprache führen: Dies betrifft die Umlaute, den Hauchlaut und den Knacklaut. Die Bedeutungsunterscheidung der Vokalquantität in betonten Vokalen spielt sowohl im Englischen als auch im Deutschen eine wichtige Rolle. Ich habe auch bemerkt, dass die Lernenden bestimmte deutsche Wörter auf englische Weise aussprechen.

Die Analyse der häufigsten Fehler oder Auffälligkeiten beim Erwerb des Deutschen ergab, dass sich im Bereich der Aussprache die Mehrzahl der systematischen Fehler oder Auffälligkeiten auf negativen Transfer zurückführen lassen.

Die Interferenz beim Erlernen der Fremdsprachen ist ein unvermeidliches Phänomen, aber der sogenannte kontrastive Standpunkt ist imstande dieses Problem zu überwinden. Wir können die Interferenz durch spezielle sprachliche Mittel verringern, und dabei müssen wir die Unterschiede und Ähnlichkeiten zwischen den Mutter- und Fremdsprachen, mit denen wir arbeiten, klar sehen [4]. Die Ergebnisse der phonologischen Beschreibung der deutschen, englischen und russischen Sprachen im System des Vokalismus werden in Zukunft dazu beitragen, eine umfassende Kontraststudie auf segmentaler Ebene durchzuführen, einschließlich rhythmischer Parameter und Konsonantismus.

Wir haben herausgefunden, dass häufige Interferenzerscheinungen und ihre Übertragung hängen von der Sprachentwicklung in der Muttersprache und in der ersten Fremdsprache ab. Man könnte hinweisen, dass beim Erlernen der Fremdsprachen wichtig ist, Ähnlichkeiten und Unterschiede zwischen den Sprachen auf verschiedenen Ebenen zu betrachten. Das erleichtert die Beherrschung einer zweiten Sprache. Je besser wir die erste Fremdsprache beherrschen, desto weniger Interferenzerscheinungen sind da, und desto mehr Möglichkeiten gibt es für eine positive Übertragung.

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PECULIARITIES OF SUBTITLING INDEPENDENT FEATURE SHORT FILMS (AS EXEMPLIFIED BY THE FILM «SPINNERS» (2014))

Abstract: The article is devoted to the peculiarities of subtitling independent short feature films. The relevance of audiovisual translation is increasing nowadays due to the growth of film industry and Northern American cinema dominating the Russian film market. What stands distinctive amongst the variety of cinema products is independent feature films. One of the types of audiovisual translation is subtitling, which is the widest used means of localizing independent pictures. Independent cinema is a distinctive branch of cinema, characterized by professional production of feature films outside the high-rank Hollywood studios. The article analyses the peculiarities of subtitling such type of films on the basis of «Spinners», a film by the independent studio «Barnacle Films». In the course of the audiovisual translation of this film, we identified a number of peculiarities of subtitling short independent feature films connected with constraints posed by subtitling as a type of translation and the specifics of independent short feature film as a genre.

Keywords: subtitling, translation, short film, independent cinema, feature film, audiovisual translation.

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ОСОБЕННОСТИ СУБТИТРИРОВАНИЯ НЕЗАВИСИМЫХ КОРОТКОМЕТРАЖНЫХ ХУДОЖЕСТВЕННЫХ ФИЛЬМОВ (НА ПРИМЕРЕ ФИЛЬМА «SPINNERS» (2014))

Аннотация: В этой статье рассматриваются особенности субтитрирования независимых короткометражных художественных фильмов. Востребованность аудиовизуального перевода на сегодняшний день постоянно растёт в силу расширения рынка кино и доминирующие позиции Североамериканских кинолент в российском прокате. Независимые художественные фильмы стоят особняком среди всего многообразия кинопродукции. Именно субтитрирование – один из видов аудиовизуального перевода – широко применяется при локализации независимых художественных кинолент. Независимый кинематограф отличается профессиональным производством художественных фильмов, не связанным с деятельностью крупных Голливудских киностудий. Фильм, выбранный для субтитрирования и последующего анализа – картина «Spinners», снятая независимой студией «Barnacle Films». В ходе работы над субтитрированием данного фильма мы выявили особенности субтитрирования независимых короткометражных художественных фильмов, продиктованные спецификой субтитрирования как особого вида аудиовизуального перевода и особенностями жанра независимого художественного короткометражного фильма.

Ключевые слова: субтитрирование, перевод, короткометражный фильм, независимый кинематограф, художественный фильм, аудиовизуальный перевод.

Nowadays, cinema is without exaggeration the most popular art form. And there is a reason to that: the combination of visual, verbal and musical medium allows for more effective influence on the beholder, delivering a broader range of emotions through a wider range of different artistic means.

Independent feature films stand distinctive amongst the variety of cinema products: they are elite culture products, which, as a rule, are spread not through large-scale film distribution and high-budget marketing campaigns, but through film festivals and with limited run.

It is also worth noting that nowadays western films dominate a fair share of the Russian cinema market. North American motion pictures hold the top spots in a box office, and the TV channels are actively licensing TV series and feature films produced abroad [2]. All of the above facts bear evidence of high demand for film translation.

Russian researchers tend to reduce audiovisual translation (AVT) to film translation, although in reality it is an interlanguage translation of the content of not only films, but also computer programs, television programs and news broadcasts, commercials and theatre plays [2]. As for the place of the AVT in translation studies, the researchers had to admit that it goes beyond the framework of translation theory and should be considered as a separate academic discipline, A.V. Kozulyaev notes [1].

Based on the dynamic translation equivalence, A. V. Kozulyaev defines AVT as «creating a new polysemantic unity in the recipient language based on the unity that has already existed in the source language, so that the new polysemantic unity becomes an element of the culture of the recipient language and is not alien to it» [3]. One of the important parts of the AVT is subtitling.

Subtitling is a translation process that consists of placing written text at the bottom of the screen. It seeks to convey utterances of the speakers, as well as the content of visual discursive elements (letters, graffiti, inscriptions, posters), and audio track elements (songs, off-screen voices, etc.) [7].

Researchers call subtitling a «constrained» type of translation, since film text is a polysemiotic multimodal discourse, i.e. it combines visual and verbal components, which complicates its perception. In addition to the restrictions which are universal for the translation process of any type (both external: deadlines, economic problems, and internal: cultural baggage of the translator, their self-discipline), Jan Pedersen also

highlights the restrictions specific to subtitling: spatial, temporal, and those associated with the semiotic transition from oral to written speech [6].

A short film is a film no more than 40–50 minutes in duration (and generally from 10 to 20 minutes on average). Time plays a very important role in it. The main task for people making such films is to manage to get across the idea underlying the film in a short period. Being limited in time, the director must set himself the task of fitting a full range of audience expectations and experiences into the running time.

Independent cinema is a distinctive branch of cinema characterized by professional production of feature films not related to the activities of major film studios. The researchers' views on the differences between studio cinema and independent film vary, but they mostly boil down to the following. Some consider that «the main principle is the financial independence from the big Hollywood studios and the ways of its distribution: film festivals, cable TV channels and DVD» [5], others argue that «independence is more of a social position of the film's author, an intentional deviation from the canonical norms of Hollywood filmmaking and the obligatory deconstruction of meaning» [4].

The picture chosen for the analysis of subtitling is «Spinners», a film by the independent studio «Barnacle Films» headed by Eric L. Barnes, the director of the film in question. The picture was produced in 2014 in the United States, and the events of the film unfold there as well.

While making the AVT of this film, we identified a number of peculiarities of short independent feature films subtitling:

1. There are 3 strategies for translating simultaneous utterances of several characters (or simultaneous audio tracks containing utterances of one character)

Example 1:

Nah, you don't look like big men. F***!	Не, на взрослых не смахиваете. Вот чёрт!
Worry? I got cash money	*Не парься, у меня кэш.*

In this example the utterances of the characters overlap, so the lines of different characters are differentiated by using italics or regular type font). If the number of characters per subtitle limit (72 characters per subtitle and 36 characters per line [6]) allows it, it is possible to separate the lines of the characters into two subtitles, each containing the utterance of one of the characters.

Example 2:

Helicopter, captain Blender no handy, triple threat	Вертолётик, капитан Блендер без руки, тройная мощь

Here several audio tracks contain the utterances of *the same character*. This helps create an exaggerated feeling of text overload, the effect of a «stream of consciousness». It is impossible to render this through subtitles, and translator's notes are not always appropriate because the number of characters in the subtitle is limited. We have singled out a certain unit from the «stream of consciousness»: «triple threat», because it appears later in the text so it is advisable to preserve it in the translation.

This cinematic device poses a certain difficulty. It is quite problematic to transmit two different verbal audio streams simultaneously when it comes to subtitling. That being the case, there are three strategies:

a) Rendering the characters' utterances in two (or more) separate subtitles, the lines being displayed separately;

b) Rendering two verbal audio streams in one subtitle as a dialogue;

c) Singling out the main information from the «stream of consciousness», namely things related to the character development, the artistic intentions behind the film, and the storyline (such strategy is mostly used for rendering the overlapping utterances of one character).

2. Translating the obscene language, among other things, through the taboo lexis of the target language:

Example 3:

	Ah, s**t!	Вот с**а!
	F*** this s**t.	На**р это всё!
	Sup, f**got.	Привет, педик.
	They say your dad **f***ed up your head** being on you all the time.	Что тебя батя достаёт всё время, вот и **повредил** тебе **кукушку**.
	D, what the f***?	Ди, ты чё творишь?

In this film, it makes sense to translate profanities using low colloquial vocabulary (vulgarisms), but not taboo lexis, because this is not entirely appropriate in this type audiovisual text. It is necessary to select lexical units that are equivalent to the corresponding units in the source language by emotional coloration (in examples 3*a* and 3*b*) and by direct lexical meaning (example 3c), if it is important in the context. If neither the former nor the latter strategy seems appropriate, it is advisable to resort

to transcreation in order to convey the essence of the statement (examples 3*d* and 3*e*).

Independent cinema views itself as «loose», having broader creative freedom in many respects due to the limited audience and focus mainly on the director's artistic vision rather than on mass popularity. Therefore, when creating an independent film, the authors often do not limit themselves in expressive and graphic means, including obscene vocabulary. However, in the film in question, translating taboo vocabulary using equivalent lexis in the target language is not exactly expedient: it would only distract the viewer's attention from the idea of the film.

3. In the majority of cases, visual verbal information is rendered in subtitling

Example 4:

Signs and billboards (examples 4a, 4b, 4c, 4d), as well as graffiti (examples 4e и 4f)

a	<Quality Tile & Carpet. GUNS>	<Плитка и Ковры. ОРУЖИЕ>
b	<No health insurance? Medical accepted>	<Дешёвая медстраховка>
c	<Foreclosed house for sale>	<Продаётся залоговый дом>
d	<Cheap loans on Foreclosed homes>	<Бюджетные кредиты на залоговую недвижимость>
e	<GOD IS #1>	<БОГ РУЛИТ>
f	<Ham wallet>	<П**да>

When subtitling films, one can often find visual verbal information (SMS messages, graffiti, letters, signs, posters), but it is necessary to divide it into that related and unrelated to the plot, idea or development of the film characters. The former is advised to be translated, and the latter most probably should be left out.

This is especially important when translating independent films, as often their authors disguise the meaning, conveying it not through straightforward verbal means, but rather through means of artistic expression and the «language of cinema». Moreover, in a short film an author's temporal space is limited, so it is unlikely that any visual verbal information in the audiovisual text would carry no meaning.

Thus, the peculiarities of independent feature short films subtitling are means of translating separate simultaneous utterances of one character or multiple characters, rendering obscene language through the taboo lexis of the target language, and rendering visual verbal information.

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WORDPLAY IN ENGLISH COMIC CREOLIZED TEXT (ON THE EXAMPLE OF INTERNET MEMES)

Abstract: Due to the development of the Internet culture in the modern society and the growing popularity of virtual communication, the linguistic aspect of studying the features of such communication is becoming increasingly relevant.

The phenomenon of Internet memes, which is extremely popular among the Internet users, represents the notion of humor in modern online communication.

This article studies the phenomenon of Internet memes through its close relation to the phenomenon of the creolized text, as well as the concept of wordplay creating a comic effect. In this article we define the concepts of wordplay and creolized text, as well as their interaction and peculiarities of a creolized wordplay in an English comic text. Internet memes are considered in the context of creolized English text, their interconnection with creolized wordplay is established, with the aim of systematizing and including the concept of Internet memes into the existing scientific picture of the English-speaking comic creolized text linguistic notion.

Keywords: wordplay, creolized text, Internet memes, English comic text.

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ЯЗЫКОВАЯ ИГРА В АНГЛОЯЗЫЧНОМ КОМИЧЕСКОМ КРЕОЛИЗОВАННОМ ТЕКСТЕ (НА ПРИМЕРЕ ИНТЕРНЕТ-МЕМОВ)

Аннотация: С развитием интернет-культуры в современном обществе и растущей популярностью виртуального общения, все более актуальным для исследователей становится лингвистический аспект изучения особенностей коммуникации на просторах всемирной сети.

Особой популярностью среди пользователей сети Интернет пользуется такое явление, как интернет-мемы. С точки зрения лингвистики, интернет-мем – это креолизованный текст, фактура которого состоит из двух разнородных частей: вербальной и невербальной (принадлежащей к другим знаковым системам, нежели естественный язык).

Креолизованные интернет-мемы содействуют упрощению и ускорению передачи информации между людьми. В то же время интернет-мем можно рассматривать как новую форму существования анекдотов, комический эффект которых создается при помощи языковой игры.

В данной статье рассматриваются понятия языковой игры, креолизованного текста, а также специфика их взаимодействия и особенности креолизованной языковой игры в англоязычном тексте с комической направленностью. Интернет-мемы рассматриваются в контексте креолизованного англоязычного текста, устанавливается их взаимосвязь с креолизованной языковой игрой, с целью систематизировать и вписать концепт интернет-мемов в существующую научную картину представления лингвистов об англоязычном комическом креолизованном тексте.

Ключевые слова: языковая игра, креолизованный текст, интернет-мемы, англоязычный комический текст.

Just like a game itself is an integral kind of human life, wordplay is an inalienable part of our communication. Unlike other types of games, its content is encoded. For the first time, the term «wordplay» was mentioned by L. Wittgenstein, who defined it as a special way of manipulating the language, consisting of «language and those activities with which it is interwoven with» [4]. The aspect which distinguishes the wordplay is its comic orientation. For this reason, we accept the definition by I. Tsikusheva, which is more accurate in this sense: wordplay is the deliberate and purposeful manipulation of expressive speech resources, oriented to implementation of the comic effect [7]. The essence of wordplay is to generate additional occasional meanings appealing to language expressiveness and producing the comic effect. Lately, due to the development of information technology and the Internet, creolized wordplay has become more and more popular.

The creolized text is a text characterized by two constituents, verbal (speech) and non-verbal ones. The specific nature of the creolized text is reflected in the unity of both components of the text functioning as a single semantic unit, being impossible for one of them to be interpreted without the other. The popularity of creolized texts is associated with the growth of using visual information in modern communication. E. Anisimova identifies three main groups of texts depending on the image presence and the nature of its connection with the verbal part:

1. zero creolized texts – the image is not present and does not have an influence on the organization and meaning of the text;
2. partially creolized texts – the verbal part is relatively autonomous, independent of the image, autosemantic relations are formed between the verbal and visual components;
3. fully creolized texts – the verbal part cannot exist autonomously, synsemantic relations are established between the components [1].

Another classification is developed by B. Karlavaris, it is formed according to the type of relation between the image and the verbal part. The four types are:

1. dominant illustration, defining the text meaning;
2. equivalent illustration used in texts where a certain part of information is transmitted mainly by iconic means;
3. accompanying illustration used in the text as a supplement, an explanation of the verbal part;
4. decorative illustration, which serves to decorate the text, the aesthetic purposes of communication [8].

Combining the two classifications developed by E. Anisimova and B. Karlavaris, E. Aleksandrova concludes that the equivalent and dominant illustrations are the cases of full creolization, and the accompanying and decorative illustrations are the cases of partial creolization, whereas texts with zero creolization are the texts not accompanied by an illustration [5].

Here we come close to the concept of Internet memes. Internet memes, or simply memes, are an extremely popular phenomenon in the Internet culture. Originally the term «meme» itself was developed by the evolutionary biologist Richard Dawkins, who defined it as a kind of gene analog in genetics, a cultural replicator, a «unit of cultural heritage, an imitation unit» [6]. There is no academic definition for the Internet meme in linguistics yet, but we consider the one presented in Wikipedia rather accurate: an Internet meme is an activity, concept, catchphrase, or piece of media that spreads, often as mimicry or for humorous purposes, from person to person via the Internet. An Internet meme usually takes the form of an image, GIF or video. Thus, Internet memes are the information spread through the Internet from person to person and their main purpose is to create a comic effect. This is what unites wordplay and memes. Let us consider the classification of memes by J. Shurina. She takes the carriers of memes as the basis and distinguishes 4 types : 1) text meme: a word or a phrase; 2) picture meme; 3) videomeme; 4) creolized meme: a combination of visual and text constituents [3].

The fourth type (creolized meme) is the point of our interest. Let us apply E. Aleksandrova's classification of creolized wordplay to creolized memes.

1. Partial creolization.

a) Decorative image – in this case the image does not have a significant impact on the meaning of the meme. The text could exist without it (Figure 1).

b) Accompanying illustration – in this case the image complements the text, making it easier to understand. The information expressed verbally is also reproduced visually (Figure 2).

2. Full creolization.

a) Equivalent illustration – in this case the full understanding of the text is impossible without the image. The visual and the verbal parts hold the equal amount of information (Figure 3).

b) Dominant illustration – in this case the text can't exist without the image. The verbal part makes a reference to the visual part (Figure 4).

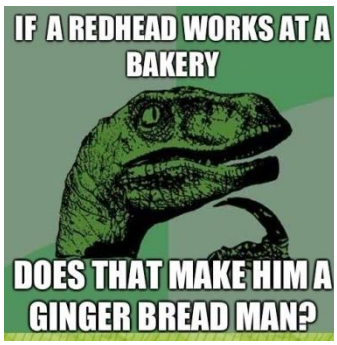

Figure 1 Figure 2 Figure 3 Figure 4

Considering all that was mentioned above, we conclude that Internet memes can be seen as a type of creolized language game and are of interest to study.

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KEY ARCHETYPES IN PERFUME PRODUCTS ADVERTISING

Abstract: The article is devoted to the analysis of the theory of archetypes, discovered by the Swiss psychologist C.G. Jung and to the use of archetypal images in advertising of perfumery.

Being one of the most ancient and deep-laid structures of the human psychic archetypes affect all the spheres of our life.

Studies have shown that the use of archetypes directly affects the effectiveness of advertising, since archetypes are the images of the collective unconscious that are universal. It is established that the use of archetypal images will prompt the consumer to make a choice in favor of the advertised product or service.

The methodics we apply in our research is based on a combination of different elements. We consider the main features of a certain archetype and then investigate the mechanisms of its representation in an advertisement analyzing its verbal and visual elements via definition, association and linguocultural analysis. The article demonstrates the application of our methodics on the example of the Explorer archetype.

Keywords: archetype, advertising, lexeme, definition analysis.

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КЛЮЧЕВЫЕ АРХЕТИПЫ В РЕКЛАМЕ ПАРФЮМЕРНОЙ ПРОДУКЦИИ

Аннотация: Статья посвящена анализу теории архетипов, которая принадлежит швейцарскому психологу К.Г. Юнгу и использованию архетипических образов в рекламе парфюмерии.

К.Г. Юнг выделил ряд базовых архетипов, которые стали основой для их дальнейшего открытия и изучения еще большего их числа. Являясь одними из наиболее древних и глубинных структур человеческой психики, расположенных в области бессознательного, архетипы оказывают мощное воздействие на все сферы жизни человека.

Исследования показали, что использование архетипов напрямую влияет на эффективность рекламы, поскольку архетипы – это образы коллективного бессознательного, которые являются универсальными. Установлено, что использование архетипических изображений побуждает потребителя сделать выбор в пользу рекламируемого товара или услуги.

В данном исследовании мы применяем комплексную методику анализа, основанную на сочетании различных элементов. Мы рассматриваем основные черты определенного архетипа, а затем исследуем механизмы его репрезентации в рекламе, анализируя её вербальные и визуальные составляющие посредством дефиниционного, ассоциативного и лингвокультурного анализа. В статье продемонстрировано применение данной методики на примере архетипа Искателя.

Ключевые слова: архетип, реклама, дефиниционный анализ, лексема.

The founder of the theory of archetypes is the Swiss psychologist and psychiatrist Carl Gustav Jung. During many years of clinical research, Jung came to the conclusion that the human psyche houses the collective unconscious part, which is not individual, but universal. Studying the dreams and fantasies of his patients, Jung discovered in them images and ideas that were in no way linked to the experience of a person in the framework of their life. So, archetypes were discovered (from the Greek «arche» – «beginning» and «tipos» – «image») – powerful mental prototypes, hidden in the depths of the unconscious, innate universal ideas, original models of perception, thinking, and experience. This is a kind of primary ideas about the world and life, which do not depend on the level of acquired knowledge. According to Jung, any significant idea is based on the archetypal images that arose when the consciousness was not yet thought, but perceived.

C.G. Jung outlined the most significant archetypes in his theory: Anima, Shadow, Wise Old Man, Self, and Mother. According to the theory, each of them represents the successive stages in the development of the inner world of a person. Let us study these archetypes in detail [1].

1. **Anima** (soul) is the archetype of life, the animating principle of the living. Anima assumes that each gender has intrinsic features of the opposite sex.
2. **Shadow** is a hereditarily psychological attitude toward self-determination and self-knowledge of the personality. The Shadow Archetype emphasizes the existence of a boundary between the consciously regulatory and biological, instinctive constituents of human nature.
3. **Wise Old Man** is the archetype of wisdom and meaning. Jung believed that giving meaning to objects, things, phenomena of life is a spiritual feature of our soul.
4. **Self** is a central archetype, summative personality. According to Jung, the Self includes not only conscious, but also unconscious mental being, this archetype also implements the function of mental activity.
5. **Great Mother** archetype embodies the idealised qualities of the mother figure. She is caring, compassionate, dependable and loving and, like the Wise Old Man, she may offer guidance when asked [2].

The archetypes outlined by Jung became the basis for further discovering and exploring of a great amount of other ones.

Since archetypes are deeply ingrained into human psychic and inevitably affect our behavior on the unconscious level, they are applied in different spheres of life including advertising.

Advertising has become a part of everyone's daily life. We can see it everywhere: television, internet, newspapers, magazines, and billboards. The advertising text is a complex system, which is a free, linear or non-linear sequence of units and signs, focused on the implementation of the main task – promotion of the advertised product to the market. Considering the functional aspect of the advertising text, we can say that, first of all, it combines the implementation of two impact functions – the language impact function, which is carried out using various linguistic means and the mass communication function, its implementation occurs through the use of special media technologies (various visual elements) [6].

Currently, Jung's theory of archetypes has found active use in the activities of international advertising and research agencies and it is considered as one of the most effective tools for creating successful brands and effective advertising.

Margaret Mark and Carol S. Pearson spoke about 12 most popular archetypal images that are applied in advertising. They are: The Innocent, The Explorer, The Sage, The Hero, The Outlaw, The Magician, The Regular Guy, The Lover, The Jester, The Caregiver, The Creator, and The Ruler.

Let us study The Explorer archetype and how it is used in Dior Sauvage perfume advertising.

The Explorer goes out seeking a better world. The journey Explorers experiencing is simultaneously an inner and outer one, because they are motivated by a deep desire to find what, in the outer world, meets their inner needs, preferences, and hopes. The Explorer's core desire is freedom as an opportunity to find out who he is through exploring the world. The goal is to experience a better, more authentic, more fulfilling life. The greatest fear is getting trapped, conforming, inner emptiness. The Explorer's strategy is to set out on a journey, seek out and experience new things escaping from entrapment and boredom [1].

Let us analyse the Dior Sauvage advertising: the main hero (Johnny Depp) is leaving a big city by his car, saying: *I have to get out of here*. *Which way? I don't know.* He is driving on a highway. He stops somewhere in a desert. He takes a spade and goes to find something, asking himself: *What am I looking for? Something I can't see.* Later we see

Depp digging. *I can feel it.* It is getting dark. *It's magic. Sauvage. Dior.* As we can see the main hero is going to find something new and special that is why he is leaving the boring city. He constantly questions himself, as he is in a permanent inner search. He is looking for something, digging in a desert, full of wild life.

Verbalizing the advertisement visual components, let us analyze the lexemes *to dig* and *a spade*, as the process of digging takes the central place in the advertisement. In The Random House Unabridged Dictionary we found the following: the lexeme *to dig* is represented in the dictionary not only with its direct, but also with its metaphorical meaning: *dig — to find or discover by effort or search.*

As mentioned above, this action is the Explorer's sense of life.

The lexeme *spade* also keeps a metaphorical meaning expressed in the following idiomatic word combination: *in spades — without restraint*.

In other words, freely, and freedom is the main Explorer's archetype value.

Through the definitional analysis we can see how the basic features of the Explorer archetype are realized in the advertisement.

Moreover, on the Dior Company official website a kind of slogan of this perfume is represented: *Sauvage is an act of creation inspired by wide-open spaces.* Through the association method which was widely applied by Jung, creation is closely connected with exploring, as it requires something new and unique. *Wide-open spaces and desert* – what is needed for a search, freedom and exploring.

The orientation of people on individualization and freedom today leads to the fact that they want to be free and to try everything without any limitations and bounds. That is why such kind of advertisement exploiting the Explorer archetype easily attracts attention and triggers the desire to try the product.

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EINIGE LEXISCHE BESONDERHEITEN DER FACHTEXTE

Zusammenfassung: Im Fremdsprachenunterricht an den Militärhochschulen braucht man differenzierte und reichhaltige Fachtexte, die im Unterricht eine wesentliche Rolle spielen. Darunter werden Fachtexte, Fachmaterialien im militärtechnischen Bereich ausgewählt und ihre Wichtigkeit sowie auch Notwendigkeit beim Fremdsprachenunterricht gedeutet. Die Offiziersanwärter lernen am Beispiel der fremdsprachigen modernen Fachliteratur ihre universalen Eigenschaften auf ihrem Wissensgebiet kennen. Dadurch stellen wir im Folgenden eine Definition der Fachsprache dar und charakterisieren ihre spezifischen Besonderheiten. Die Fachsprache wird in der Linguistik als eine Gesamtheit von Sprachmitteln betrachtet. Hierfür werden einige spezielle Charakteristiken, wie spezifischer Fachwortschatz, nämlich nicht nur Termini und Terminologien, sondern auch lexikalische Elemente (Fachwörter), stilistische Konstruktionen betrachtet. Es wird auch akzeptiert, dass die Fachsprachen nicht nur in schriftlicher sondern auch in mündlicher Form existieren und alle möglichen Formen der fachbezogenen Verständigung (Kommunikation) enthalten können. Infolgedessen wird dafür argumentiert, Fachsprache als je für sich entwicklungsfähig anzusehen, und im Unterricht zu thematisieren und alle zweckgebundenen, fachsprachlichen Probleme zu lösen.

Schlüsselwörter: fachsprache, militärtechnische Fachtexte, Fachbereich, Sprachmittel, Funktionalstil, Kompetenzbereich.

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НЕКОТОРЫЕ ЛЕКСИЧЕСКИЕ ОСОБЕННОСТИ ТЕКСТОВ ПО СПЕЦИАЛЬНОСТИ

Аннотация: На практических занятиях по иностранному языку в военном вузе используются аутентичные тексты по специальности, которые играют важную роль в подготовке будущих военных специалистов. Подбираются тексты и материалы специальной области знаний, их важность и необходимость объясняется профессиональными целями. Исследование проводилось на материале военной и военно-технической терминологии с привлечением лексического материала общетехнической терминологии. В статье приводится определение специального языка, характеризуются его специфические особенности. В связи с этим рассматриваются некоторые особые характеристики: не только термины и терминология, но и лексические элементы, выражения. Подчёркивается, что языки специальности существуют не только в письменной, но и устной форме и могут содержать все возможные формы профессионально ориентированной коммуникации. В статье описываются особенности терминологической лексики немецкоязычных военно-технических текстов, определяются характерные черты военной терминологии, которые отличают её от общеупотребительных слов и терминов из других областей. Обращение к данной теме позволяет знакомить курсантов не только с теоретическими аспектами терминологии, но и выяснить проблемы, связанные с пониманием терминов, определить возможные пути их решения.

Ключевые слова: язык специальности, сфера специальности, военно-технические тексты, языковые средства, функциональный стиль, область компетенции.

Im Fremdsprachenunterricht an den Militärhochschulen braucht man differenzierte und reichhaltige Fachtexte, die im Unterricht eine wesentliche Rolle spielen. Die bekannteste und vielleicht auch die genaueste Definition der Fachsprache wurde von Lothar Hoffmann vorgestellt: «die fachsprachliche Forschung definiert die Fachsprachen als Gesamtheit aller sprachlicher Mittel, die in einem fachlich begrenzbaren Kommunikationsbereich verwendet werden, um die Verständigung zwischen den in diesem Bereich tätigen Menschen zu gewährleisten.» [1].

Die Fachsprache ist durch einen spezifischen Fachwortschatz und spezielle Normen für die Verwendung gemeinsprachlicher lexikalischer und grammatischer Mittel gekennzeichnet. Zu den Fachsprachen gehören nämlich nicht nur Termini und Terminologien, sondern auch phonetische und morphologische Mittel, lexikalische Elemente (Fachwörter), syntaktische und stilistische Konstruktionen usw. Fachsprachen existieren nicht nur in schriftlicher sondern auch in mündlicher Form, sie meinen alle möglichen Formen der fachbezogenen Verständigung (Kommunikation) [2].

In der Sprache auf dem militärtechnischen Gebiet kann man eine Reihe verschiedenartiger konkreter Sprachmittel aussondern, die die universalen Eigenschaften der Fachtexte verkörpern. Sie spiegeln typologische Besonderheiten der Sprache und nationalspezifische Charakteristika wider.

Für diese Lexik der deutschen Fachtexte ist der Gebrauch von nicht eingedeutschten Anglizismen und anderen Fremdwörtern kennzeichnend, z.B.: Air (воздух, атмосфера), Cockpit (кабина пилота), Crew (экипаж самолета), Jet (реактивный самолет), Start (взлет), Maschine (самолет), Passagier (пассажир), Pilot (пилот), Rakete (ракета), Satellit (спутник), Sonde (космический зонд) usw.

Sie können sowohl Fachtermini, als auch gemeinwissenschaftliche Wörter vertreten. Nicht eingedeutschte Fremdwörter können als Synonyme zu deutschen Fremdwörtern existieren, z.B.: Radar und Funkmessen – радиолокация, станция; Periskop und Sehrohr – перископ; Maschine und Flugzeug – самолет; Fan, Turbofan und Strahltriebwerk –двигатель; Computer und Rechenmaschine.

Es gibt viele Termini, die nur in der nichteingedeutschten Form gebraucht werden, z.B.: Know-how, Software, Hardware, Power-Point. In der Schriftsprache werden sie als Substantive großgeschrieben und im Satz mit dem deutschen Artikel gebraucht. Manchmal werden Abkürzungen in der Fremdform geschrieben, aber mündlich als deutsche Übersetzung

ausgesprochen, z.B., 20 km/h wird als 20 Kilometer pro Stunde vorgelesen.

Bei der Bildung von mehrteiligen Fachwörtern werden viele Mehrkomponentenkomposita bevorzugt. Damit tritt die Tendenz der Entwicklung der deutschen Lexik zur Synthese zutage [3], z.B.: Vorflügelantenne, Luftangriffskräfte, Informationssicherheit, Flugabwehraufklärungsmittel, Aufklärungs-, Kommunikations-, Führungs- und Waffensystem, Aufklärungsdrohnen, Luftverteidigungssystem, Sekundärfunkmessbild usw.

Wie in allen germanischen Sprachen sind in den militärtechnischen Fachtexten Funktionsverbgefüge verbreitet. Das sind in der Linguistik komplexere Verbkonstruktionen, die meist entweder aus einem Funktionsverb und einem Präpositionsobjekt oder einem Substantiv bestehen, z.B.: *zum Ausdruck kommen, in Erscheinung treten, in Betracht ziehen, in Anspruch nehmen, in Erfüllung gehen, im Einklang stehen, in Betrieb sein, in Verbindung treten* u.a.

Funktionsverbgefüge sind ein Merkmal der schriftlichen Rede. Außerdem sind sie ein Mittel der Bildung der verbalen Fachtermini, denn im Vergleich zu einfachen terminologischen Fachverben sind terminologische Funktionsverbgefüge eindeutig, sie haben gewöhnlich nur eine Bedeutung, z.B.: *eine Bedeutung tragen – bedeuten, eine Funktion haben – funktionieren, einen Kampf führen – kämpfen, eine Führung ausüben – führen,ein Versprechen geben – versprechen, einen Beweis führen – beweisen, eine Antwort geben – antworten* u.a.

Substantive (Verbalableitungen), die in deutschen Funktionsverbgefügen gebraucht werden, zeigen verschiedene Wortbildungsmodelle, vgl.: Ausdruck, Austausch, Einsatz, Zusammenfassung Bedeutung, Bezug, Dienst, Begriff, Funktion, Gepräge, Ortung, Überlegenheit, Sicherheit, Verhältnis, Zugang, Unterstützung, Täuschung, Störung, Bekämpfung, Niederhaltung u.a.

Die Vielfalt der Funktionsverben im Militärwesen für die Bildung der betreffenden Gefüge ist auch hoch: zusammenfassen, feststellen, besitzen, durchführen, erfahren, gewinnen, herstellen, leisten, darstellen, zusammenwirken, beseitigen, ziehen, warnen, täuschen u.a.

Die Verbreitung der Funktionsverbgefüge steht mit der Nominaltendenz des wissenschaftlich-technischen Funktionalstils im Einklang. Die Nominalisierung als vorwiegende Übergabe der Gedanken durch die Substantive ist eines der wichtigsten sprachlichen Merkmale eines Fachtextes [4]. Z.B.: «Auf solche Weise kommt der Versuch zum

Abschluss. Zwischen diesen Erscheinungen gibt es keine Verbindung».

Bei der Beschreibung der Betriebsweise der Gerätesysteme und Aggregate sowie auch Flugfahrzeuge werden viele Maskulina gebraucht, z.B.: Höhenmesser, Wandler, Flugregler, Funkpeiler, Fahrtmesser, Machmeter, Aufklärer, Bomber, Empfänger, Sender, Störer u.a.

In theoretischen Texten werden meistens abstrakte Substantive gebraucht, und viele davon sind Feminina: die Darstellung, die Position, die Schlussfolgerung, die Erscheinung, die Definition usw.

Die Offiziersanwärter lernen am Beispiel der Fachliteratur besondere Lexik auf ihrem Wissensgebiet kennen. Während sie Fachtexte von demselben Typus lesen, eignen sie sich die Besonderheiten gerade dieser Texte an. Man beachtet von Text zu Text die Lexik, ganz besonders die Fachterminologie in einem bestimmten militärtechnischen Bereich, wiederholbare Wortverbindungen, Bindewörter, typische morphologische Erscheinungen, kulturspezifische Besonderheiten, graphische Merkmale. Man wird Fachmann im entsprechenden Fachbereich. Die reichliche Arbeit an den fremdsprachigen Fachtexten schafft den Zugang zur Ausbildung eines qualifizierten Fachmanns.

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LINGUODIDACTIC TESTING, AS A MEANS OF CONTROLLING THE FORMATION OF THE COMMUNICATIVE COMPETENCE OF STUDENTS OF LANGUAGE TRAINING COURSES

Abstract: Proficiency level control in foreign language speech is one of the urgent problems in modern methods of teaching a foreign language. It is impossible to imagine the modern process of learning a foreign language without evaluating students' achievements. Testing has become one of the most common and popular assessment methods in language education. A lot of tests already exist but every teacher regularly creates new tests.

Tests are required at each stage of the didactic process. It is difficult to overestimate the role of introductory testing, which shows the teacher the initial level of student achievement, and also provides an opportunity to further analyze the dynamics and effectiveness of the learning process and their own work.

The article considers the possibility of linguodidactic testing as a mean of controlling the formation of foreign language communicative competence, the advantages of test control, criteria for selecting the content of the test, the most important functions of linguodidactic tests, the concept of «communicative competence» and its component structure.

However, the authors conclude that modern linguodidactic testing can be an effective tool for the assessment of the level of foreign language communicative competence. It can be used as a tool for assessing the education quality, monitoring how precisely and completely the purposes of foreign language teaching are being fulfilled.

Keywords: test control, validity and reliability of the test, linguodidactic testing, communicative competence.

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ЛИНГВОДИДАКТИЧЕСКОЕ ТЕСТИРОВАНИЕ, КАК СРЕДСТВО КОНТРОЛЯ СФОРМИРОВАННОСТИ КОММУНИКАТИВНОЙ КОМПЕТЕНЦИИ СТУДЕНТОВ ЯЗЫКОВЫХ НАПРАВЛЕНИЙ ПОДГОТОВКИ

Аннотация: Проблема контроля уровня владения иноязычной речью является одной из актуальных в современной методике преподавания иностранного языка. Невозможно представить современный процесс обучения иностранному языку без оценивания достижений студентов. Тестирование стало одним из самых распространенных и востребованных методов оценивания в языковом образовании. В настоящее время существует множество тестов, на практике каждый преподаватель регулярно создает тесты.

Тесты являются обязательной составляющей на каждом этапе дидактического процесса. Сложно переоценить роль вводного тестирования, которое обеспечивает преподавателя информацией относительно исходного (начального) уровня успеваемости студентов, а также дает возможность в дальнейшем проанализировать динамику и эффективность процесса обучения и собственного труда.

В статье рассматриваются возможности лингводидактического тестирования как средства контроля сформированности иноязычной коммуникативной компетенции, достоинства тестового контроля, критерии отбора содержания теста, важнейшие функции лингводидактических тестов, понятие «коммуникативная компетенция» и ее компонентный состав.

В итоге авторы приходят к выводу о том, что современное лингводидактическое тестирование может выступать эффективным средством контроля уровня сформированности иноязычной коммуникативной компетенции, и как следствие этого, могут служить инструментом диагностики качества образования, мониторинга точности и полноты реализации целей обучения иностранным языкам.

Ключевые слова: тестовый контроль, валидность и надежность теста, лингводидактическое тестирование, коммуникативная компетенция.

Testing is an important part of the educational process in the modern system of higher education of foreign languages. It is noted in scientific literature that in addition to the traditional methods of knowledge control there is a test control [5]. This type of control is an important part of linguistics that studies the methods of teaching foreign languages in higher education.

Language testing is widely used in language teaching in universities as a method of assessment. Tests allow you to monitor the progress of learning different kinds of speech activity; provide an opportunity to determine the level of the educational materials at different stages of learning.

Tests make it possible to fully and objectively assess students' knowledge, avoiding the teacher’s subjectivity, cover all the main content of the discipline, create the opportunity to measure the starting level and the knowledge gained, to save the teacher’s time. Testing increases motivation, personal interest and every student is included in the learning process, so daily learning becomes a necessity for him. Test control allows you to avoid deep gaps of knowledge, as all the crucial moments are shown and corrected by repeating during the school year.

The main methodological issues of linguodidactic testing are the criteria for the content of the test, methods of experimental verification to determine the level of difficulty of tasks, validity and reliability, manufacturability of test items.

The **validity** of the test is the characteristic of the test, reflecting its ability to get the results according to the aim; a characteristic that reflects the adequacy of the test to the measurement objectives. Usually, the validity of even the best tests does not exceed 80%.

Reliability is a characteristic of the quality of the test, showing the stability and consistency of test results. A test can be reliable if gives permanent results in repeated tests.

Practicality of the test (its manufacturability) is a characteristic of the quality of the test, consisting in understanding the presentation of instructions and the content of the test tasks, and in the simplicity of the organization of testing and summarizing its results.

The most important functions of linguodidactic tests are: training, developing (development of memory, attention and personal qualities such as integrity, commitment, etc.), cognitive, disciplining, stimulating; control and self – control functions; diagnostic function – finding gaps, difficulties and typical mistakes; learning success prediction function; function to determine the effectiveness of training; information function – find out the results and identify the level of educational achievements in the study of foreign languages.

Tests allow to measure different sides of such a complex methodological and linguistic phenomenon, as foreign language communicative competence [1]. The concept of communicative competence was first introduced by N. Chomsky to denote effective communication in the foreign language. According to the documents of the Council of Europe, communicative competence is the unity of its components:

- linguistic component (knowledge of the system of the language and based on it skills of using lexico-grammatical and phonetic means of communication);
- sociolinguistic component (knowledge, skills and abilities that allow the selection and adequate use of linguistic forms, and their transformation according to the context);
- pragmatic component (knowledge, skills and abilities to understand and create foreign language statements according to the specific situation of communication, speech task and communicative intention);
- discursive and strategic components of communicative competence are, on the one hand, the ability to use speech units in the process of communication, and on the other hand, give speakers the ability to use various strategies and tactics of verbal and non-verbal communication to achieve mutual understanding in accordance with the communicative situation;
- social competence (readiness, desire and ability to communicate with other people).

In the domestic methodology, the set of components of communicative competence is presented in a more compressed form, but holistically and logically [6]. V.V. Safronova differentiates linguistic, verbal and sociocultural competences. I.L. Beam adds the compensatory competence.

This model was used as the basis for foreign language standards for secondary schools and sample programs recommended by the Ministry of Education and Science of the Russian Federation, and further studies have led to the creation of communicative tests on the basis of the proposed model, the creation of a typology of tests and criteria for assessing the formation of foreign language communicative competence [2].

As a result of the research, we can conclude that modern linguodidactic testing is an effective means of controlling the level of development of foreign language communicative competence, and as a result, serves as a tool for determining the quality of education, monitoring the accuracy and completeness of the implementation of foreign language learning goals.

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THE IMPACT OF KINETIC SPEECH IN PERCEPTION OF MEMBER OF OTHER CULTURE (BY THE CASE OF POLITICAL SPEECH)

Abstract: This article focused on the question about the influence of non-verbal part of speech in perception an interlocutor as a person. In the framework of the study the experiment was done. The purpose of this experiment was studying of the impact of kinetic speech of French politics during the campaign for the presidential election in France in 2017 in perception their as persons by Russian students. The participants were asked to say about their emotions after watching two short videos, which were parts from speeches of two candidates for president. During this experiment it was detected that the speaker, who use facial expressions and gestures in not big quantities, are permitted by our mind as pleasured for communication and trustful person. Also, it was founded that overemotional kinetic speech has an opposite effect. The Lüscher eight-colour test was used to examine students in addition. It helped to found that students whose answers were opposite to answers of the main part of participants had negative emotions. It is necessary to do more complicated studies with special machines to get more detailed information about the impact of kinetic speech.

Keywords: non-verbal communication, kinetic speech, political speech, experiment, the Lüscher colour test.

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СТЕПЕНЬ ВЛИЯНИЯ КИНЕТИЧЕСКОЙ РЕЧИ НА ВОСПРИЯТИЕ ПРЕДСТАВИТЕЛЯ ДРУГОЙ КУЛЬТУРЫ (НА ПРИМЕРЕ ПОЛИТИЧЕСКОЙ РЕЧИ)

Аннотация: Данная статья посвящена вопросу о роли невербальной составляющей речи при восприятии собеседника как личности. В рамках исследования был проведен эксперимент, целью которого было изучение степени влияния кинетической речи французских политиков во время предвыборной кампании на восприятие их как личности русскими студентами. Испытуемым было необходимо описать свои эмоции после просмотра двух коротких видеофрагментов, которые являлись отрывками из выступлений кандидатов в президенты во время выборов во Франции в 2017 году. В ходе данного эксперимента было выявлено, что ораторы, сопровождающие речь умеренной мимикой и жестикуляцией, воспринимаются нашим сознанием приятными для общения и внушающими доверие. Также было установлено, что чрезмерная жестикуляция несет обратный эффект: у аудитории происходит процесс «отторжения». В качестве инструмента дополнительной оценки испытуемых был использован восьмицветовой тест Люшера. С его помощью было выявлено, что те студенты, чьи ответы были отличны от большинства, во время проведения эксперимента испытывали негативные эмоции, причиной чего служило подавление биологических потребностей. Для более детального изучения вопроса о степени влияния невербальной коммуникации необходимы дальнейшие более сложные исследования при помощи специальной аппаратуры.

Ключевые слова: невербальная коммуникация, кинетический язык, политическая речь, эксперимент, цветовой тест Люшера.

Nowadays people face to many different kinds of speeches: lectures in university or school, reporters, interviews, advertising, etc. In this area the most interesting is a political speech. To make an influence on audience politics profusely use non-verbal communication, and different signals have different results.

An interesting fact that in Russia the more politic is charismatic and uses kinetic speech in interviews, debates, press-conferences, etc. the more he is famous and popular. For example, many of Russian people know the director of fraction LDPR V.V. Zhirinovsky even if they do not like politic at all, and do not follow politics news.

Consequently, it makes arise the hypothesis that a perception about a member of other culture is made not only by the meaning of his speech but also by his kinetic speech and signals whish he sends to his audience.

The experiment which helped to study the impact of non-verbal part of speech when we make a perception about a member of other culture was done to confirm or refuse my hypothesis.

The students of the third year of studying from Biology and Fundamental Medicine Department of Natural Sciences and Mathematic Institute were tested. Almost all of the participants were Russian, one person said that he is Tartar and two girls had mixed-nationalities (German-Russian and Tartar-Russian). The knowledge about nations of the students was important to achieve current results.

Two videos with speeches of French politics were used as a material for experiment. The first video is the speech of E. Macron during the first tour of the campaign for the presidential election in France in 2017. A two-minute part of this video was used. The second video is the speech of M. le Pen during the meeting in Lille the 26th of March 2017. As in case with the first video I also have used a short part of this speech (one minute and thirty-six seconds). These two videos were used because of these reasons:

1. they have been taken from official French news channels;
2. M. Macron and M. le Pen are popular persons;
3. the French culture is more high-context than Russian.

In both cases speakers were showed close up, and we are able to observe their facial expressions and gestures. A pulpit may be the only obstacle in some moments.

It should be pointed that both videos were used without soundtrack in purpose to make students focus only on the kinetic speech of the speakers. The analyse of paralinguistic and other aspects of speech were not the

purpose within the framework of my study, in consequences the soundtrack was dispensable, and could be an obstacle.

The questionnaire offered to students includes seven questions, four of them were open. The instruction to this questionnaire contained the information that the speakers are French politics. In such a way I have made an accent on differences between cultures.

To make an accretionary examination of emotions of both groups I have used the Lüscher eight-colour test[1] which was offered to take four times: before and after each video. To avoid the effect of interference, it was offered to answer on questions about the first video between the second and the third approofs of the test.

During the testing eight colour were showed to the students (red, grey or zero, brown, green, blue, yellow, purple, and black) which should be ranked by order of preference, in other words from the most likeable to the most unpleasant. It should be pointed that colours should be chosen currently for the moment of testing and should not be chosen based on personal preferences.

This testing has helped me to espy that emotions of students changed after watching a video, and that they have had different emotions about these speeches.

When I had planned my experiment, I was expected the result that the speech of M. le Pen will be likeable for more people than the speech of E. Macron.

Analysing all the questionnaires I have found following results. Students were divided for two groups: the first one, the bigger group, was who voted for M. le Pen, and the second one, the smaller group, who voted for E. Macron.

The speech of E. Macron was determined by participants of the first group as a negative. They have told that it made them feel apathy, and incredulity, etc. According to gestures and facial expressions participants have presumed that this candidate was nervous, and he did not sure what he says. An important fact that some of people have said that thought about his program as about a totalitarian. The speech of M. le Pen was determined as interesting and prepossessing by this part of students.

The second part of students who was for E. Macron have characterised him as a strong and confident politic. They have claimed that

[1] The implementation and interpretation results of this test were directed by associate professor of biology and fundamental medicine of Natural Sciences and Mathematic Institute candidate of Psychological Sciences O.V. Lomtatidze.

they had feeling of sustainability and confidence because of his speech. The second candidate was described as an over emotional politics who does not think seriously about the election. An important fact is that this group has thought negatively about her smile, and they have said that it made them feel her insincerity.

In summary, I can say that my suggestion about result of my experiment was right. Although I should note that there were a greater number of people who voted for E. Macron than I could presume. According this fact, the question arose what has affected comprehension of the speeches in this case. To get an answer I have analysed the Lüscher colour test results of student who had voted for E. Macron and four students who had voted for M. le Pen. Answers of the first group have showed that their feelings were negative during the whole experiment or the stifling of their biological needs was hidden. In other words, their comprehension was not appropriate. According these results, I have done a new suggestion that being in dejectedness people overreact to kinetic speech in case their interlocutor is tended to send positive non-verbal signals. Further study should be made to confirm or refute my suggestion, and it should be more detailed.

Also, it is important to focus on the girl who has identified her nationality as German-Russian. She was one of the students who voted for E. Macron, however, in contrast to other participants of this group her answers were based on her own opinion which should be a politic, and not on empirical but on logical aspects. It should be pointed that according to her answers to the Lüscher colour test her emotional condition was constant during all the experiment.

In conclusion, I would like to make inferences. Working on this experiment, I confirmed my proposal that the kinetic speech has a say on our perception of a member of another culture. The speaker who has an open face and uses likeable gestures is perceived as an interesting and pleasant person.

Therefore, I can say that not only the kinetic speech of a member of another culture makes an influence on our perception of him as our interlocutor but also our opinion, what based on our thought about him as a participant of a current social group, which should be his gestures and facial expressions. One of the most important non-verbal signals is a smile. At the same time, a fake smile and over gesticulation are perceived negatively by people, and in this case, they presume that a speaker does not believe in his own words. Especially, we can observe it analysing a

political speech. For example, during my experiment students who voted against M. le Pen in the most cases have argued their decision based on the fact that her face expression and gestures seemed to them over expressive for a politician who is sure about his program.

Finishing my article, and analysing all results of my experiments, I would like to make the conclusion that members of high-context cultures perceive kinetic signals based on their emotional level. In contrast, members of low-context cultures do it based on logical aspects and their opinion which should be a current social role of their interlocutor.

To get more detailed information about the impact of kinetic speech it is necessary to make additional studies with special machines.

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POLITICAL CORRECTNESS AS A SOCIOCULTURAL AND LINGUISTIC PHENOMENON IN MODERN ENGLISH

Abstract: It is universally acknowledged that political correctness is an important social, cultural and linguistic phenomenon that has become widespread in English-speaking countries and has had a significant impact on the English language and the world view of its speakers. The study of political correctness helps to understand better the role of a language in society, the relationship between a language and culture, facilitates intercultural communication. The purpose of this article is to study the phenomenon of political correctness in an English-speaking society, its influence on modern English and the picture of the world of its speakers. On the basis of the goal, the following tasks were put: to consider causes and common patterns of the development of political correctness to analyze articles, identify linguistic expressions of political correctness in the press. The most common types of political correctness in speech, such as racial, gender, social and physical are presented in the study. It has been found that in general political correctness has a positive influence on the development of the English language. Without any doubt, the main purpose of its use in speech is based on such qualities as attentiveness, tactfulness, respect and care of people. What is more, political correctness is closely connected with the dissemination of knowledge of the law, raising the educational level, further democratization, education of tolerance and thoughtful language policy within a particular state.

Keywords: political correctness, euphemisms, language, discrimination, vocabulary, tolerance, neutral meaning, emotional coloring, politically incorrect.

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ПОЛИТКОРРЕКТНОСТЬ КАК СОЦИОКУЛЬТУРНЫЙ И ЛИНГВИСТИЧЕСКИЙ ФЕНОМЕН В СОВРЕМЕННОМ АНГЛИЙСКОМ ЯЗЫКЕ

Аннотация: Общепризнано, что политкорректность является важным социальным, культурным и языковым явлением, которое получило широкое распространение в англоязычных странах и оказало значительное влияние на английский язык и мировоззрение его носителей. Изучение политкорректности помогает лучше понять роль языка в обществе, взаимосвязь языка и культуры, способствует межкультурной коммуникации. Целью данного исследования является изучение феномена политической корректности в англоязычном обществе, его влияния на современный английский язык и картину мира его носителей. Исходя из цели, поставлены следующие задачи: рассмотреть изменения, произошедшие в современном английском языке под влиянием политкорректности и проанализировать различные тематические и структурные группы эвфемизмов. В работе представлены самые распространенные в речи виды политической корректности такие, как расовая, гендерная, социальная и физическая. В ходе исследования выяснено, что в целом политкорректность носит положительный характер: в её основе лежат такие качества как внимательность, тактичность, уважение, забота о людях. Политическая корректность связана с распространением правовых знаний, повышением образовательного уровня, дальнейшей демократизацией, воспитанием толерантности и продуманной языковой политики в рамках конкретного государства.

Ключевые слова: политическая корректность, эвфемизмы, язык, дискриминация, словарь, толерантность, нейтральное значение, эмоциональная окраска, политически некорректный.

The success of communication is influenced not only by knowledge of vocabulary and grammar, but also by knowledge of culture and norms of verbal communication, since the language is inextricably linked with the mentality of its speakers, reflects the processes and phenomena occurring in society, the lifestyle of the people, their traditions, value system and vision of the world. One of the important factors for establishing successful interpersonal and intercultural interaction is the use of expressions of political correctness in speech which has become an integral part of interethnic relations throughout the world today, mainly in English-speaking countries.

The topicality of this study is due to the fact that political correctness is an important sociocultural and linguistic category of modern English knowledge of which is vital to establish a successful communicative act. Nowadays in Western countries due to the active processes of migration of people political correctness is constantly being implemented in practice, since only tolerance in statements and actions can ensure the peaceful coexistence of people of different nationalities on the same territory. This problem is widely discussed in modern sociolinguistics and finds its expression mainly in the works of well-known US experts such as D. Adler, A. Bloom, D. Souza, D. Leo, D. Taylor. The problem of political correctness by Russian linguists is considered in a limited amount of scientific research. The works of A.V. Ostroukh, Y.L. Gumanova, S.G. Terminasova are devoted to this topic.

In Russia, scientists began to deal with the problem of political correctness at the end of the 1990s, and one of the first who turned to this issue was A.S. Ostroukh. He argues that this phenomenon is closely connected with the philosophy of multiculturalism, it is a reflection of tolerance and an integral element of social assessments. He wrote that to be politically correct is «first of all to be able to speak and write on sensitive topics, balancing between retaining meaning and not wanting to offend the interlocutor or reader, who in turn belongs to a certain category or minority». He emphasizes that all categories of minorities are in the sphere of influence of political correctness, since white men of Anglo-Saxon origin are considered to be the majority in the USA. Thus, society is trying to compensate for the inequality in life with vocabulary that externally enhances the social status of minorities [2].

In the «Dictionary of New Words and Meanings in the English Language» by Z.S. Trofimova the term «political correctness» is defined as the correct political position that emerged due to the idea of cultural

pluralism and in accordance with the new ideology, resulting in necessity to represent the works of literature and art, achievements in public and political life related to representatives of all ethnic and sexual minorities [4].

Racial political correctness

The solution to interethnic and intercultural problems in the USA and Great Britain has always been given special attention. The trend of racial political correctness was born more than 20 years ago in connection with the discontent of Africans outraged by the «racism of the English language» and demanding its «deracialization», that is the elimination or mitigation of the use of racial characteristics in speech.

African users of English were dissatisfied with negative associations with the word «black». The word «negro» has undergone changes and adjustments before it turned into the modern variant «Afro-American». A similar situation occurred to the designation of the indigenous population of America: *Red Indians → Native Americans → First nation*. The same changes occurred to the word «Eskimo» which are replaced by the word «*Native Alaskan*» if we talk about an Alaskan native or «*Inuit*» if you mean a Canadian Eskimo.

In the 70s of the twentieth century, a general term was introduced for Latin Americans - *Hispanics* (from the adjective Hispanic – Spanish, Latin). However, many people avoid using this word because Hispanics evokes associations with low-income people who are poorly assimilated in the new lifestyle. *Latino/Latina, Chicano/Chicana, Spanish American* are offered instead of Hispanics.

The protests are caused by the politically incorrect adjective «*Oriental*» for people from Asia because it is supposedly imposed on Asian people by Europeans. «*Oriental*» is replaced with a more neutral «*Asian*». Africans and Asians can be called such a politically correct term as «*Non-whites*».

The word «Jew» has recently acquired a dismissive meaning because it is often used in the phrases «dirty jew», «jew boy», «jew store» and the verb forms «to jew, to jew down» therefore today it is replaced in speech with the correct variant «*Jewish person*».

In this way, language changes occurring in the English language and directed against racial and ethnic prejudices imply a revision of some names of certain peoples and ethnic groups (ethnonyms) which are perceived as offensive and derogatory for some reason.

Gender political correctness

The movement against racism was led in America by feminist movements that defended the right of women to engage in male occupations and, therefore, protested against the orientation of the language towards men. Since the names of some professions initially had a masculine gender, in America people were striving to make them gender neutral. «Feminist movements» – as S.G. Ter-Minasova said «won major victories at different levels of the language and in almost all variants of the English language, starting in American. Thus, the appeal of Ms by analogy with Mr does not discriminate a woman, since she does not define her as married (Mrs) or unmarried (Miss). It has successfully penetrated into official English and is making its way into colloquial» [3].

Morphemes pointing to gender such as the suffix – *man* or *–ess* are also being forced out of the language. Words with these morphemes are being replaced by others: *chairman* (chair) → *chairperson; spokesman* → *spokesperson; cameraman* → *camera operator*. When the gender of a speaker or a person is not specified or unknown, the usual masculine pronoun «he» is replaced by the combination «he/she» or the plural pronoun «they», for example: You must take care of their health. Everyone should protect his/her health → Everyone should protect their health. There is also a substitution of he/she by the combination of s/he.

Social political correctness

The language tact has affected all spheres of human activity. The social group of euphemisms implies terms related to the influence of the state on people's lives and is used with the aim of not infringing the human rights of an individual with person’s usual linguistic tactlessness and straightforwardness. This kind of political correctness develops semantically in the direction of erasing in language differences in property status and civil status.

The sphere of prohibitions includes the use of offensive nicknames and inappropriate jokes. The organization charts of many American colleges have a list of various types of discrimination: «ableism» – oppression of people with physical disabilities, «ethnocentrism» – discrimination of other cultures, «heterosexism» – discrimination of people of non-traditional sexual orientation, «lookism» – the creation of standards of beauty and attractiveness and the infringement of the rights of those who do not correspond to them [1].

Physical political correctness

The physical group of euphemisms includes the names and characteristics of people experiencing physiological and mental difficulties, as well as problems associated with age and appearance. Physically healthy people should be called politically correct «temporarily capable». The words «paralyzed», «disabled», «crippled», «blind», «deaf» and similar political correctness taboos and require using in appropriate cases new names to neutralize unpleasant straightness and reduce psychological pressure on a person suffering from physical disability [5].

Words pointing to beauty got absolutely banned as creating a standard of beauty. The preference of the beautiful to the ugly natural for any culture is pursued by political correctness as a manifestation of «lookism» (type of discrimination on external grounds) [6].

Thus, political correctness in the English language is shown in several thematic groups in order to avoid various types of discrimination existing in this society against various members. This approach gives the English language an inclusive character which implies the inclusion of each person in the overall picture of the world and allows people to have equal rights regardless of social status, mental and physical abilities. The study has also shown that politically correct vocabulary is represented mainly by two- and multi-component complex words and phrases. Most politically correct expressions consist of combinations with a noun in the role of the main word and complex adjectives.

In conclusion, it should be said obviously, when teaching English the factor of political correctness should definitely be taken into account for successful communication with representatives of English-speaking communities.

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PROBLEMS OF LEARNING A FOREIGN LANGUAGE IN BIG GROUPS

Abstract: This article examines the essence and the causes of problems that arise during the process of learning a foreign language in general, as well as the problems of learning a foreign language in big groups. Description is given of the possible reasons, due to which people usually cannot succeed in learning foreign languages, and the potential ways to overcome them. Afterwards the article goes on to discuss the problems of learning foreign languages in big groups, as it often happens nowadays in various linguistic centers and universities and offers possible ways of solving the problems described both for the learners and for the teacher.

Keywords: foreign language learning, problems of foreign language learning, group learning, learning a foreign language in big groups.

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ПРОБЛЕМЫ ИЗУЧЕНИЯ ИНОСТРАННОГО ЯЗЫКА В БОЛЬШИХ ГРУППАХ

Аннотация: В данной статье исследуются суть и причины появления проблем, возникающих при изучении иностранного языка в целом, а также проблемы изучения иностранного языка в больших

группах. Описываются возможные причины, по которым люди обычно не могут выучить иностранный язык, и потенциальные способы борьбы с этими причинами. Далее в статье описываются проблемы изучения иностранного языка в больших группах, как это зачастую происходит сейчас в различных лингвистических центрах и в университетах, и предлагаются возможные пути решения данной проблемы, как для учителя, так и для обучающихся.

Ключевые слова: изучение иностранного языка, проблемы изучения иностранного языка, групповое обучение, изучение иностранного языка в больших группах.

Language is the historical system of sound, vocabulary and grammatical means that objectifies the work of thinking and is a tool for communication, the exchange of thoughts and mutual understanding of people in the community [1]. When it comes to a foreign language, for most people the definition comes down to something like «too difficult to learn». People very often give up at the very beginning, without even trying to learn more about a particular language. Giving up is always easy. There are millions of excuses to stop learning a foreign language or not to start learning it at all.

As it is well known, an excuse is the conviction of oneself or others in the existence of an insurmountable obstacle to the accomplishment of a particular task. Without bringing the matter to the end, many people prefer to justify it with a number of reasons, which are not always real, but perfectly fulfill their basic function – they relieve a person from remorse and allow to forget about the things not done. The most popular excuses are: «I have no time for that», «it does not work», «I don't have talent», «it is not that necessary», «I don't have enough money», «I can do it later», «I doubt myself», «I have really bad memory and cannot remember many things» or «I have been learning the language for a long time, but still do not know it».

However, there are many real problems while learning a foreign language, which prevent many people from the learning process. Some of these problems are the following:

1. Lack of motivation

For most people, the main problem in learning anything is, of course, the lack of desire, which is the core of motivation. If a person is truly motivated, they can cope with any task without looking for excuses. When a person believes that knowing at least one foreign language is necessary in the modern world and begins to learn it just because it is necessary and just «because everybody does», they rarely succeed. However, motivation works only if:

– a person really wants to do something;
– a person does not have a choice;
– a person knows how to motivate themselves and do something, even if there is no need or lack of desire.

2. Language barrier

A native speaker typically does not reduce the speed of their speech speaking with their usual tempo. Such speech is not simplified or adapted for a foreigner, so at first it is very difficult to understand the speakers of the language you are studying, and this can become a sufficient reason for demotivation.

3. Lack of practice

Practice has always played a leading role in learning any foreign language because every language has its own rules and its own peculiarities, which are to be practiced in speaking. The more often you speak the foreign language you study, the less alien and unusual it will seem to you. Unfortunately, nowadays there are certain cases when learning comes nothing but grammar and translation, and this can be the reason people do not achieve the results they desire when learning foreign languages, and their typical wish is to be able to easily communicate in a foreign language.

4. Fear of making mistakes

All people are different. Someone can easily speak in public, others prefer to sit quietly. These people carefully think about what and when to say and feel shy to give a voice. This fear of making a mistake or of seeming stupid literally paralyzes them and prevents from participating in the process of learning.

5. Learning is nothing but cramming

Those people who think so are mistaken. It is just necessary to learn words and cram the rules only at the initial stage, and afterwards it is necessary to practice them, and to speak as much as possible.

6. Lack of opportunities

No matter how much you want to learn a language, not everyone has such an opportunity. Someone does not have money for extra courses; someone does not have time to attend classes. For those who cannot learn the language themselves, regular optional classes with a tutor (with doing and checking homework, of course) are the best option.

7. Native language interference (missing the fact languages are different)

Each person is used to the features of their language. While studying a foreign language, everyone still tries to understand and explain it through their own language. When translating from a native language to a foreign one, you are just tempted to translate word by word, in the same order as it is in your native language [2].

8. Lack of listening skills

Without listening exercises, you will not be able to understand what people say in a language you study.

9. Differences between languages

A lot of questions arise while learning a foreign language when we find something in it that we do not have in our own language. This phenomenon may be really difficult and discouraging for the learner.

10. Lack of fixation (forgetting curve)

Revising the material is the second most important process after practice in the learning process. Learning words is not enough, you need to know when and how to use them in speech, otherwise the material will not be kept in memory and will just disappear soon. The term «the curve of forgetting» introduced in 1885 by the German psychologist Hermann Ebbinghaus implies that you need to revise the material several times at fixed intervals in order to truly learn it [3].

11. Fatigue

Since the process of studying is very long, desire can fade away sooner or later even with a great love to the language.

Foreign languages are not always studied individually. Studying can take place in big groups. Until now, no consensus has been reached about whether to learn a language in a group or not. For someone it is easier to learn the language alone and for someone it is better to do it in a group. But there are also some problems that may appear in the process of studying. Here are some of them, and the possible ways to cope with them.

First of all, it is the lack of individual approach. There is not enough time to test the knowledge of every student in big groups. If someone does

not understand the material, it may be unnoticed for a long time, especially if the programme is being mastered at an accelerated pace. There are a lot of students in the classroom, and all of them learn the subject differently. The possible solution to this problem will be to find an individual approach that will take into account the student's strengths and weaknesses.

Second, it is fear to seem silly. We have already mentioned that. It is not always easy to express your opinion when you are not sure about something, especially when it comes to classes in a big group of students. No one wants to seem stupid, giving the wrong answer or saying the wrong word. So, many people prefer to remain silent if they are not sure about the answer. They are just waiting for the others to answer. And it is worth mentioning that unfortunately, such a habit has been developed in the learners since their time at school.

The next problem is time limits. The process of learning a language may be limited by the time, which is no help for students. The programme has a lot of information, and little time to study it thoroughly. One topic is quickly changed by another, and none of them is properly anchored. The possible solution thereto is to use additional resources for studying, and the teacher should be well aware of such and recommend them to the students.

Relationships within a group are also important as a human is a social being. If the atmosphere in the group is unfavorable, it will affect the person`s desire to study. The relationships in a group should help to be active or, at least, should not interfere with the learning process. It is a responsibility of a teacher to know the psychological climate in a certain group and to be able to influence it.

The next problem is related to the Russian proverb «seven do not wait for one». The whole group will not wait for one person to understand. It always needs to move on. So, there are always people in the group who tend to lag behind as they did not have enough time to digest the information they are presented, and to master it properly. Again, the solution may lie in using additional resources for studying a foreign language, including the Internet resources and different mobile applications.

Sometimes even if the programme is too intensive or is not suitable for all students, nothing can be done with it because it is necessary to follow the planned programme stages. The programme cannot be adapted for everyone, but the process of learning and memorizing is different for everyone. Sometimes a person wants to learn a language but a programme

or a teacher may not suit them. It may be difficult for someone to stay in a certain team, but there is no possibility to change it for another. Thus, one has to learn a language in the way that everyone does, adjusting to the general rhythm, with which not everyone succeeds. The possible solution to it may be an individual approach to teaching, and it may be far more effective for the learners. It is also important to select a certain teacher that you like, otherwise the learning process may suffer because of psychological things.

One more problem is related to the size of the group. The larger the group is, the less chance the person has to answer in class and to take part in the communication. Therefore, when doing homework and preparing for a lesson, not all students may do their best because they are well aware that it is possible to cheat or not to answer during the lesson, and eventually they will not succeed in learning and will not achieve their desire to speak a foreign language, eventually blaming a teacher for it.

The big size of the group also results in the teacher's inability to thoroughly test the knowledge of everyone. The material given to the group is the same, but not everyone learns it in the same way. Therefore, when someone does not understand something, there is often no way to find it out and to correct it because the group has to move on with the programme.

To sum up, there should be a special approach to effectively learn a language in a big group. First of all, it must be ensured that there is a good atmosphere in the group so that the conflicts do not occur, and if there are any, the teacher should resolve them immediately. If conflict is inevitable and one of the students cannot behave properly, it is worth taking additional measures by talking to their parents or applying some kind of punishment. During the lesson the same students should not answer all the time, thus going ahead of the rest and depriving the others of the opportunity to practice. Everyone should feel equally comfortable in the classroom. There should be equality in the group.

The teacher should assess the students' abilities and understand what changes to the programme are worth making, if necessary. The students who lag behind the rest should be given additional tasks, or completely different homework with the material they need more practice in. If students are distracted from the process of learning and talk a lot, it is better to make them change their seats.

Any phenomenon has both advantages and disadvantages. It all depends on the attitude of the parties. The same situation is in the case of

studying of a foreign language in big groups: it all depends on the attitude of both parties – both the teacher and the students. The teacher should not ignore the problems in the learning process, and students, in their turn, should be interested in the process and do their best in the subject.

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PECULIARITIES OF USAGE OF THE POSSESSIVE CASE OF NOUNS IN ARTICLES AND POETRY

Abstract: The article contains the features of the usage of the possessive case in the literature. The author analyzed various texts (social and political, scientific articles, a poem, a sonnet) in order to reveal the regularity in the use of forms of the possessive case in various literary works. The use of forms of the possessive case in each analyzed text is shown in percentage. With the help of the analysis, the author establishes the forms of the possessive case, inherent to a greater extent for each of the considered types of literary works. The reasons for the use of the possessive case in various texts are identified and substantiated. Based on the research, it is concluded that the form of the possessive case depends on the accuracy or abstraction of thought expressed in the text of a literary work. The author also notes that the text may contain various forms of possessive case.

Keywords: the possessive case, of phrase, an apostrophe, literary works, the genitive case.

«Possessive is a word which is used to show ownership or possession» [4].

There are two ways of expressing possessive nouns in the English language. The first one is to use the of-phrase after a noun to express possession: *a friend of mine, the back of the chair*. Another way to make a possessive form of nouns in writing is to add a possessive apostrophe to singular nouns and to irregular plurals that do not end in -s:

Mother's book, the men's golf club.

And «'» (an apostrophe) to regular plurals:

The sisters' room, the students' movement [2].

In order to draw conclusions about the use of the possessive case in different literary works, it is necessary to conduct research.

The first part of the research is devoted to analysing the text from *The Economist.* In the economic article of 5000 symbols, 34 cases of the use of the possessive case were revealed. In 27 cases of them, of-phrases are used (79, 4%); for example, «*consumer of medicines»*. In 7 cases apostrophes are used (20, 6%). Apostrophes are used with classifying genitive mostly in this text (4 out of 7 cases of usage the apostrophe) 3 cases are classifying. This analysis indicates that the of-phrases are preferably used in this type of literary work. It was also necessary to analyse a scientific article to compare the usage of the possessive case of nouns. A special issue of *New Scientist* journal publishes an article about banning cars from streets. The article of 6000 symbols comprises 32 cases of the use of the possessive case. In 30 cases the usage of the of-phrase is found (93, 74%); as for example, *«the reign of cars»*. In 2 cases possessiveness is expressed with apostrophe s (6, 25%). Apostrophes are used with the place genitive in classifying structure (city's «war on cars»). According to the percentage ratio, it is possible to say that of-phrases are regularly used in scientific texts and social and political articles.

The next part of the research studies the use of possessives in poems. The subject of the research is the poem of Lord Byron *The Prisoner of Chillon*. The volume of the poem is about 10000 symbols. 80 cases of the use of the possessive case were revealed. Of-phrase is used in 50 cases (62,5%); in 30 cases the apostrophe is made use of (37,5%). Specifying genitive is used in 73 percent, classifying genitive is used in 27 percent. These indicators show changing the usage of the possessive case. The changings are determined by diverse types of literary works. The usage of the apostrophe is increased in the poem; this fact proves that different forms of the possessive case of nouns have various meanings and determine the character of the text. Poetry is abstract. Possessives of abstract notions are mostly formed using the apostrophe. This fact is confirmed by statistical data on the use of the of-phrases. The statistics show that of-phrases are more commonly used with precise conceptions.

The apostrophe is often used in various kinds of poems. The poetry of absurd contains many abstract notions making texts more philosophical. An example of the poetry of absurd is William Shakespeare's poetry. The sonnet XCIII has 500 symbols and contains 5 cases of usage of the possessive case. All 5 of them demonstrate the usage of the apostrophe

(100%). In 80% of usage, the apostrophe specifying genitive is used. In 20% classifying genitive is used.

The genitive case is preferably used in poetry, but it is also used in every analyzed text. According to the research, classifying genitive is used in a political and social text, specifying genitive can also be found there. The scientific text includes only classifying genitives. This means that classifying genitive is used with precise notions and terms. There are more cases of usage of specifying genitive in poetry, but the poetry of absurd contains more specifying genitive cases than the analysed poem. This fact leads us to conclude that specifying genitive is inherent to be used with abstract notions.

To conclude, we would like to say that particular ways of expressing the possessive nouns are used in definite literary works. Thus, the of-phrase is used in more specific and precise works; an apostrophe is used in works with abstract notions. The authors use both ways of expressing the possessive case in their works. However, the more abstract a literary work is, the more apostrophes are used there.

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CHARACTERISTIC OF TRANSLATION OF PHRASEOLOGICAL UNITS FROM CHINESE INTO RUSSIAN

Abstract: Chinese idioms are a kind of set phrases in a fixed form, which formed in the long-term history of the Chinese nation. Although thousands of years have passed, their primary meaning is still retained during the process of the intergenerational, so to speak – Chinese idioms are the essence and microcosm of Chinese culture. Since the complexity of the structure, grammatical functions and the meaning of Chinese idioms, while we are translating these idioms into other languages, we will meet some hurdles. In order to discuss the method and skill during the translation of Chinese idioms, this essay will combine the characteristic of idioms with the comparisons of Chinese and Russian idioms.

Keywords: Chinese idioms, characteristics, Russian idioms, comparison, method of translation.

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ОСОБЕННОСТИ ПЕРЕВОДА ФРАЗЕОЛОГИЧЕСКИХ ЕДИНИЦ С КИТАЙСКОГО ЯЗЫКА НА РУССКИЙ

Аннотация: Китайские фразеологизмы представляют собой своего рода клише в устойчивой форме, которые формировались на протяжении долгой истории Китая. Несмотря на то, что прошли тысячелетия, их первоначальное значение сохранялось в процессе

смены поколений, иными словами – китайские фразеологизмы представляют собой сущность и микрокосмос китайской культуры. При переводе китайских фразеологических единиц на иностранные языки мы сталкиваемся с определенными трудностями, начиная от сложности структуры, грамматических функций и значения фразеологизмов. Данная статья посвящена особенностям перевода китайских фразеологизмов на примере анализа методов и способов перевода путем сравнения китайских и русских фразеологических единиц.

Ключевые слова: китайские фразеологизмы, характеристика, русские фразеологизмы, сравнительный анализ, способы перевода.

Китайские фразеологизмы являются важной частью китайской культуры, по статистике, вообще существует более 50 тысяч китайских фразеологизмов, из них 96% являются четырёхзначными фразеологизмами, которые имеют богатое содержание, но фиксированную и краткую форму, очень легкую для запоминания, поэтому в данной статье нами рассматривались четырёхзначные фразеологизмы. Почти все эти идиомы могут найти свои источники в баснях, литературных памятниках, мифах и так далее. Их невозможно понять, если не знать их источников и историю. Например, фразеологизм:叶公好龙, если применить дословный перевод то он будет звучать как «Шэ Гун любит драконов», тогда читатели не поймут, что его истинное значение – любить лишь на словах (согласно притче о Шэ-гуне, которому очень нравились драконы, и который постоянно рисовал их, но, увидев живого дракона, в испуге убежал).

Наконец, китайские фразеологизмы очень нравятся писателям не только в связи с тем, что у них богатое содержание, но благодаря их разнообразной грамматической функции они могут служить как подлежащее, сказуемое, определение, обстоятельство и дополнение (прямое и косвенное), поэтому независимо от произведения, доля использования китайских идиом чрезвычайная высокая. Из всего выше сказанного можно сделать вывод, что изучение, знание и перевод китайских фразеологизмов являются обязательными

предметами каждого переводчика. Переводчики в стране и за рубежом хорошо выполнят переводческую работу, что также является важным для понимания и распространения китайской литературы.

Рассмотрим различия и сходства структур китайских и русских фразеологизмов.

Основные структуры китайских идиомов существуют следующие:

1. Глагольно-объектная с глагольно-объектной: 添砖加瓦 (добавить кирпичи и черепицы при стройке дома).

2. Эпитет с основным словом: 雨后春笋 (как грибы после дождя).

3. Сказуемое с дополнением: 借刀杀人 (губить чужими руками).

4. Подлежащее со сказуемым: 东施效颦 куда конь с копытом, туда и рак с клешней).

5. Сказуемое со сказуемым: 守株待兔 (сидеть у моря да ждать погоды).

6. Сказуемое со «сцеплением» (слово служит и как дополнение, и как подлежащее) и сказуемым: 请君入瓮 (запутываться в собственных сетях).

Основные структуры русских идиомов существуют следующие:

1. Имя существительное с прилагательным (местоимением, порядковым числительным): чучело гороховое, бабье лето, абсолютный пуль, гусь лапчатый, белое пятно, вторая молодость, мышиная возня, первые шаги, вечный город, женский пол и др.;

2. Существительное в именительном падеже с существительным в родительном падеже: слуга народа, цветы жизни, подруга жизни, голубь мира.

3. Существительное в именительном падеже с предложно-падежной формой существительного: ноль без палочки, море по колено, голова на плечах, нож в спину, шаг за шагом.

4. Предложно-падежная форма существительного с существительным в родительном падеже: в поте лица, до корней волос, на вес золота, на злобу дня.

5. Сочетание предложно-падежных форм существительных: от зари до зари, с места в карьер, с минуты на минуту, с глазу на глаз.

6. Предложно-падежная форма имени существительного с прилагательным: за длинным рублем, за милую душу, в ежовых рукавицах.

7. Глагол с именем существительным: тянуть лямку, стереть в порошок, плыть по течению, намылить шею, помянуть добром.

8. Глагол с примыкающим наречием: лететь стрелой, видеть насквозь, вывернуть наизнанку.

9. Деепричастие с управляемым существительным: сложа руки, засучив рукава, скрепя сердце, положив руку на сердце.

10. Конструкции с местоимениями: ни с того ни с сего, ни то ни ее, все и вся, ваша (наша, твоя) взяла.

11. Конструкции с сочинительными и подчинительными союзами: и в хвост и в гриву, судить да рядить.

Что касается действующих методов при переводе китайских фразеологизмов, то на основе имеющихся результатов, можно выделить 3 типа.

1. Способ буквального перевода. Данный способ справедливый для фразеологизмов, у которых совпадают интуитивное значение и образ, например 添砖加瓦 – добавить кирпичи и черепицы при стройке дома. Такой способ может сохранить характер национальной культуры.

2. Способ заимствующего перевода. Данный способ справедливый для перевода фразеологизмов, у которых есть сходные по значению идиомы в русском языке, например 雨后春笋 – как грибы после дождя.

3. Метод вольного перевода. В том случае, когда у переводимых фразеологизмов нет интуитивного значения и сходных идиом, нам приходится прибегать к методу вольного перевода, например 叶公好龙 – любить лишь на словах; по притче о Шэ-гуне, которому очень нравились драконы и который постоянно рисовал их, но, увидев живого дракона, в испуге убежал.

Но выбор способа перевода должен осуществлять при сопоставлении с оригиналом, переводчики должны применять их в зависимости от обстоятельств.

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PURISTISCHE ÄQUIVALENTEN IN DEN 17.- 18. JAHRHUNDERTEN

Zusammenfassung: In diesem Artikel werden wir die puristischen Äquivalenten betrachten, die in den 17-18 Jahrhunderten erfunden wurden. Wir werden bestimmen, in welchen Sphären man diese Wortschöpfungen finden kann. Außerdem werden wir den Begriff Sprachpurismus definieren. Dieses Thema «Puristische Äquivalenten» ist auch heute aktuell, weil damalige Situation etwas Gemeinsames mit der heutigen Situation hat: damals waren ziemlich viele Entlehnungen aus anderen Sprachen, und jetzt haben wir ziemlich viele Lehnwörter aus der englischen Sprache in der deutschen. Das Betrachten der Sprachsituation in den 17.-18. Jahrhunderten kann auch der praktische Nutzen bringen, welche Verfahren und Methoden man benutzen kann, um das Problem der überflüssigen Entlehnungen zu lösen.

Schlüsselwörter: sprachpurismus, puristische Äquivalenten, 17. Jahrhundert, 18. Jahrhundert, Philipp von Zesen, Joachim Heinrich Campe, Verdeutschungen.

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ПУРИСТИЧЕСКИЕ ЭКВИВАЛЕНТЫ В 17-18 ВЕКАХ

Аннотация: В этой статье мы рассмотрим пуристические эквиваленты, которые были придуманы в 17-18 веках пуристами

Филиппом фон Цезеном и Иоахимом Генрихом Кампе. Предложим принципы для разделения этих слов на группы, а также определим, в каких сферах чаще всего появлялись такие пуристические эквиваленты. Дадим определение такому явлению как языковой пуризм и разграничим понятия Sprachpurismus и Fremdwortpurismus. Эта тема актуальна и на сегодняшний день, потому что ситуации в языке в то время и сейчас несколько схожи: в 17-18 веках было много заимствований из других языков, и сейчас немецкий язык активно заимствует слова из английского языка. Рассмотрение языковой ситуации в то время может принести и практическую пользу для решения проблемы в современном языке, какие инструменты можно применять.

Ключевые слова: языковой пуризм, пуристические эквиваленты, 17 век, 18 век, Филипп фон Цезен, Иоахим Генрих Кампе.

In diesem Artikel werden wir die puristischen Äquivalenten betrachten, die in den 17-18 Jahrhunderten erfunden wurden. Aber zuerst müssen wir bestimmen, was eigentlich Sprachpurismus oder anders genannt Sprachreinigung ist. Sprachpurismus ist das Bestreben die Sprache reinzuhalten, Kampf gegen Neologismen, Lehnwörter und Fremdwörter, Strebung die Standardsprache von nichtgenormten lexikalischen und grammatischen Elementen zu schützen. Das bedeutet, dass der Begriff «Sprachpurismus» ziemlich breit ist, und umfasst nicht nur den Kampf gegen Wörter, die aus anderen Sprachen entlehnt wurden, sondern auch gegen nichtgenormten Wörter aus der Sprache selbst. Deshalb existiert noch ein präziser, enger Begriff wie Fremdwortpurismus. Er umfasst genau die Bestrebungen die eigene Sprache von Lehnwörter und Fremdwörter zu reinigen. In diesem Artikel werden wir uns genau mit dem zweiten Begriff befassen.

Jetzt werden wir die Äquivalenten betrachten, die speziell als Ersatz für Lehnwörter und Fremdwörter ausgedacht wurden. Wir versuchen zu bestimmen, in welchen Bereichen diese Äquivalenten zu finden sind. Und zuerst können wir zwei Leader in ihren Zeiten auszeichnen, die die produktivsten waren – Philipp von Zesen und Joachim Heinrich Campe.

So können wir die Ersatzwörter verteilen, wenn wir die Autoren als Prinzip für die Klassifikation wählen würden.

Genau der Schriftsteller und der Purist, Mitglied der Fruchtbringenden Gesellschaft Philipp von Zesen erfand diese Wörter, zum Beispiel:

«Abstand» (für Distanz),
«Bücherei» (für Bibliothek),
«Augenblick» (für Moment),
«Leidenschaft» (für Passion),
«Entwurf» (für Projekt),
«Anschrift» (für Adresse),
«Briefwechsel» (für Korrespondenz),
«Lustspiel» (für Komödie),
«Mundart» (für Dialekt),
«Rechtschreibung» (für Orthographie),
«Tagebuch» (für Journal)
«Verfasser» (für Autor).

Wie wir bemerken können, ein Teil von den erfundenen Wörtern gehört zu der allgemeinen Lexik («Entwurf»), Teil ist mit dem Geistesleben der Gesellschaft («Bücherei») verbunden. Aber manche von ihm erfundene Verdeutschungen waren erfolglos und waren von den Zeitgenossen ausgelacht, wie «Zeugemutter» (für Natur), «Entgliederer» (für Anatom), Scheidezeichen (für Komma).

Die Verdeutschungen, die Campe erfunden hat, waren auch teilweise erfolgreich, teilweise erfolglos. Diese Wörter werden wir ein bisschen später präziser betrachten.

Die zweite Möglichkeit, wie wir Wortschöpfungen klassifizieren können, sind die Bereiche, in welchen diese Wörter ausgedacht wurden. Wir haben folgende Sphären bestimmt wie Wissenschaft (vor allem naturwissenschaftliche und sprachwissenschaftliche Termini), allgemeine Lexik, mit der Politik gebundene Wörter, Ersatzwörter, die im Bereich Art und Kunst zu finden sind, philosophische Begriffe und kleine Gruppe der Armeelexik. Die Erscheinung der neuen Wörter in diesen Branchen scheint ganz logisch zu sein, weil die Wissenschaftler Deutsch erneut als Sprache für die Wissenschaft und Kunst sehen mochten. Folgende Wortschöpfungen können wir als Beispiel anführen (zuerst der Äquivalent, dann das Lehnwort oder Fremdwort, Autor und das Jahr):

Wissenschaftslexik:

«Einzahl» für «Singular» Campe 1807

«Feuchtigkeitsmesser» für «Hygrometer» Campe 1801

Allgemeinlexik:

«Durchduften» für «parfümieren» Campe 1801

«Ehrenpreis» für «Honorar» Campe 1794

Kunst:

«Gebärdenspiel» für «Pantomime» Campe 1794

«schöngeistig» für «belletristisch» Campe 1801

Politik:

«Brüderlichkeit» für «Fraternität» Campe 1791

«Gesundheitsamt» für «collegium sanitatis» Campe 1801

«Königtum» für «royaute» Wieland 1792

Philosophie:

«Denklehre» für «Logik» Campe 1801

«Einzelding» für «Individuum» Campe 1801

«Einzelwesen» für «Individuum» Campe 1791

Armeelexik:

«abrüsten» für «desarmieren» 1866

«abtönen» für «detonieren» Campe 1801

Aber manche Ersatzwörter, die Campe erfunden hat, konnten nicht im Gebrauch kommen, wie:

für Katholik: Zwangsgläubiger,

für Protestant: Freigläubiger,

für Mumie: Dörrleiche, Balsamleiche,

für Poren: Schweißlöcher.

Warum wurden manche Wörter von der Sprache gut akzeptiert und andere nicht, wir können nur vermuten. Wahrscheinlich ist das wegen der wortwörtlichen Interpretation, wie in dem Fall mit Poren – Schweißlöcher. Oder die Ursache ist die Sprachökonomie, weil manchmal Lehnwörter und Fremdwörter kürzer sind, aber haben den gleichen Sinn (Mumie: Dörrleiche, Balsamleiche). Manche Ersatzwörter sind von dem Autor emotional gefärbt, in diesem Fall können wir diese Äquivalenten nicht für die volle Synonyme halten, weil sie schon nicht den gleichen Sinn tragen – ein Wort ist neutral und anderes emotional gefärbt, wie bei Katholik – Zwangsgläubiger und Protestant – Freigläubiger. «Zwang» in Zwangsgläubiger ist eher negativ gefärbt, im Vergleich zu «Frei» in Freigläubiger. Vermutlich war der Autor selbst einen Protestanten oder hatte protestantische Ansichten. Oder damals war die katholische Glaube weniger akzeptiert, deshalb hat er diese Wurzel für die Wortbildung benutzt.

Auf jeden Fall liegt der Verdienst der Bestrebungen der 17.-18. Jahhunderte im Erwecken des sprachkritischen Bewußtseins und in der Entdeckung der Wortbildungsmöglichkeiten.

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CLIL IM RUSSISCHEN HOCHSCHULSYSTEM

Zusammenfassung: In diesem Artikel werden die Besonderheiten und Varianten der Anwendung des CLIL-Ansatzes erforscht, der schon lange an den ausländischen Hochschulen eingeführt wird. Der CLIL-Ansatz wird vom Autor als eine der erfolgreichsten und effektivsten methodischen Modelle für den berufsorientierten Fremdsprachenunterricht bewertet. Es wird auch die Erfahrung beschrieben, wie der CLIL-Ansatz an den russischen Universitäten eingeführt wurde. Es werden auch die Grundsätze beschrieben, die bei der Organisation des Bildungsprozesses beachtet werden sollten. Fremdsprachen werden heute nicht mehr als Ziel des Lernens betrachtet, sondern als Mittel der Erweiterung des Fachwissens.

Schlüsselwörter: CLIL-Ansatz, Fremdsprachmethodik, berufsorientierte Fremdsprache, Hochschulbildung, fachübergreifendes Lehren.

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РЕАЛИЗАЦИЯ МЕТОДА CLIL В РОССИЙСКИХ ВЫСШИХ УЧЕБНЫХ ЗАВЕДЕНИЯХ

Аннотация: В данной статье рассматриваются особенности и варианты реализации метода CLIL, который на протяжении многих лет внедряется в зарубежных университетах. Метод CLIL

оценивается автором как одна из наиболее успешных и эффективных методологических моделей обучения профессионально-ориентированному языку. В статье также описывается опыт применения метода CLIL в российских университетах. Также описаны принципы, которым следует следовать при организации учебного процесса. Иностранный язык больше не рассматривается как цель обучения, а как средство расширения знаний и умений.

Ключевые слова: метод CLIL, методика обучения иностранным языкам, профессионально-ориентированный язык, высшее профессиональное образование, междисциплинарное обучение.

In der modernen ausländischen und russischen Fremdsprachenmethodik gibt es drei Hauptmodelle für den berufsorientierten Fremdsprachenunterricht: ein Modell für den Fachsprachenunterricht, den Fachunterricht in einer Fremdsprache, ein Modell des bilingualen Sachfachunterrichts (CLIL-Ansatz).

Das dritte Unterrichtsmodell wird in Russland vor kurzem angewandt. Hierbei handelt es sich um einen doppelt fokussierten didaktischen Ansatz, «in dem eine zusätzliche Sprache für das Lernen und Lehren von Inhalt und Sprache gebraucht wird» [5]. Chaljapina L. P. stellt fest, dass die Entwicklung eines Konzeptes für den Ausbildungskurs nach diesem Modell auf dem Prinzip der fachübergreifenden Verbindung basiert. Eine Besonderheit der CLIL-Technik ist die umfassende Herangehensweise an den Fachinhalt und die Sprache [2].

CLIL existiert in vielen unterschiedlichen Varianten. Es werden die schulformbezogenen Varianten und die durch die Dauer des CLIL-Unterrichts bestimmten Varianten unterschieden [5]. Die CLIL-Methode kann in den Grund-, Sekundär- und an den Hochschulen angewandt werden. Durch die Dauer des CLIL-Unterrichts lassen sich zwei Varianten erkennen: das «Langezeit-CLIL» und «modulare CLIL». Im ersten Fall wird die Fachdisziplin über mehrere Jahre in der Fremdsprache unterrichtet, im zweiten – über kürzere Zeitabschnitte, dazu gehört überwiegend Projektarbeit.

An russischen Universitäten wurde das Problem der Integration von Fach- und Fremdsprachenunterricht auf verschiedene Weise gelöst [4]:

1. Zusammenarbeit von Fremdsprachen- und Fachlehrkräften;
2. Pädagogisches System zur Unterstützung des Sprachunterrichts im Sachfachunterricht;
3. Pädagogisches System zur Unterstützung des Fachunterrichts im Fremdsprachenunterricht;
4. fachübergreifende Projektarbeit.

Im ersten Fall arbeiten die Fremdsprachen- und Fachlehrkräfte Unterrichtsinhalte und Lehrmittel zusammen aus. Dabei werden Lernmaterialien und Lehrwerke für den fachorientierten Fremdsprachenunterricht mit Rücksicht auf die Fachrichtung der Studierenden entwickelt. Die Fremdsprachenlehrkräfte können an Seminaren und praktischen Kursen teilnehmen, um eigene Fachkenntnisse zu verbessern und zu erweitern. Fremdsprachen- und Fachlehrkräfte wählen zusammen authentische Fachliteratur bei der Organisation der studentischen Forschungsaktivitäten aus. Fremdsprachenfachkräfte werden von Fachlehrkräften auch bei der Arbeit mit Fachlexik sowie Termini unterstützt [2].

Das pädagogische System zur Unterstützung des Sprachunterrichts im Sachfachunterricht wird an der Föderalen Universität in Kasan angewandt. Salekhova L.L. erforscht die Möglichkeiten der Entwicklung der kognitiven Fähigkeiten der Studierenden aufgrund des integrierten fachsprachlichen Ansatz. Sie betrachtete, wie drei Sprachen (Russisch / Tatarisch als Muttersprache, Englisch als Fremdsprache und die Sprache der Mathematik) einander und die Entwicklung der kognitiven Fähigkeiten der Schüler beeinflussen. Sie behauptet, dass Lernende den Inhalt aus verschiedenen Blickwinkeln betrachten können, wenn sie Mathematik in einer Fremd- oder Zweitsprache lernen. Neues Vokabular schafft zusätzliche Assoziationen und neue Methoden, die für den Unterricht in einer zweiten Sprache erforderlich sind und ein aktives Interesse am Thema und sein tiefes Verständnis hervorrufen können [3].

Krylov E.G. erforscht die Besonderheiten des bilingualen fachsprachlichen Unterrichts an einer technischen russischen Universität: inhaltliche (kreative) und administrative (organisatorische) Strukturkomponenten, die miteinander eng verbunden sind. Bei der Organisation des Bildungsprozesses sollten folgende Grundsätze beachtet werden [1]:

– konsequente Umsetzung der zweisprachigen Ausbildung in den Lehrplan – von einer einfacheren Disziplin zu einer komplexen Disziplin;
– authentisches Sprachmaterial;

– Relevanz von Lernaufgaben den fachlichen Interessen;
– das gleiche Sprachniveau aller Lernenden;
– Entwicklung des Interesses der Lernenden an Texten und Lernaktivitäten;
– Entwicklung von Kommunikationsfähigkeiten durch Diskussionen, Teamaktivitäten und Erstellung von Präsentationen.

Krylov E.G. beschreibt in seinem Artikel die Ergebnisse des auf CLIL basierten fachsprachlichen Lehrens. Die Zielgruppe bestand aus Bachelor-Studenten (Fachrichtung «Bauwesen») im zweiten und dritten Studienjahr, denen die Vorlesungen in theoretischer Mechanik in russischer Sprache gehalten wurden und die parallel auch englischsprachige Seminare in diesem Fach besuchten.

Am Anfang des Unterrichts wiederholte der Hochschullehrer auf Englisch das auf Russisch gelernten Lehrmaterial (innerhalb von 30% der Unterrichtsdauer). Dann lasen und diskutierten die Studierenden authentische englische Texte zu dem jeweiligen Thema, machten Textanalyseübungen, lösten Aufgaben. Während des Unterrichts wurden authentische Materialien und ein russisch-englischer Thesaurus über theoretische Mechanik verwendet. Eine zufriedenstellende Anzahl gelöster Aufgaben und ein relativ gutes Verständnis der Aufgaben von Studieren, die oft den englischsprachigen Fachunterricht besuchten, können als die Bereitschaft dieser Studierenden angesehen werden, sinnvolle Operationen mit englischsprachigen Themeninformationen durchzuführen [1].

Ein weiteres Modell wird an der Polytechnischen Peter-der-Große-Universität Sankt Petersburg angewandt. Das Unterrichten einer Fremdsprache erfolgt in diesem Fall aufgrund der themenorientierten Unterrichtsmaterialien. Die Beherrschung einer Fremdsprache im Rahmen dieses Modells erfolgt auf höherer Motivation und hohem Interesse der Studierenden. Der Lernprozess ist auf die Entwicklung der Fähigkeiten gezielt, fachlich bedeutsame Themen und Probleme in einer Fremdsprache zu verstehen und zu diskutieren [4].

Ein weiterer Ansatz, der auch an der Polytechnischen Peter-der-Große-Universität Sankt Petersburg eingeführt wird, wird in Form der fachübergreifenden Projektarbeit dargestellt. Die Umsetzung des Pilotprojekts Interdisziplinäres Projekt im Rahmen der didaktischen Integration folgender Komponenten: E-Learning-System + Einführung in die Fachrichtung (Vorbereitung auf den Kurs «Wahrscheinlichkeitstheorie. Datenbanken») + Fachfremdsprache. Dafür wurden der berufsorientierte Fremdsprachenkurs und das englischsprachige Fachlehrbuch ausgearbeitet.

In diesem Fall wird die Fremdsprache von den Studierenden als Mittel zur Erweiterung des Fachwissens wahrgenommen. Der Lernprozess im E-Learning-System bzw. der Zugang und die Verfügbarkeit von Lernmaterialien erhöhen das Interesse an der Fremdsprache und aktivieren kognitive Tätigkeit [2].

Auf der Grundlage der durchgeführten Forschung wurden folgende Schlussfolgerungen gezogen: aufgrund des CLIL-Ansatzes werden Fach- sowie Fremdsprachkenntnisse von Studierenden verbessert und ihre kognitiven Prozesse aktiviert. Der Ansatz wird erfolgreich an russischen Hochschulen angewandt, besonders in naturwissenschaftlichen und wirtschaftlichen Fachrichtungen. Die Anwendung dieses Ansatzes fordert die ständige Zusammenarbeit der Fremdsprachen- und Fachlehrkräfte und als Folge grundlegende Änderungen in der Ausbildung von Hochschullehrern.

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ENGLISH LANGUAGE CONSCIOUSNESS CONCET «RUSSIAN ARMY» NOMINATIVE FIELD COGNITIVE INTERPRETATION

Abstract: The article represents a cognitive interpretation of the concept «Russian Army» nominative field in the English language consciousness. The research is based on the analysis of the publicistic sources texts. The main stages of the semantic-cognitive research are described in the article. The key nomination «Russian Army» is defined. The main cognitive signs of the concept are given together with the nominations constituting them. A conclusion about the most and the least actual cognitive signs of the concept under investigation for the English language consciousness is made in the article.

Keywords: concept, cognitive interpretation, language consciousness, semantic-cognitive research, nominative field, cognitive sign.

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КОГНИТИВНАЯ ИНТЕРПРЕТАЦИЯ НОМИНАТИВНОГО ПОЛЯ КОНЦЕПТА «АРМИЯ РОССИИ» В АНГЛИЙСКОМ ЯЗЫКОВОМ СОЗНАНИИ

Аннотация: В статье представлена когнитивная интерпретация номинативного поля концепта «Армия России» в английском

языковом сознании на основе анализа текстов публицистических источников.

Ключевые слова: концепт, языковое сознание, семантико-когнитивное исследование, номинативное поле, когнитивный признак.

Our research is devoted to studying the concept «Russian Army» in the English language consciousness. The research is theoretically based on the concept semantic cognitive description method, suggested by Z.D. Popova and I.A. Sternin [1].

According to Z.D. Popova and I.A. Sternin a concept is a discrete mental entity which is a person mental code basic unit, possessing a relatively organized inner structure and representing a result of a cognitive activity of a person and society and carrying complex encyclopedic information about an object or phenomenon, about social consciousness interpretation of the given information and the attitude of the social consciousness to the given phenomenon or object.

The main stages of the semantic-cognitive research are:

1. Building of a concept nominative field.
2. Analysis and description of semantics of language means constituting a concept nominative field.
3. Cognitive interpretation of language means semantics description results – finding cognitive signs, forming the concepts under investigation as a mental unit.
4. Verification of the obtained cognitive description among native speakers.

The given work represents the results of the first three stages of the concept «Russian Army» investigation.

In the first stage a nominative field of the concept «Russian Army» was formed. To achieve that we analyzed the texts of publications in the English language mass media, mostly American and British, such as American military news, Military.com, The Guardian, Stars and Stripes, Military Times for 2016-2018.

The key nominations were such collocations as Russian military, Russian military forces, Russian armed forces, Russian army which we

considered as synonymic. The nomination «Russian Army» was chosen to be general as the most stylistically neutral.

During the research 134 nominations of the English concept «Russian Army» were identified. Next, the obtained nominations cognitive interpretation was produced and 28 cognitive signs of the concept were distinguished.

Thus, the concept «Russian Army» in the English language consciousness is represented by the following cognitive signs (next to the name of a cognitive sign the number of constituting objectivations is given)

Carries out active actions 18 – carries out intense airstrikes, began an intense barrage, carry out bombardments, carry out bombing, carry out shelling, take part in the attack, has increased the frequency of maneuvers, has increased the scope of maneuvers, performed with deadly effectiveness, launched dozens of airstrikes, intensify pressure, attacked rebel-held areas, destroyed militant positions, struck the city, was behind cyberattacks, were put on high alert, conducts a push into the warming Arctic, launch an offensive.

Represents danger 13 – is capable of occupying the capital of Latvia, may come across the Suwalki Gap, is capable of occupying the capital of Estonia, may come storming, may establish control over the region, may threaten the free movement of NATO personnel, may effectively cut the Baltic States off from the rest of the Alliance, poses a conventional military threat, threatens an all-out assault, threatens to retake the territory, plans to carry out precision strikes, threats to carry out precision strikes, displays aggression.

Develops 13 – modernizes 2, is modernized, strengthens, is bigger than at any time, is stronger than at any time, is a new model army, has revolution, has finesthour, reshaping, is built on the progress, adapting to modern challenges, builds up force.

Conducts military exercises 12 – takes part in the exercise, conducts anti-submarine drills, conducts military exercise, simulated repelling an invasion, participates in military exercise, will begin a major exercise, prepares for massive war games, intensified combat training, conducts a military drill, experimented with different tactics, experimented with different techniques, holds unprecedented war games.

Supports Syria 8 – operates in Syria 2, backs up Syrian military 2, backs up Syrian army, provides assistance to Syria, turned the tide in favor of Assad’s forces, supplies Syrian forces with military equipment.

Cements relations with other countries 7 – has expanded military ties with China 2, join troops with China, conducted a series of joint military maneuvers with China, joins forces with China, has successful bilateral relations, sought cooperation with other countries.

Deploys forces 7 – deployed navy warships, deployed combat helicopters, deployed security vessels, deployed fighters, are deploying more, are deploying at a higher rate, is amassing its naval forces.

Possesses strength 7 – has ability to respond to multiple security threats, may be mobilized, has forces, has firepower, powerful, significant, has strength.

Rearms 6 – will be better equipped 2, takes large volumes of military equipment, participates in the State Armament Programme, streamlines technological developments, is better equipped.

Avoids conflicts with the USA 5 – prevents clashes with US forces, prevents incidents between Russian and USA forces, has a de-confliction line with the US forces, stays away from an American base, tries not to bring direct confrontation with the US.

Demonstrates strength 5 – displays machines of war, parade, displayed during Victory Day parade, shows off military might, flexes military muscle.

Is aggressive towards Ukraine 5 – blocked the way of Ukrainian ships, opened fire upon Ukrainian ships, rammed one of the Ukrainian vessels, openly attacked Ukrainian ships, was used against Ukraine.

Contributes to peace 4 – patrols demarcation line, patrols a demilitarized zone, a buffer between Syrian forces and the Jewish state, entered deconfliction zone.

Is weak 4 – more bark than bite, lags behind the United States in total power, lags behind Western countries, needs an overhaul.

Is an intervener 3 – has intervened into Ukraine, began intervention, seized Crimea.

Sustains losses 3 – lost an aircraft 3.

Pursue peaceful policy 2 – peace-loving, has no plans of aggression.

Protects itself 2 – boosting defenses in Crimea, restricted access to the airspace.

Faces danger 2 – risks military confrontation, risks being hit.

Maintains a contact with the USA 1 – maintains a hotline with the US.

Vies for influence with the USA 1 – operates near U.S. and NATO forces over the Baltic Sea.

Is exposed to attacks 1 – was attacked by US drones.

Fights against terrorism 1 – pursues terrorists.

Backs up separatists 1 – supports separatists.

Is ready for dynamic actions 1 – ready to protect the region in case of an attack.

Kills civilian population 1 – have killed civilians.

Must abide to international rules 1 – must behave within international standard.

Thus, the most actual cognitive signs of the concept «Russian Army» in the English language consciousness are *carries out active actions, represents danger*, *develops*, *conducts military exercises* and the least actual cognitive signs are *maintains a contact with the USA, vies for influence with the USA, is exposed to attacks, fights against terrorism, backs up separatists, must abide to international rules, kills civilian population, is ready for dynamic actions*.

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TRANSLATION OF POETRY

Abstract: This paper deals with the main difficulties the translator faces while translating poetry (such as transfer of rhythm, rhyme, and of the whole impression of the poem), and suggests certain ways to overcome each of them. However, it is also important to mention that because of the fact that every epoch, every nation, and every culture solve the problems of translating poetry in their own way, it is still impossible to establish firm standards of poetic translation. Many linguists have tried to find solutions, which could be used in many cases of poetry translation. Description is given of some strategies to translate poetry as poetic translation has always been and will be considered as subjective, and each case has to be considered individually. The article also discusses such approaches to the translation of poetry as independent and subordinate, and the translator always has to choose, which one to follow.

Keywords: poetic translation, rhyme, verse, rhythm, blank verse, free-verse, stanza, poetry.

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ПЕРЕВОД ПОЭЗИИ

Аннотация: В данной статье рассмотрены главные сложности, с которыми сталкивается переводчик при переводе поэзии (например,

передача ритма, рифмы, или же цельного впечатления от стихотворения), а также предполагаемые способы решения каждой из них. Однако также необходимо упомянуть, что в связи с тем, что каждая эпоха, каждый народ и каждая культура решает проблемы перевода поэзии по-своему, к единым стандартам поэтического перевода прийти не удается и по сей день. Многие лингвисты пытались найти какие-либо решения, которые могли бы использоваться при переводе поэзии. В статье описываются определенные стратегии поэтического перевода, но поскольку поэтический перевод всегда рассматривался, и будет рассматриваться как субъективный, каждый случай нужно рассматривать отдельно. В статье также рассказывается о таких подходах к переводу поэзии, как независимый и подчиненный, а переводчик всегда вынужден выбирать, какому из них следовать.

Ключевые слова: поэтический перевод, рифма, размер, ритм, белый стих, свободный стих, строфа, поэзия.

Poetic translation has existed for many centuries. But there have always been different opinions, various principles, and translation techniques too.

Poetic translation is one of the most effective ways to render the contents of a poem into another language. As a rule, the essential elements of the poems are rhyme, rhythm and verse (depending on the type of the poem). If the original contains them, the translator should try to convey all these components of the verse. However, it is still a controversial question whether it is necessary to retain all of them.

There are two approaches to the translation of poetry: independent and subordinate. The aim of the independent approach is to convey the mood and the beauty of the verse, with no attention to the form of the original. The main task of this approach is to make the reader feel emotions contained in the poem and convey the form of the piece of poetry with great accuracy. This translation technique involves not only preservation of the verse, stanza, and metrics of the poem, but also the order and type of the rhymes, especially its melodies and sounds.

It is worth mentioning that the poem can sometimes be translated in prose. This is the easiest way of translating, as it allows to keep both

aesthetical and informational components of the original. It can mostly be used for translation of songs, or when the idea of the author is so important that the form of its expression is not that relevant.

Poems can also be translated using blank verse. In this case the translator tries to retrain only the original verse without saving rhymes. Nevertheless, this technique requires that the translator should possess certain poetical skills.

In fact, poetic translation implies a creation of a poetic text corresponding to the original in meaning, form and its poetic properties, which uses all the elements typical for a poetic work, including rhyme, if any [1]. This type can be considered the most complicated form of literary translation of the text, as it requires that the translator should have not only talent for literature and ability to write poetry, but also the ability to accommodate the original meaning, idea and even literary techniques in the poetic form of another language.

The greatest challenge of the poetic translation is transferring the structure of the poetic text, which requires use of rhymes and a certain verse. It is the poetic structure that brings so many difficulties when creating a perfect «reflection» of the original in another language. The fact is that the language of translation and cultural references may differ significantly from those contained in the source language, both in style and language constructions, and that sets the task for the translator to change the author's ideas and images so as to adapt them to the form of the target language [3].

When a translator works on poems, first of all, they have to decide whether the poetic verse and structure of the rhymes correspond to the original. If the translator decides to change the structure of the verse, it is necessary to determine which structure to prefer, while it is necessary to take into account the semantic content of the poem, that is, the external form should be close to the implications contained therein.

The main difficulty in poetic translation is to combine the original meaning with the necessary form, and it should be mentioned that exact and literal translation in this case is very rare. The main emphasis should be placed on the transfer of the main idea and the mood of the original.

One of the most difficult issues in translation theory and practice is to recreate the rhythm of the original [2]. Translation theorists insist on the transfer of rhythm in the translation, as rhythm represents the intonational essence of poetic phrases.

Some linguists argue that the correct transfer of rhythmic features in most cases is impossible, since the nature of the source and the target languages is different, so most translators have to transfer only the general rhythm, and the intonation of the original with fairly free deviations from its meter.

Besides, one of the most difficult problems to solve in poetic translation is the problem of rhyme. V.V. Nabokov, in the article «The Art of Translation», describes this problem as: ««Mg-no-vain-yay» has over two thousand Jack-in-the-box rhymes popping out at the slightest pressure, whereas I cannot think of one to «moment»» [6]. The translator even can keep the same type of rhyme as in the original poem, but this raises another problem because different types of rhymes are perceived quite differently by native and non-native speakers.

It is known, for example, that one of the reasons, which caused the English-speaking readers' misunderstanding of the I. Brodsky's poems translated by the author, was his desire to keep the exact rhyme, which is common in Russian poems, but rare in English [4]. The English readers associated such poems either with the poetry of the 19th century, or with comics and poetry for children. However, some languages contain no rhyme in poetry at all. An example is modern poetry in English. In this case, you do not need to create a rhyme in the translation.

On the other hand, it is important to think about the author's style. The difficulty is that for the successful transfer of the author's style account should be taken not only of phonetic features (alliteration, assonance, onomatopoeia, etc.), or of the so-called «music of verse», but also of the characteristic features of the era, national and social identity. In particular, I. Kashkin insists on preserving the image system through a reasonable interpretation of the author's will to achieve maximum proximity to the original work [5]. So, the emphasis is on the fact that the translator should possess deep knowledge of general culture, as well as of the main works of the particular poet/poetess and their significance for the culture as a whole. The main requirement here is the need to preserve aesthetic completeness and visual means of the original [7].

To sum up, it can be concluded that the complexity of poetic translation is mainly due to the specifics of the poetic text, in which the figurative basis and form are directly related to the culture and to the peculiarities of the language structure. We all know Umberto Eco's quotation that translation is the art of failure. The question is whether it is preferable to sacrifice elements of content or elements of form for its sake.

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III. INTERCULTURAL COMMUNICATION
III. МЕЖКУЛЬТУРНАЯ КОММУНИКАЦИЯ

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CHARACTERISTIC DISTINCTIONS BETWEEN RUSSIAN AND KOREAN CORPORATE CULTURES

Abstract: Every nation has its own culture, which was formed under the influence of religion, customs, norms and traditions. Both South Korea and Russia have their unique cultures which have a significant impact on business practices of two countries, especially at the international level. As today many South Korean enterprises, such as Hyundai, LG and Lotte, operate their representative offices in Russia, it is essential to understand the South Korean culture and use that knowledge appropriately to improve the quality of cooperative work. This article emphasizes the most common barriers in intercultural communication between Korean and Russian employees and the strategies for overcoming them, which will help to contribute to the further development of bilateral relations.

Keywords: Republic of Korea, Russia, corporate culture, cultural differences, international business.

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ОТЛИЧИТЕЛЬНЫЕ ОСОБЕННОСТИ РОССИЙСКОЙ И КОРЕЙСКОЙ КОРПОРАТИВНЫХ КУЛЬТУР

Аннотация: Каждая нация является носителем своей собственной культуры, которая была сформирована под влиянием религии, традиций и социальных норм. Россия и Республика Корея также являются носителями двух уникальных культур, которые оказывают непосредственное влияние на то, как в обеих странах ведут бизнес, особенно если речь идет о международном бизнесе. Поскольку на сегодняшний день на территории России находится большое количество южнокорейских предприятий, и такие корпорации как Hyundai, LG, Lotte имеют в нашей стране свои представительства, необходимо понимать данные культуры и использовать эти знания должным образом для улучшения качества совместной работы южнокорейских и российских сотрудников. В данной статье приводятся примеры наиболее распространённых проблем межкультурной коммуникации, возникающих между российскими и корейскими сотрудниками, а также способы их предотвращения для дальнейшего развития двусторонних отношений.

Ключевые слова: Республика Корея, Россия, корпоративная культура, культурные различия, международный бизнес.

It is common practice in Korean business culture to have senior managers in one specific firm connected by family ties, that is why all Russian branches of Korean companies recruit local employees only at the middle management level (financial, legal, technical departments). Direct intercultural communication involves mainly senior employees and supervisors. Thus, it is vitally important for them to possess the knowledge

of fundamental distinctions between corporate cultures of two countries and refer to it both in interpersonal relationships and business communication. In this article we will focus on the most fundamental aspects of corporate cultures of both countries.

Value system. It is widely known that Russian value system resembles the Western one to a high degree. Such components of it as the importance of private life and the focus on self-development are considered to be of paramount importance for Russians and westerners alike. However, it is drastically different in case of Korea. Collectivism is a basic value dimension for Korean people. In their culture, an individual is expected to consider the benefits and interests of the whole group/community to which they belong before making any decisions. Equally, this is true for their corporate culture and working relationships. Due to the collectivist modus operandi Korean employees tend to be highly loyal and committed to a particular company; many of them work all their lives for one company and very rarely quit. Change of the workplace is also disapproved of by the society.

This aspect should undoubtedly be considered in the process of intercultural communication. In order to be successful in doing business with Koreans, it is crucial to establish good personal relationships based on mutual trust. Koreans are not willing to do business with strangers without the introduction and support of their friends. Upon introducing and establishing personal relationships, South Koreans are more willing to regard a foreign company as a part of their group, and, as a result they will display more desire to collaborate in order to achieve the common goals and gain profit for mutual benefit.

Negotiation approach. As far as the negotiation in business meetings is concerned, Russian companies need to be mindful of the rigid hierarchy that is observed in the Korean society. Therefore, when conducting business, it is necessary not only to understand who the decision maker is, but also to contact this person prior to the meetings. With respect to the process of negotiation itself, approaches differ significantly in two countries. Russians prefer to do business directly. Russian businesspeople present their opinions and feelings by giving direct and clear answers. It is not typical of them to pay great attention to such things of secondary importance as gift-giving or presenting business cards with both hands because they are more result-oriented and it takes them less time to complete the whole process of negotiation and reach an agreement. In contrast, Korean businesspeople tend to avoid expressing

directly what they actually have to say. Even if they disagree on a certain aspect of the deal, they will be reluctant to give direct refusals, giving positive or ambiguous answers instead. The only way to understand their real intentions is to practise the picking-up of non-verbal language, which Koreans widely use as an additional means of expressing themselves. It is clear, however, that such a considerable difference in behaviour can become a serious obstacle for the two parties, making it hard to achieve agreement in business.

Hierarchy. For the purpose of this article we will think of hierarchy as asymmetrical relationships with vertical power distribution. Hierarchical relations permeate the Korean society and, of course, inevitably affect corporate culture. This means, first of all, that the eldest person at a given gathering usually plays the role of the initiator of the activities, such as entering the room, greeting the host and consuming food. Regarding the order, for example, the elders and the ones with higher hierarchy rankings go first to get food in the buffet restaurant. Junior company members always show their respect by serving them.

Due to the fact that, from the two cultures in question, as a rule, Korean people are more concerned with matters that are not directly related to them, at the interview with the employer candidates are more likely to be asked about their family. Koreans believe that a person without a family cannot build a successful career in a company as they are incapable of maintaining harmonious relations with other employees. In other words, age, social and marital status are of vital importance in Korean corporate culture.

According to Russian social norms such things are not considered to be of great value in the process of employment. Although, in some professions. age restrictions exist, it is not very common for Russian employers to pay particular attention to such details. As previously mentioned, our society has more similarities with the West rather than with the East. That is why, when the employment is concerned, we tend to look at the qualifications and experience in the candidate’s chosen field of work.

To sum up, Korean companies are already widely presented on the Russian market and the collaboration of Russian businesses with them is steadily increasing. However, dissimilar corporate cultures often cause difficulties in handling daily business affairs with Koreans. It is possible to overcome cultural barriers if both parties deepen their understanding of the value system of the other country. For these purposes special courses can

be introduced. Increasing the awareness of each other's corporate culture is the first step to successful intercultural communication and, consequently, the efficient and productive collaborative performance.

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AUTHENTIC MANUALS AS A TOOL FOR PROVIDING CADETS WITH THE SKILLS FOR EFFECTIVE COMMUNICATION COMPETENCE

Abstract: The article deals with the problem of using authentic manuals in teaching English at military academies in Russia. Acquisition of communicative competence and stable motivation support are the cornerstones of appropriate professional communication. The extensive use of authentic students' books and other professional teaching materials in the educational process will meet and expand the cognitive level of students. The conclusion is based on the statement that the professional English teaching at Russian military academies has to be acknowledged as one of essential stages of advanced professional training of cadets.

Keywords: communicative competence, authentic manuals, military academy, professional knowledge.

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ФОРМИРОВАНИЕ КОММУНИКАТИВНОЙ КОМПЕТЕНЦИИ КУРСАНТОВ С ИСПОЛЬЗОВАНИЕМ АУТЕНТИЧНЫХ УЧЕБНИКОВ

Аннотация: В статье рассматривается проблема использования аутентичных учебников на занятиях по английскому языку в военных вузах России. Формирование профессиональной иноязычной компетенции курсантов, необходимой для профессионального общения, и поддержание устойчивой мотивации к изучению английского языка возможны при активном внедрении в учебный процесс аутентичных учебников и учебных материалов. Аутентичные учебники представляют обширный профессиональный информационный материал, необходимый для удовлетворения познавательных потребностей курсантов ведомственных вузов. Делается вывод, что профессиональный английский язык, изучаемый в военных вузах России, становится фактором опережающего профессионального обучения, вооружает курсантов знаниями по их специальности.

Ключевые слова: профессиональная иноязычная компетенция, аутентичные учебники, военные вузы, профессиональные знания.

The essential educational target of Russian military academies is to expand the intellectual and professional competences of cadets through military training and education to a level demanded of an Army Officer.

Military academies state the aim to develop excellence for leadership in cadets to be prepared for sophisticated intellectual challenges of a rapid technological progress. In technical higher education institutions with communicative and professional targeted foreign language training the

focus is made on communicative and cognitive needs of a student to support their further professional career.

Since mastering a foreign language is defined in academic provisions as a federal component of the State Educational Standard, the importance of foreign language competence has been approved as a priority skill for a modern army officer [1]. Foreign language training standards imply acquisition of intercultural, communicative, professionally oriented competence indispensable for professional communication, obtaining information on the state-of-art achievements of military science and technology irrespective of a particular military division. Dedication to military service implies excellence and high professional competence of military specialists, linked with high level of responsibility, innovative technologies and modern types of weapons and equipment [2].

As foreign language classes at military academies are professionally oriented, all educational materials and activities shall also be strongly professionally targeted to generate the professional skills of students and cadets. Professionally oriented foreign language training is always based on the needs of students in the context of their future specialization. Communication in a foreign language, reading special literature define the level of mastering the language, which on the other hand, is linked with general personal growth of cadets and acquisition of specialized skills, based on professional and linguistic knowledge.

The efficiency of the educational process sustained by positive motivation for future professional career, is dependent both on internal motives (personal involvement of students in educational process, good interpersonal relations in class, positive attitude to training) and external incentives (cross-links between different subjects, on-going continuous performance control, personification and differentiation of education, motivation and incentives methods). A pursuit to acquire new special knowledge arises when students realize that a foreign language is a tool to get professionally valuable information from a foreign source [3].

Fortunately, foreign language teachers have an opportunity to integrate the linguistic and cultural goals of teaching a foreign language, since along with linguistic they also generate sociocultural competences. Sociocultural competence implies mastering the essential and background vocabulary from authentic texts, ways of translation from a native to a foreign language, communication strategies in a particular professional field, with respect to the specific mentality of foreign culture.

The communicative competence in a foreign language is best achieved if the language learner immerses into the culture of the country of the target language. Without this immersion it is very difficult to learn, therefore, the teacher needs to think of realistic and imaginary communication situations in the classroom using various methods and techniques (discussions, role games, creative projects, etc). In order to sustain motivation to learn English, the teachers borrow materials from authentic manuals like «English for the Military», «Aviation English» by Henry Emery and Andy Roberts, etc. [4]

We believe the educational process will benefit from using authentic manuals for several reasons. Firstly, authentic tutorials are equipped with CDs, which facilitate the development of complex language skills due to diversification of interactive work. Furthermore, the authentic tutorials contain rich lexical material, including modern special military terms in set phrases. Finally, the authentic textbooks provide an extensive actual material based on reliable data in the context of intercultural aspects of military and professional areas. The aforementioned arguments definitely contribute to professional foreign language competence of cadets at military academies.

We assume that only comprehension of a foreign language as a tool to get professionally and personally valuable information from a foreign source and practical application of this information in professional activity is a key factor to support motivation in foreign language training at all levels.

All above will contribute to generation of professional foreign language competence of cadets at military academies, and multiplied by their professional knowledge, will upgrade a foreign language from a general subject to an engine of acquiring knowledge for further personal and professional growth to meet acute requirements of professional military training.

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LANGUAGE WORLD VIEW OF THE AMERICAN YOUTH OF THE 50-60s OF THE XX CENTURY BASED ON THE ANALYSIS OF THE BEAT - GENERATION LITERATURE

Abstract: The article considers specific characteristics of the language world view of the linguosociety under research and the concepts implemented in the literature of the Beat Generation. Cognitive approach to the study of concepts as constituent parts of the national conceptual sphere allows to single out universal concept (freedom), relatively specific concepts (home, road) and absolutely specific concepts (madness, addiction) organized in a system.

Keywords: language world view, concept, the beat generation, cognitive linguistics, psycholinguistics.

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ЯЗЫКОВАЯ КАРТИНА МИРА АМЕРИКАНСКОЙ МОЛОДЕЖИ 50-60 гг. XX ВЕКА НА МАТЕРИАЛЕ ЛИТЕРАТУРЫ БИТ – ПОКОЛЕНИЯ

Аннотация: В статье рассматриваются характерные особенности языковой картины мира указанного лингвосоциума, а также исследуются ключевые концепты на материале литературы бит-поколения. Лингвокогнитивный подход к исследованию

концептов как части национальной концептосферы позволяет выделить универсальный концепт (freedom), относительно специфические концепты (home, road) и абсолютно специфические концепты (madness, addiction), которые представляют собой части единой концептуальной системы.

Ключевые слова: языковая картина мира, концепт, литература бит-поколения, лингвокогнитивный подход, когнитивная лингвистика, психолингвистика.

The language world view is a system of ideas about the surrounding world represented in the consciousness of an individual or a certain society. It is traditionally accepted that the language world view can be studied through analysis of concepts as its components. This opinion justifies the fact that a concept is a kind of synthesis of ideas about surrounding reality in the mind of the concept holder. According to Yu. Stepanov, a concept can be presented, on the one hand, as a «*slot of cultures in the Human Consciousness: the way culture enters the mental world of man»,* and, on the other hand, *«as the way by which man enters culture, and in some cases affects it»*. [2] Researchers believe that one of the most accurate methods of research in this field is **semantic – cognitive analysis** suggested by the Russian linguists Ivan Sternin and Zinaida Popova. It includes the following research stages:

1. Construction of the nominative concept field.
2. Analysis and description of the semantics of language means included into the nominative concept field.
3. Cognitive interpretation of the results of description of language semantic means – identifying cognitive signs that form the concept as a mental unit.
4. Verification of the cognitive descriptions obtained from native speakers [1].

This method was used by the authors of this article in the study of the language world view of the American youth of the 50-60s of the XX century, which allows distinguishing the features of the language consciousness of this linguosociety in a most accurate and detailed way.

The following literary works of writers of the Beat – Generation served as language material for this research: «On the Road» (1951) and

«The Dharma Bums» (1958) by Jack Kerouac, «Naked Lunch» (1959) by William S. Burroughs.

The study highlights several key concepts of the language world view of the American youth of the 50-60s of the XX century which can be labeled as universal, relatively specific and absolutely specific according to their frequency of occurrence in the linguistic material. It may be illustrated by the following scheme:

universal concept *freedom*
↓
relatively specific concepts *home* and *road*
↓
absolutely specific concepts *madness* and *addiction*

The concept *freedom* is the main concept of the language world view under research because in each of the studied literary works it is possible to meet its various language manifestations. *Home* and *road* are concepts that are relatively specific because they are not as common as the main concept *freedom*, they manifest themselves as its components, being in close relationship with it. The concepts *madness* and *addiction* are absolutely specific concepts to linguistic consciousness of the linguosociety under research.

According to the algorithm of semantic – cognitive analysis, the construction of the nominative field is undertaken as a first step of concept research. For this stage it is necessary to establish a key concept nomination. Usually it is a word that is stylistically neutral and devoid of connotations from the point of view of its semantics. In our case, it is the word *freedom*.

As a next step, one has to single out the nominative field core which implies the inclusion of the most relevant associations with the concept. For the key nomination *freedom* it is possible to supply a number of synonyms that can be included in the core of the nominative concept field and which are easily found in the monolingual English dictionaries as well as in the studied literary works. They are: *independence (36)*[1]*, ability (29), opportunity (12), right (15), facility (5), power (9), privilege (5), full swing (1), own accord (1).*

[1] In the brackets the frequency of occurrence of the words in linguistic material is given.

A next step presupposes establishing the periphery of the nominative concept field which consists of the lexical units (words, word combinations) that are used as nominations of the concept *freedom* by individual authors: *mad to live, mad to talk, mad to be saved; wild; brawling; with abundance; everything ahead of me; driving away from people; it's good bye; beneath the skies; experience; rich with possibility; raggedy madness; riot of our actual lives; away from home; without getting tired of it; keep rolling under the stars; a grapy dusk; at the dividing line between the East of my youth and the West of my future; the point of ecstasy; timeless shadows; wonderment in the bleakness of the mortal realm; anonymity in the world; disappear somewhere; pathos; joy, kicks; disillusioned.*

The analysis and description of the semantics of language means included in the nominative concept field is considered as a further stage of the semantic-cognitive research. To implement this stage, we applied to the componential method of analysis of vocabulary definitions, taken from the following English monolingual dictionaries: *the Oxford Dictionary, Cambridge Dictionary, Collins English Dictionary, Macmillan Dictionary.*

Table – The componential analysis of the lexeme «freedom»

freedom	**the right to do what you want, make your own decisions, and express your own opinions**	**the state of not being imprisoned or enslaved**	**familiarity or openness in speech or behavior**	**the power or liberty to order one's own actions**
Oxford Dictionary	+	+	+	-
Cambridge Dictionary	+	+	-	+
Collins English Dictionary	+	+	+	+
Macmillan Dictionary	+	+	-	+

It has turned out that the basic meanings are practically identical in each of the dictionaries under analysis, which allows us to come to the conclusion that the consciousness of the American linguosociety contains a common perception and understanding of this concept. The basic meanings of the lexical unit «freedom» are «*to make your own decisions, and express your own opinions*» and «*the state of not being imprisoned or*

enslaved», which underlines ambivalence of the concept presentation: psychological freedom («*do what you want, make your own decisions and express your own opinion*»), and physical freedom («*not being imprisoned or enslaved*»).

To prove the existence of this perception of the concept *freedom* in the mindset of the representatives of the Beat – Generation we resorted to the method of continuous sampling of quotations from the literary works under analysis. It has turned out that for the young American of the 50-60s of the XX century freedom is associated with mental and physical varieties: it presupposes absence of restrictions on how to live, how to spend time, what moral rules to follow, as well as intended choice of a chaotic life style of a permanent traveler without a definite purpose or route.

The language world view of the American youth of the 50-60s of the XX century can be represented as a multi-level system, depending on the interaction of different concepts within. The concept *freedom* has a direct impact on relatively specific concepts (*home, road*). Coexistence of these concepts in the linguistic consciousness of the American youth of that period of time presupposes that freedom for the Beat – Generation is equal to being always on the road, which may be symbolized as their real home. The concepts *madness* and *addiction* are labeled as absolutely specific concepts because they are connected with freedom only in individual authors' perception: for J. Kerouac, freedom realizes itself through madness, and for W. S. Burroughs, drug and alcohol addiction allows a person to get devoid of mental restrictions and provide genuine freedom.

All the above-mentioned concepts constitute a conceptual integrity and characterize the young American of the 50-60s of the XX century as a person who wishes to prove the importance of the struggle to acquire true freedom from imposed limitations in various areas of life by using different methods and ways. Thus, the language world view of the American youth of that period of time is a well – structured system of concepts that are considered to be a manifestation of ideas about the world, expressed through various language means.

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BUSINESS CULTURE IN THE UNITED ARAB EMIRATES

Abstract: This article describes the main features of the business culture in the United Arab Emirates (the UAE). A study has been conducted on the general standards of people's behavior in a given country, and the basic principles of doing business have been studied. As absolutely every sphere of human activity in the UAE is governed by the norms of Islam, the article examines cultural and ethical problems that a Westerner can face and gives practical recommendations on how to avoid these problems without violating Muslim traditions and successfully run a business. Particular attention is paid to such important elements of business ethics in the UAE as acquaintance with business partners and communication with them, business meetings and business dinner, time management and a dress code.

Keywords: business etiquette, Arabic culture, Islam, dress code, the UAE.

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БИЗНЕС-КУЛЬТУРА В ОБЪЕДИНЕННЫХ АРАБСКИХ ЭМИРАТАХ

Аннотация: В данной статье рассмотрены основные особенности деловой культуры в Объединенных Арабских Эмиратах.

Проведен обзор на общие нормы поведения людей в данной стране, изучены основные принципы ведения бизнеса. Так как в ОАЭ абсолютно каждая сфера жизнедеятельности человека регулируется нормами ислама, в статье рассмотрены культурно-этические проблемы, с которыми может столкнуться западный человек, и даны практические рекомендации, как эти проблемы избежать, не нарушая мусульманские традиции, и успешно вести свой бизнес. Особое внимание уделено таким важным элементам деловой этики в ОАЭ, как: знакомство с бизнес-партнером и общение с ним, деловые встречи и деловой ужин, тайм-менеджмент и правильный дресс-код.

Ключевые слова: деловой этикет, арабская культура, ислам, дресс-код, ОАЭ.

The United Arab Emirates (the UAE) is an oasis located in the deserts of the Middle East, where Bedouin tribes used to settle down. Its main production consisted of pearls extracted from the Arabian Gulf. The discovery of petroleum in 1958 enabled the country to become a luxurious and rich paradise. As an example, Dubai is the city where one of the two six-star hotels in the world, Burj Al Arab, is located. Another one, Emirate Palace, and the leisure center Dubailand are in Abu Dhabi. Despite the modern image of these cities, it must not be forgotten that a bit more than sixty years ago residents of the Emirates were Bedouin merchants and had a distinctive way of doing business [2].

Business etiquette in the United Arab Emirates involves a courtship between two cultures, each with its own set of mores, customs, and cultural protocols. The UAE brings together a country founded on Islam and people from around the world, many of whom are not Muslims. Emirates constitute roughly 10% of the total population, making the UAE home to one of the world's highest percentage of immigrants.

The first and most important thing to recognize is that in the UAE Islam is not only the main religion, it permeates every aspect of most people's lives, including the laws, business, culture, the ways of interacting, and the world and business views of the leadership. The UAE, considered to be a very modern country, is a melting pot of many cultures with expats from around the world living and working there. Even with its

modern and international feel, your business success depends on your being sensitive and respectful of the culture which you are working in [1].

Speaking of the fundamental principles of business culture, it should be mentioned that although the UAE is cosmopolitan and tolerant, Islam regulates people's laws and attitudes. Family and hospitality are key values.

Hierarchy tends to be highly vertical. Bosses act in a paternalistic manner with employees. The same is true in family businesses: the head of the family is often a decision maker as well. Managers request input from stakeholders to make decisions, but delegate implementation to team members.

It is imperative to take the time to build personal relationships and establish trust. Private and professional lives are not clearly separated. Face-to-face meetings should be favored when negotiating in order to strengthen the relationship.

Relations in the Emirates rely in no small way on oral communication and face-to-face discussions. Secretaries generally do not have the power to fix appointments. It is normal to set up meetings no more than two weeks in advance and confirm a couple of days before the date arrives. It is better to set up a meeting through a mutual contact. Networks and exchange of services are very important in the local culture. Big businessmen usually hold a weekly «majlis», a form of a meeting which one can join without an appointment and a very suitable place to socialize and spot key contacts. Another option is contacting an embassy for an Overseas Market Introduction Service (OMIS), a program-arranging service where companies are referred to the most appropriate contact and appointments are confirmed. Regional trade shows are also an excellent way to meet potential partners and clients.

The next thing to pay attention to is time management. It is important to arrive for meetings on time and not to be in a hurry. The private sector works Sunday-Thursday from 9 a.m. to 5 p.m. and the public sector works Sunday-Thursday from 7:30 a.m. to 2:30 p.m. (some offices are open until 4 p.m.). Muslims pray five times a day, so any meeting must work around that schedule. The official weekend in the UAE is Friday and Saturday.

Greetings and titles should also be taken into consideration. The Arabic greeting formula is «essalamu 'aleikum» (may peace be with you), which is replied with «wa aleikum essalam» (and peace with you). However, it is rare for Emirati businessmen to greet foreigners this way. Once invited to enter, one should take off their shoes if the floor of the

room is covered by a rug or a carpet. During Ramadan, one greets by saying «Ramadan Kareem!» (noble Ramadan) or «Ramadan Mubarak!» (blessed Ramadan). If there are several people in the room, one should always greet the oldest person first and then continue greeting counterclockwise. Emiratis have the tendency to grasp hands when greeting for a long time; one should not be surprised and withdraw their hand abruptly, but rather wait until the other person finishes the greeting. If the associate is a woman, male expatriates should not shake hands unless she presents them. It is also important to avoid prolonged attention towards her. If an expatriate woman has an appointment with an Emirati man, she should not directly shake hands but wait until men present themselves. Foreigners should be sure to use only the right hand as Muslims reserve the left hand for bodily hygiene and consider it unclean.

Emiratis are quite informal with respect to the use of visitors' names. Thus, it is customary to call visitors by their first name preceded by «Sayed» (Mr.) or «Sayeda» (Mrs.) [6].

In the matter of clothing it is known that modesty is extremely important in the Middle East both for women and men. Being mindful not to wear revealing clothes (including open-toed shoes) and cover your shoulders, arms and legs is very significant.

For men it is appropriate to wear a suit and a tie. Darker colors are viewed as more professional. Women should wear either a suit or a skirt with the hem below knees. It is not necessary for non-Muslim women to wear a hijab, or a headscarf, unless you plan to visit a religious site during your trip.

You may be approached by locals (such as security guards, colleagues, etc.) if they deem your clothing choices inappropriate. If this happens to you, stay calm, politely apologize, and head back to your hotel to change into something more modest. It is best to err on the safer side and pack your most conservative clothing options [5].

You should not start a meeting by talking directly about business. People usually talk a little about themselves or the weather. In conversation, it is always good to ask about the health and well-being of a counterpart's family (being careful not to directly ask a question about a wife or a daughter). Appropriate questions include – «How many children do you have?» and «Where do they study?».

Trade negotiations demand patience and relationships are often built over a series of meetings. You should be formal and address the decision maker, the «Sheikh», throughout your presentation. Meetings are rarely

private. Emiratis are known to have very good negotiating skills and the spoken word is valued highly. Decision-making is long and any pressure tactic is viewed negatively. If there is some doubt about the outcome of negotiations it should not be expressed too negatively and the word «no» is best avoided. One should not feel offended when the host takes telephone calls during a meeting or allows other people to enter. Once a deal is made – either orally or in writing – expect the Arab counterpart to abide by it. That is why it is essential to consult a lawyer before signing any document. It is no less important to be careful not to show the bottom of your shoes when sitting in a meeting, though it may seem like an odd rule of thumb. This is a sign of great disrespect and is a common mistake by Westerners [6].

During meetings it is inevitable to dine. Observant Muslims do not drink alcohol. In the UAE, alcohol is served in most hotels but may not be available in local restaurants. If alcohol is not offered, it is better not to ask for it. You should also never refuse food or an additional helping during dinner as it is considered a bad manner.

There are some more points to be noticed:

- You should not ask for pork or pork products. Muslim tradition frowns on consuming pork.
- When you finish eating, utensils should be left facing upward in the middle of the plate.
- Left-handed people must eat with their right hand only.
- If it is you who are hosting dinner and are responsible for the bill, it is expected that you tip 10 percent over and above the service charge.
- If you are invited to dinner at a Muslim colleague's home, be sure to remove your shoes at an appropriate spot and set them aside in an orderly fashion prior to entering (of course, unless your host asks you to keep them on). So, it should be remembered that Islam is a religion of cleanliness and courtesy, and wearing shoes is often seen as a sign of disrespect within the walls of a home.

It is appropriate, although not expected, to give a small token or gift to your host upon introduction. Suitable gifts include an enjoyable book or a company memento. Something personal can be a very meaningful touch – therefore, a gift related to your host's background or hobbies is an even better idea [5].

The UAE is a global business center. Nonetheless, new businesses should have some awareness of the Arabic culture and the ways of commerce in an Arabian business environment. In the Arab world, more

than anywhere else, business is conducted on the basis of personal relationships and mutual trust. It is vitally important to build on these.

Although this is changing rapidly and may not apply to all large firms, companies are often a family affair, with the ultimate decision-maker being the head of the family. Even if this is not the case, it is essential to clearly identify the decision-maker. However, initial meetings will probably be at a lower level.

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KOMMUNIKATIVE SPIELE ALS MOTIVATIONSINSTRUMENT FÜR FREMDSPRACHENERWERB

Zusammenfassung: Bei Fremdsprachenunterrichten, sowohl in der Schule, als auch an der Universität werden meist grammatikalische Strukturen studiert und natürlich schriftliche Übungen durchgeführt. Diese Tatsache ist eine unabdingbare Notwendigkeit, die Studierende der Fremdsprachen zu genügend hoher Kompetenz im richtigen Ausdruck ihrer Gedanken bringt. Doch in Zusammenhang mit der Betonung auf die Komponente der Grammatik entsteht oft eine Lücke im kommunikativen Kompetenzbereich der Studenten bzw. der Schüler. Was sollte man machen, um das zu verbessern? Die Antwort dieses Artikels lautet: Kommunikative Spiele bei dem Unterrichten einzusetzen.

Schlüsselwörter: fremdsprache, Unterricht, kommunikative Spiele, Kommunikation, Kompetenz.

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КОММУНИКАТИВНЫЕ ИГРЫ КАК ИНСТРУМЕНТ МОТИВАЦИИ В ОВЛАДЕНИИ ИНОСТРАННЫМ ЯЗЫКОМ

Аннотация: При обучении иностранному языку в школе или университете часто упор делается на изучение грамматических структур или выполнение письменных заданий. Тем не менее, работая преимущественно с грамматикой, возникает пробел в

развитии коммуникативной компетентности студентов и учеников. Что нужно сделать, чтобы эту ситуацию исправить? В этой статье автор дает ответ на этот вопрос – это использование коммуникативных игр на занятиях.

Ключевые слова: иностранный язык, урок, коммуникативные игры, коммуникация, компетенция.

Was fördert eigentlich das Spiel? Bestimmt kann man bemerken, dass die Komponente des Spieles fähig ist zu gefallen und tatsächlich gefällt einer beliebigen Generation, sowohl den Kindern des jüngeren Alters, als auch den Schülern und Studenten, als auch den Lehrern bis über 60 Jahre. Es existiert kein solches Alter, in dem der Mensch das Vergnügen vom Spiel nicht erfahren würde, und dies kann man bei dem beliebigen Unterricht, Workshops, Seminaren u.a. merken. Das Spiel trägt zur Entwicklung des kreativen Denkens, der situativen Kompetenz und der Fähigkeit bei und zeigt alle vorhandenen kommunikativen Fertigkeiten der Schüler und Studenten in einer freien, nicht schablonenhaften Form, wobei man sich nur nach aufgegebenen Spielregeln richtet. In der authentischen Situation wird zwar die Komponente einer unbekannten Situation künstlich gefördert: Die Teilnehmer können doch kaum vorausahnen, was man sie fragen bzw. ihnen sagen wird, wie sich in dieser oder jener Situation andere Teilnehmer verhalten werden, wie sie selbst reagieren oder antworten (sollten). Mit anderen Worten, charakteristisch für die authentische Situation ist das Defizit der Informationen für die Teilnehmer, den sie erraten müssen – so reiht sich hier das Prinzip der Auffüllung von informativen Leerstellen ein. Das kommunikative Spiel leistet somit einen Beitrag für die Praxis in der fremdsprachlichen Situation.

Man kann einige Typen der kommunikativen Spiele aussondern:

- Erfragung und Mitteilung der Informationen;
- Meinungsausdruck;
- Dialogentwicklung;
- Rollenspiele.

Wir werden diese Typen von kommunikativen Spielen etwas näher betrachten.

Erfragung und Mitteilung der Informationen: die Teilnehmer tauschen verschiedene Informationen aus, nicht nur über die Dritten, sondern auch über sich. Außerdem wird ihnen das Wissen aus verschiedenen Kulturbereichen angeboten (z.B. über deutsche Städte, bekannte Persönlichkeiten usw.).

Eines der einfachen Beispiele – das Spiel «Stell die Personen fest»: die Teilnehmer werden in Paare geteilt und jedem Paar werden 2 Formulare mit identischen Namen, aber fehlenden Daten ausgereicht (zum Beispiel, Geburtstagsdatum, Wohnort, Größe, Gewicht, Augenfarbe usw.). Die Teilnehmer fragen sich gegenseitig und beantworten die gestellten Fragen, ergänzen die fehlenden Informationen in ihren Bögen.

Meinungsausdruck: die Teilnehmer äußern ihre Meinung zu einem bestimmten Thema (Sympathie, Antipathie, Überzeugung usw.)

z.B. das Spiel: «Was denkst du über …». Es sind einige Fotos mit verschiedenen Namen verteilt und evtl. einige Redemittel, die helfen können (es wäre wünschenswert bei der A1-A2-Stufe). Die Teilnehmer sollen einander Fragen über die Menschen von den Fotos stellen und beschreiben sie und Ihre Sympathie oder Antipathie ihnen entgegen ausdrücken.

Dialogentwicklung: Teilnehmer sollen den Dialog zum angegebenen Thema möglichst lang entwickeln.

Eines der komplizierteren Beispiele ist das Spiel «Pro-Kontra-Debatte» (Deutsch: Wortschlacht). Der Sinn dieses Spiels besteht in einer Diskussion zwischen zwei Teams, die nach bestimmten Regeln ablaufen und mit einer Abstimmung enden soll. Im Mittelpunkt sollte irgendein aktuelles oder aufregendes Thema stehen, das keine(n) der Teilnehmer gleichgültig lässt. Zum Beispiel: Ist die gleiche Schulform für alle Schüler nötig?; Sollte man alle aggressiven Computerspiele verbieten?; Sollten die Maßnahmen gegen Verstöße beim Straßenverkehr verschärft werden?; Ist die Chipkontrolle der Menschen wirklich nötig? usw.

Zu diesem Thema sollten möglichst viele Teilnehmer diskutieren und eigene Meinungen äußern, danach werden überzeugende Argumente gesammelt, um das Ergebnis der Abstimmung zu beeinflussen. In der Debatte erwerben die Teilnehmer die Kompetenz im argumentierten Herangehen und im Ausdruck eigener Meinungen, sowie üben das Zuhören und das Verständnis fremder Meinungen und Argumente, das rechtmäßige Herangehen an die Lösung von wichtigen Fragen.

Damit die Diskussion erfolgreich stattfindet, sollte man sich an die nächste Reihenfolge halten:

1) Frage- bzw. Problemstellung, die die Teambildung von Anhängern «dafür» und «dagegen» zulässt. Es ist auch das 3. Team der «Unentschiedenen» möglich, falls solche in ihrer Auswahl nicht ganz sicher sind. Als ihre erste Aufgabe kann die Aufnahme aller Argumente (pro und kontra) in 2 Spalten sein, wonach sie feststellen müssen, welche der Positionen ihnen zusagt. Es ist besser, zuerst die kleinen Teams bis zu 5 Personen zu bilden, die nach den Ergebnissen ihrer Argumente einen Vertreter auswählen («Anwalt»).

2) In der 2. Phase geschieht die «Reorganisation», bei der der Moderator (der Lehrer) in der Mitte sitzt, rechts und links von ihm entsprechend «Anwälte» der Positionen «dafür» und «dagegen». Die übrigen Teilnehmer setzen sich auf die Stühle in großen Gruppen «dafür» und «dagegen».

3) Der Moderator erteilt das Wort den Anwälten. Jeder von ihnen soll im Laufe der im Voraus bedingten Zeit den Standpunkt seines Teams äußern (zum Beispiel, 1-2 Minute).

4) Nach jeder Rede können die Teilnehmer aus dem Saal Fragen stellen, auf die Anwälte antworten müssen.

5) Danach geht die Erörterung und die Diskussion des ganzen Publikums der Reihenfolge nach. Im Laufe der Diskussion können die Anhänger «pro» und «kontra» (außer «Anwälte») ins entgegengesetzte Team bei der Veränderung der Meinung übergehen. Nach den Ergebnissen der Debatte wird die Abstimmung durchgeführt.

Der Sinn solcher Debatte besteht nicht nur in der Bildung von eigener Meinung, sondern auch in der Fähigkeit zu argumentieren, fremden Argumenten zuzuhören und auf sie richtig zu reagieren. Die Teilnehmer solcher Spiele erlernen somit auch die demokratische Streitkultur.

Die Dauer von einer Debatte kann gewöhnlich ca. 1 Stunde dauern.

Rollenspiele: es werden die Rollen verteilt und künstlich die Konfliktsituationen erschaffen, die man während der Kommunikation der Teilnehmer lösen muss.

Zur Planung und Durchführung der Rollenspiele ist es nötig, sich nach solchen Fragen zu richten: Welche Situation oder welches Ereignis wird dargestellt; wie viel Rollen muss man verteilen; welche Interessen stellen die Teilnehmer vor; auf welche Weise unterscheiden sich die Teilnehmer in den ihren Ansichten?

Die Vorbereitungsphase verläuft auf folgende Weise:

1) Die Rollen werden verteilt; 2) Man bespricht, auf welche Weise die Teilnehmer sich in den ihnen zugeteilten Rollen benehmen sollen; 3) geschieht die Planung des Szenariums; 4) die Teilnehmer trainieren in ihren Rollen und besprechen, was sie verbessern könnten; 5) Es wird beachtet, dass das Spiel zur vorher bedingten Frist beendet wird.

Bei der Durchführung eines Rollenspiels bleiben die Beobachter nicht nur Zuschauer, sondern gewissermaßen auch Richter bzw. Mitleidende, achten darauf, was die Teilnehmer sagen, wie sie aufeinander reagieren und wie sich das Szenarium vom Anfang an und bis zum Ende entwickelt.

Nach den Ergebnissen eines Rollenspiels folgt normalerweise die Besprechung. Die Leiter der Teams erzählen über eigene Eindrücke (ob es den Teilnehmern gelang, glaubwürdig die zugeteilten Rollen zu spielen, ob das Team die Regeln einhielt, ob die Aufgabe erfüllt wurde, was in diesem Spiel besonders bemerkenswert ist). Am Ende der Erörterung beschreiben die Teilnehmer eigene Empfindungen während des Rollenspiels kurz und bemühen sich, nützliche Empfehlungen für das weitere Verhalten im realen Leben zu finden.

Für die Anfänger in der Fremdsprache sollte man die Aufgaben eines kommunikativen Spieles auf Grundlage des bereits erlernten Materials zwecks seiner praktischen Anwendung und der Bildung von künstlichen situativen Umgebungen basieren. Doch je höher das Sprachniveau ist, desto weniger obligatorisch ist die Vorbereitungsbasis, da die Schüler alle grammatikalischen Strukturen und den Wortschatz vollkommen ausnutzen können, die sie während des Lernens bereits ergriffen haben. Die kommunikativen Spiele können sowohl in Paaren, als auch in großen Teams angewendet werden. Man sollte bloß im Voraus einen passenden Raum für die Möglichkeit der Fortbewegung der Teilnehmer der gegebenen Spiele finden. Die Rolle des Lehrers besteht in der Vorbereitung und der Überlassung von notwendigen Ressourcen und Informationen, in der Unterstützung und der Anleitung, in der Beobachtung der Teilnehmertätigkeit und evtl. einer Analyse ihrer Fehler für die weitere Korrektur in der Arbeit mit dem ganzen Team. So erwerben die Teilnehmer während des Rollenspieles die Fertigkeiten und die Erfahrung der Überwindung von Konflikten im realen Leben.

So lassen alle o.a. Arten der kommunikativen Spiele zu, im Fremdsprachenunterricht verschiedene Kompetenztypen zu verwenden: sowohl die Anwendung der grammatikalischen Strukturen, als auch die Entwicklung des Wortschatzes, der Phraseologismen und der Ausdrücke,

der neuen Fertigkeiten des sozialen und kulturellen Verhaltens in verschiedenen Situationen, der Konzentration usw. Die Vielfältigkeit der Spiele erlaubt den Lehrern und Hochschullehrern diese Methode abwechslungsreich anzuwenden. Und immer wieder kommen faszinierende Erfahrungen sowohl bei (Hochschul-) Lehrern als auch bei ihren Schülern bzw. Studenten vor, die den Lernprozess immer mehr attraktiv machen und die Teilnehmer zu neuen Ideen im Fremdsprachenerwerb motivieren.

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STEREOTYPE: DER FAKTOR, DER INKULTURELLE KOMMUNIKATIONEN BREMST ODER ENWICKELT

Zusammenfassung: Stereotype stellen verallgemeinerte Meinung über die Charakteristiken einer bestimmten Gruppe und ihrer Mitglieder dar. Einerseits helfen Stereotype die Weise des Menschen und der Welt schneller wahrzunehmen, andererseits können sie das reale Bild verzerren.

Im Artikel wird die Begründung der Rolle der Stereotype in der Entwicklung der interkulturellen Kommunikation, einiger Gründe des Erscheinens der Stereotype gebracht. Der Artikel stellt die Frage, ob Stereotype bei der Wahrnehmung der Welt helfen oder umgekehrt stören.

Der Autor beschreibt die Rolle der Massenmedien in der Bildung der Stereotype. Daten der soziologischen Umfrage werden angegeben, die unter den Studenten durchgeführt war. Diese Umfrage identifiziert einige Probleme, die mit der Rolle der Stereotype in der Entwicklung der interkulturellen Kommunikation verbunden sind.

Schlüsselwörter: stereotype, die interkulturelle Kommunikation, das stereotype Denken, verzerren, bremsen, oberflächlich.

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СТЕРЕОТИПЫ: ФАКТОР, РАЗВИВАЮЩИЙ ИЛИ ТОРМОЗЯЩИЙ МЕЖКУЛЬТУРНУЮ КОММУНИКАЦИЮ

Аннотация: Стереотипы представляют собой обобщённое мнение о характеристиках определенной группы и ее членов. Стереотипы, с одной стороны, помогают нам быстрее воспринимать окружающий мир или образ человека, а с другой стороны способны искажать реальную картину.

В статье приводится обоснование роли стереотипов в развитии межкультурной коммуникации, а также некоторые причины их появления. Поднимается вопрос о том, помогают стереотипы или являются тормозящим фактором в восприятии окружающего мира.

Описывается роль СМИ в формировании стереотипов. Приводятся данные социологического опроса, проведенного среди студентов, который позволил выявить некоторые проблемы, связанные с ролью стереотипов в развитии межкультурной коммуникации.

Ключевые слова: стереотипы, межкультурная коммуникация, стереотипное мышление, искажать, тормозить, поверхностно.

Die interkulturelle Kommunikation ist das kulturelle-historische Phänomen, das mit der Entwicklung des Menschen verbunden ist und seine Lebensweise bestimmt.

Bestimmte Formen der Kommunikation werden gewohnheitsmäßig und schließen sich dem Bestand der kulturellen und sozialen Besonderheiten an. Jeder Mensch gehört einer bestimmten kulturellen Gruppe. Wenn er mit anderen Menschen zusammenwirkt, seine Zugehörigkeit trägt zur Bildung seiner Weise bei, beeinflusst die

Wahrnehmung des Menschen. Es bedeutet das stereotype Denken und die Wahrnehmung dar.

Stereotype stellen verallgemeinerte Meinung über die Charakteristiken einer bestimmten Gruppe und ihrer Mitglieder dar. Diese einfache Verallgemeinerung, die unsere Gesellschaft für die Vereinfachung des Verständnisses der Welt benutzt.

Meistens sind Stereotype mit dem Geschlecht, dem Alter, der nationalen, religiösen und kulturellen Zugehörigkeit verbunden.

Einerseits helfen Stereotype die Weise des Menschen und der Welt schnellerwahrzunehmen. Zum Beispiel, beim ersten Gedanken über den Engländer werden Sie sich sofort einen intelligenten, wenig prüden Menschen, der gut bekleidet ist, vorstellen. Wenn Sie den Italiener sehen, können Sie nachdenken, dass dieser Mensch temperamentvoll und positiv ist. Und so kann man über verschiedene Kulturen und die soziale Besonderheiten sagen.

Aber in beliebiger Kultur und Nation befinden sich die Menschen, zu denen die gegebenen Behauptungen ungerecht sind, sie unterscheiden sich von den bestimmten Regeln und den Vorurteilen.

Man kann sagen, dass Stereotype zur Entstellung des realen Bildes beitragen können. Die Probleme mit Anwendung von den Stereotypen können entstehen, wenn Stereotype sehr verallgemeinert oder falsch sind. Wobei nicht nur im Zusammenwirken mit anderen Menschen, sondern auch bei der Auswahl des Berufs.

Fragen Sie sich: kommt der Beruf des Militärs mehr Frau oder Mann heran? Natürlich wählt die Mehrheit zweites, weil das stereotype Denken darauf bezeichnet, dass Männer stärker und ausdauernder sind. Solche Beispiele kann man sehr viel bringen.

Wir wenden uns an die Massenmedien. Viele beißende Scherzen und Kommentare im Internet und den Fernsehsendungen sind auf der stereotypen Wahrnehmung gegründet. Zum Beispiel auf den Foren solcher französischen Ausgabe wie «Figaro» kann man verschiedene Kommentare zu den politischen Neuheiten sehen. Insbesondere der ähnliche Kommentar: «Wladimir Putin hat das Volk verstanden: die Russen hätten bevorzugt die Erde zu essen, als in den territorialen Fragen zu überlassen. Es ist das eigenartige Volk, da fertig ist die riesigen Opfer für bestimmte Ziele zu bringen. Dieser unüberwindliche Charakter hat geholfen, den Nazismus zu zerstören, da uns 20 Millionen umgekommener Russen gerettet haben, es ist mehr als der Amerikaner, es ist als de Gaulles oder Tschertschill mehr!»

Die negativen Kommentare dominieren dabei. Es trägt zur Bildung der negativen Stereotype über Russland und der Wirtschaft des Landes bei.

So entsteht die Frage: tragen die Stereotype zur interkulturellen Kommunikation bei oder bremsen sie?

Um die vorliegende Frage zu beantworten, war die Forschung der Studenten des zweiten und dritten Studienjahres UrFU durchgeführt. An der Universität studiert die große Menge der ausländischen Studenten aus verschiedenen Ländern, deshalb können sie auf sich selbst den Einfluss einiger Stereotype auf die Wahrnehmung anderer Menschen fühlen.

Den Studenten war vorgeschlagen, auf 6 Fragen zu antworten:

1. Stellen Sie sich Direktor einer Firma vor. Auf die Stelle des Buchhalters sind zwei Menschen gekommen. Wird Ihre Auswahl von ihrer Nationalität abhängen?

2. Treffen Sie oft in den ausländischen Massenmedien Scherzen, die auf Stereotype über Russen gegründet sind?

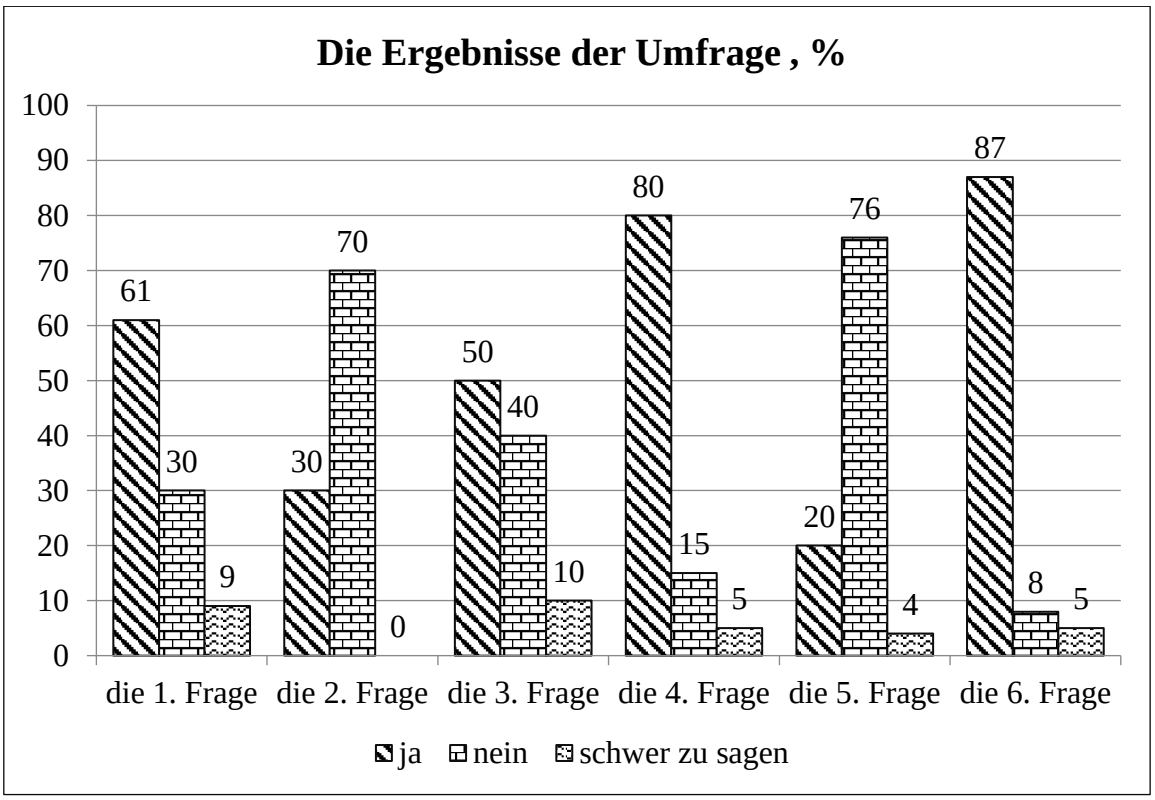
3. In die akademische Gruppe ist ein neuer Student aus China angekommen. Ihre Reaktion: a) ich bin froh auf die neue Bekanntschaft, er braucht Hilfe (die Antwort «ja»); b) die Chinesen haben keine Manieren, mit ihm werde ich nicht sagen (die Antwort «nein»); c) es ist schwer, zu beantworten.

4. Beeinflussen die Stereotype die Auswahl des Berufs?

5. Vereinfachen die Stereotype die interkulturelle Kommunikation?

6. Sind die Stereotype in vollem Grad mit den negativen Qualitäten verbunden?

Die Ergebnisse der Umfrage sind auf der Zeichnung 1 gebracht.



Die 1. Grafik - Die Ergebnisse der Umfrage

Aus der Grafik kann man die Schlussfolgerung ziehen, dass junge Menschen im Alter von 18-20 Jahren mit Stereotypen schon zusammenstoßen. Stereotype sind einige Basis für die Wahrnehmung der Welt. Insbesondere sehen sie es in den ausländischen Massenmedien mit der negativen Beziehung.

Man kann sagen, dass die Stereotype in der negativen Rolle auftreten. Es ist damit verbunden, dass sie die reale Wahrnehmung der Welt verzerren. Die Grundlage der Bildung der Stereotype übernehmen die negativen Qualitäten oder Striche der Kulturen und Nationen.

Die kulturellen Besonderheiten verhindern den Verkehr wegen materieller und moralischer Werte. Und Stereotype helfen, diese Besonderheiten nur oberflächlich wahrzunehmen. Das alles erschwert und bremst die interkulturelle Kommunikation. Es wäre besser, wenn Sie Ihre Meinung über einen Menschen selbst machen.

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CHOOSING THE RIGHT WORDS FOR CLEAR AND UNDERSTANDABLE COMMUNICATION

Abstract: Words are ithe building blocks of language and communication is essentially a series of word choices. Regardless of whether we are communicating in written or spoken form, we must choose words that we will use to express our ideas clearly and accurately and decide how to arrange those words into sentences and paragraphs so that our listeners or readers will not just understand what is being said but will truly know what we mean. We will need to choose the right word, not just the word that may be technically correct. The paper discusses tools and rationale for choosing the right words to provide clear and understandable communication.

Keywords: word choice, right word.

The word. Defined by Merriam Webster, a word is «a sound or a combination of sounds having meaning as a unit of language, or its representation in writing, that symbolizes and communicates a meaning». Words are alive; parts of the living creature called language. Each word has a physical character, it has a look and a personality, an ancestry, an expectation of life and death, a hope of posterity. Some words strike us beautiful, some ugly, some divine, and some evil. Some words are magical, and some words make us laugh or cry. Words are indeed the building blocks of language and communication.

We humans use words to describe and relate our thoughts and feelings to others either in spoken or written form. Scholars have alleged that thought makes the word; also, the word makes thought . These scholars then are proposing that before we allow our silent thoughts to come to life in the format of spoken (or written) language, we must make choices and arrange words in patterns of sense and form that are receivable

and understandable to other people. These choices and patterns are called usage and throughout time the usage of words has changed and evolved and will continue to change and evolve into future times and generations. And so, it is in making these choices that we discover that words matter. Regardless of whether we are communicating in written or spoken form, we must choose words that we will use to express our ideas clearly and accurately and decide how to arrange those words into sentences and paragraphs so that our listeners or readers will not just understand what is being said but will truly know what we mean. We will need to choose the right word, not just the word that may be technically correct. Communication then is essentially a series of word choices – so what I will discuss here is the importance of choosing not just the correct word, but the right word.

Words are the smallest units of communication, the building blocks of our messages. To be in the best position to choose the correct word so that our communicated message is understood correctly we must have a variety of words to choose from. A good and well-developed vocabulary is essential so that the correct and most appropriate word can be used. The two most reliable and available resources for increasing vocabulary are the dictionary and the thesaurus. Today, these are available in electronic formats and can be easily accessed on computers, tablets, or hand-held devices. In dire circumstances, the old-fashioned book format can also be used. Many versions and publications of dictionaries and thesauruses can be found on the Internet and downloaded for use free of charge. Dependent upon the audience, a specialized dictionary, such as one relating to law, medicine or business, should also be utilized as a resource to ensure that again, the words chosen are the best ones to use in each situation so that the message is correctly received and understood. Dictionaries will provide the meaning, spelling, pronunciation, use and synonyms for words that can guide us to selecting the correct word to use in our communications. Similar words in English can be confusing and are often used incorrectly even by native speakers. Examples of some of these words are affect and effect, capital and capitol, principal and principle, and further and farther. A thesaurus provides synonyms to words that may reveal alternative words that can be chosen which may have just a slightly varied meaning that may be better to relate the full meaning of what we are trying to communicate. By consulting a thesaurus, the simplest and most concise word to convey the true meaning of the message can be chosen. For written messages, these two powerful

tools are invaluable in word selection and to prevent the over-use of the same word in your communications. For spoken messages, the vocabulary you have committed to memory will be all that is readily available to you for use. Taking the time and doing the work of memorizing vocabulary words will be of great value as you will be better able to choose and use the right word to relate your meaning.

The first rule to remember when deciding the correct word or words to use is to know who is going to receive the message or the communication. What is their level of knowledge and understanding of the topic of the message or perhaps even the language you are using? Delivering the message from the perspective of receiver will help to make sure that the vocabulary used is appropriate and understandable. Some examples of words that are more and less understandable:

More Understandable	Less Understandable
amicable	friendly
emulate	help
copy	blame
facilitate	right or privilege
incriminate	path
prerogative	
trajectory	

Professionals such as doctors and scientists often must use words that are simple and less technical when speaking to non-doctors and non-scientist to ensure that they are fully understood, and their message is clearly and accurately received. Some examples of technical and non-technical words:

Technical	Non-techni
cerebellum	lower part of the brain
mandible	jaw
brief	summary of a legal case
plumage	feathers
spelunking	cave exploration

One of the longest words in the English language is *antidisestablishmentarianism* consisting of 28 letters and 12 syllables. It means «to take away official support and position from a Church or similar organized group». To use this word in a communication may be completely correct, however it may not be the right word to choose if you want to be certain that the audience totally understands your message. While in this example it might be better to choose several words to

describe what you are trying to say choosing words that are short and simple may be the best option for clear and understandable communication.

Another rule to remember when deciding the correct word or words to use for clear and understandable communication will be to choose precise or specific words. The chosen words should be totally clear and leave the receiver with no doubt of the intended meaning. The words that are chosen should be precise and never vague if the goal is understandable communication. Using vague words can leave doubt as to the meaning of the message and the receiver is then only able to interpret for themselves what was meant. Choosing and using precise words will eliminate all doubt as to the meaning of what is communicated. Some examples of vague and precise words:

Vague	Precise
many	1000
some	10
most	75%
soon	by 17:00 Thursday / within 30 minutes
some people	university students / sports fans

When making words choices, preference should be given to precise words to avoid possible confusion with the message. «Cake and coffee will be served» is much clearer than «Refreshments will be served». «The ice melted» tells a more precise event than «The ice disappeared».

There is, however, a time when the use of vague and non-precise words is may be preferred. Vague responses are often used to provide a response to a question when the answer is not known or to avoid being held accountable to a specific reply. An example here would be a young person's response of «out» in reply to their parents' question of «Where have you been?». Vague words can also be used to mask the full truth of the message. When a new CEO tells employees she wants to «fundamentally change the company» is she really saying that she does not like the current company and plans to change it into something different? This vagueness in word choice could leave the receiver without a clear understanding of the CEOs intentions for their future. Politicians frequently use vague words in their speeches and communications.

Being concise with word choices is another good rule in being able to provide understandable communication. Sometimes, less really is more. Using more words than is necessary may confuse the message. Some examples of this include:

Lengthy	Concise
In the event that	If
Due to the fact that	Because
Prior to	Before
In the process of	While

Additionally, the overuse of adjectives, adverbs, prepositions and prepositional phrase can make the message confusing. Avoid using these words when not necessary to keep the message clear and understandable. «I printed off a copy of the article». does not add clarity or improve the understanding of the sentence «I printed the article». By using precise, concise and no unnecessary words you will be able to create the image of your message in the mind of the receiver and make your message clear and easier to understand.

Keeping these things in mind will help in choosing the right and / or correct words to allow for clear and complete understanding of our communications. Knowledge of the field and topic will be key to choosing the right word for the message as well as having a full and well-rounded vocabulary from which to make the choice.

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ADAPTING THE INSTRUCTION LEAFLET OF RUSSIAN PERFUMERY PRODUCTS FOR ENGLISH-SPEAKING SHOPPERS: LINGUISTIC AND CULTURAL ASPECT

Abstract: The article deals with specificity of translating a written advertisement text to be further used in oral communication. The article describes the process of adapting an instruction leaflet of Russian perfumery products for perception of English-speaking shoppers. The paper is motivated by lack of research in the sphere of interpreting texts of different advertising fields. Thus, one of the purposes of the article is to fill this gap. Much attention is given to the procedure of decoding stylistics analysis applied to a Russian perfumery product leaflet to outline its linguacultural peculiarities. We provide a sample translation, adapted to more effective perception of English-speaking shoppers, and provide interpretation tips for sales assistants. It should be mentioned that the article is based on personal career experience of the author in the field of retail trade consulting. We arrive at the conclusion that retaining the communicative effect of the original text is more important than preserving its stylistic and structural peculiarities.

Keywords: advertisement, summary, interpretation, intercultural communication, perfumery products, leaflets text.

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ТРАНСФОРМАЦИЯ РЕКЛАМНОГО ТЕКСТА ВКЛАДЫША ПАРФЮМЕРНОЙ ПРОДУКЦИИ ПРИ ПЕРЕВОДЕ С РУССКОГО НА АНГЛИЙСКИЙ ЯЗЫК: ЛИНГВОКУЛЬТУРНЫЙ АСПЕКТ

Аннотация: Статья посвящена актуальной проблеме адаптации письменного рекламного текста к условиям устной коммуникации. Выбор темы обусловлен дефицитом рекомендаций по переводу рекламных текстов различных товарных групп. Работа основывается на обобщении автором личного опыта деятельности в сфере консалтинговых услуг в крупной сети парфюмерных магазинов России. Статья описывает трансформацию рекламного текста-вкладыша парфюмерной продукции при переводе с русского на английский язык. На основе алгоритма анализа стилистики декодирования предложен анализ русскоязычного текста вкладыша парфюмерной продукции. Особое внимание в работе уделено обзору переводческих изменений при создании текста с учётом особенностей восприятия англоязычных покупателей; нами приводится пример подобного текста. На основании анализа представлены рекомендации по переводу вкладышей для продавцов-консультантов, которые сталкиваются в своей работе с необходимостью проведения консультаций в условиях двуязычия. Успешное сохранение коммуникативного эффекта текста-оригинала при консультировании является приоритетом переводчика, сохранение стилистических и структурных особенностей текста вторично. Таким образом, подчёркивается неизбежность изменений текста рекламного текста-вкладыша соответственно условиям устной коммуникации и лингвокультурному контексту коммуникации.

Ключевые слова: реклама, аннотация, перевод, межкультурная коммуникация, парфюмерная продукция, текст-вкладыш.

It is generally agreed that advertising texts present an enduring interest to linguists, e.g. [3; 4; 6; 7; 8; 9; 11; 12;]. The general tendency though is not to highlight the specificity of different advertising fields while translating advertising texts for foreign audience. We are convinced that different advertising fields call for specific tactics of translation. The theme of this paper is principles of translation Russian cosmetic products leaflets while adapting them to culturally-conditioned perception of English customers.

As Yekaterinburg is a big and old city it experiences a sizable tourist flow. Consequently, English-speaking buyers visit perfumeries looking for beauty products designed by Russian brands for personal consumption or as souvenirs. Thus, sales assistants face the problem of consulting as part of intercultural communication. The article describes the author's personal experience of decoding Russian cosmetic leaflets for English-speaking clientele as part of consulting.

The methods of pre-interpretation analysis used in this article are elicitation, functional text analysis and elements of narrative analysis. The stylistic analysis of the leaflet text was conducted on the basis of the procedure suggested by I.V. Arnold and further developed by S.O. Makeeva and N.G. Shehtman [1; 8].

Effective translation of cosmetic product leaflets is based on several factors, one of them being the unique linguacultural features of shoppers. Typically, American customers are inquisitive and exacting customers. They value quality of the product and like the feeling that the product is already in their possession. Americans like successful bargains that have excellent value for money and demonstrate high living standards [13]. British customers are in many ways similar to Americans, but unlike the previous group, they do not like to lay great stress on the procedure of shopping itself [14].

Also, the specificity of communication conditions has an impact on transmitting the message. It should be pointed out that a dialog between a sales assistant and a customer is impeded by a number of interfering factors. These can be exterior noises: background music, distractive talks of other customers, a telephone call, etc. These factors might also be psychological: absent-minded behavior, reluctance to have a conversation, difficulties perceiving information, etc.

Taking these impediments into consideration let us suggest a translation of a cosmetic product leaflet, the sample being an eye cream designed by the Russian brand «Black Perl»:

«Эффективное средство для деликатного ухода за нежной кожей вокруг глаз, поможет избавиться от тёмных кругов и припухлостей вокруг глаз! Входящие в его состав витамин В3 и рутин снимают отёчность и раздражения, успокаивают кожу. Флюид защищает нежную кожу век от солнца на уровне SPF 10 благодаря УФ-фильтрам. Теперь вы с лёгкостью устраните следы усталости и недосыпа, с этим кремом ваши глаза будут выглядеть красивыми и сияющими в течение всего дня!»

The text draws the reader's attention to its content with the help of a rhetorical exclamation in the final strong position. The contraction *УФ* creates an emotive effect of a «magical product». Furthermore, the text is based on the opposition of BEFORE-AFTER: the image of «*свежий взгляд*» is opposed to the image of «*тёмные круги*». The first message is rendered by the by epithet «*красивый*» and «*сияющий*». The second message is rendered by theme-related phrases: «*припухлости вокруг глаз*», «*тёмные круги*», «*следы усталости*». In addition, the text uses a popular advertising gimmick – the personalization of the product. It enforces the power of the product and makes it active and useful («*поможет избавиться*», «*защищает*»). The high quality of the cream is emphasized by a semantic repetition: «*деликатная кожа вокруг глаз*» and «*нежная кожа век*», that indicates a gentle, skin-friendly formula. It is also rendered by an epithet «*деликатный*».

To sum up, the authors of the text created an emotionally strong, memorable image of a delicate as well as effective product. We need to do some transformation of the text to preserve the effect in the oral summary for English speaking buyers according to the specificity of communication conditions that we noted previously.

As rhetorical exclamations can lead to misunderstanding (a customer may not be ready for emotionally-charged way of communication) it was replaced by cliché phrases. Also, we structured the presentation and helped listeners to pay attention to the important highlights. An anaphoric construction was used with the same intention.

The pattern BEFORE-AFTER was conveyed with the help of epithets and theme-related phrases.

The grammatical construction with the verb in the imperative mood *«вы с лёгкостью устраните»* was rendered by the verb *«may»* to realize the strategy of politeness in English-speaking discourse.

As a result, the oral summary is more structured than the original text and can overcome the regular communication impediments

«The effective emulsion «Dream Cream» would be good fit for delicate eye treatment. It helps to get rid of dark circles and swelling around the eyes. Vitamin B3 and rutin reduce the appearance of ender-eye bags, irritation and soothe the skin. UV filters protect the delicate eye area from the sun. So, you may easily combat the signs of fatigue and sleep deficiency and enjoy beautiful and radiant-looking eyes. Have you ever used this or something similar?»

To summarize, we suggest a list of recommendations for sales assistants who consult foreign customers:

- Be brief and but not brusque. The message should be structured to emphasize important information. So, use cliché phrases, anaphora and parallel constructions.
- Use positive language. Try to avoid verbs in imperative mood.
- Use theme-related phrases to convey the image of a product.
- Try to avoid rhetorical exclamations (as well as questions) as this figure of speech may lead to misunderstanding.
- Preserve the «magical» image of a product to boost a desire to buy. The message should be catchy; avoid modality of obligation not to scare-off buyers.

To draw the conclusion, we can say that the oral summary of a cosmetic product leaflet necessitates considerable transformation of the original text. Preserving similar communicative effect in this case **takes priority** over preserving stylistic and structural peculiarities of the original text.

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PRAGMATIC RELATIONS IN THE COMMUNICATION OF THE RUSSIAN SOCIAL NETWORK *VKONTAKTE*

Abstract: This research deals with the classification of pragmatic relations with act-types in messages on the public message wall of three selected public groups in the Russian social network *Vkontakte*.

Keywords: social network, communicative act, classification, connection, multimedia.

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ПРАГМАТИЧЕСКИЕ ОТНОШЕНИЯ В КОММУНИКАЦИИ В РУССКОЙ СОЦИАЛЬНОЙ СЕТИ *ВКОНТАКТЕ*

Аннотация: Данное исследование занимается классификацией прагматических отношений с коммуникативными актами в сообщениях на публичной стене трех выбранных публичных групп в русской социальной сети *Вконтакте*.

Ключевые слова: социальная сеть, коммуникативный акт, классификация, связь, мультимедиа.

Сообщения могут содержать вербальный текст и/или мультимедийные документы (гиперссылки, картины, фотографии, аудио-записи или видео-записи). Не редко кажется, что нет связи между сообщениями на стене в группах *Вконтакте.* Предложения в самых сообщениях могут быть незаконченными. До сих пор прагматические отношения в *Вконтакте* были еще не изучены. Теории о структурах коммуникации и видах коммуникативных актов исследователей Sinclair and Coulthard [2], Korpimies [1] and Tuor [3] были использованы для развития новой классификации коммуникативных актов, которые являются типичными для коммуникации *Вконтакте*. Для коммуникации *Вконтакте* коммуникативный акт был определен как функциональная минимальная единица в личном сообщении на публичной стене, которая состоит из вербальных, визуальных и других видов мультимедийного содержания и сигнализирует коммуникативное намерение его отправителя. Задача коммуникативного акта вызвать последующие сообщения или ответы к предыдущим сообщениям на стене *Вконтакте*. В целом были собраны 1818 сообщений из трех выбранных групп в лингвистическом корпусе. Для практического анализа сообщения из выбранных групп *Вконтакте* были внесены в приложения Excel и Visual Data, которые часто используются для анализа вербального содержания чатов. Сообщения были анализированы по параметрам: номер сообщения, аббревиатура имени участника, ответ на какое сообщение, вид коммуникативного акта. В рамках практического анализа были классифицированы 29 разных видов коммуникативных актов, которые поддерживают прагматические отношения между отдельными сообщениями на публичной стене *Вконтакте: оценивать, спрашивать, объявлять, отвечать, соглашаться, приветствовать и прощаться, рекомендовать и просить, благодарить, предлагать, опрашивать, шутить, исправлять, добавлять, сожалеть, заказать, поздравлять, извиняться, желать, хвалить, защищать, спорить, жаловаться, оскорблять* и мультимедийные-акты (*аудио-запись, видео-запись, картина, фотография*). Мультимедиийные акты часто встречаются с актами *запросить, объявлять и спрашивать*. Неоднозначность и появление нескольких коммуникативных актов в одном сообщении могут повлиять на восприятие и понимание прагматических отношений между двумя или больше сообщениями. Читатель может затрудниться с пониманием данных сообщений и их связью между

собой, но фоновые знания о группе, теме и контексте коммуникации могут помочь ему с пониманием.

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МЕЖКУЛЬТУРНАЯ КОММУНИКАЦИЯ И ОБУЧЕНИЕ КИТАЙСКОМУ ЯЗЫКУ КАК ИНОСТРАННОМУ

Аннотация: Статья посвящена межкультурной коммуникации в обучении китайскому языку как иностранному. В статье представлена особенность китайского языка и китайской культуры, дано понятие межкультурной коммуникации, изложены актуальные подходы для эффективного обучения китайскому языку.

Ключевые слова: межкультурная коммуникация, китайский язык, обучение китайскому языку как иностранному, культурологический подход, межкультурный подход.

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INTERCULTURAL COMMUNICATION AND CHINESE TEACHING AS A FOREIGN LANGUAGE

Abstract: The article is devoted to intercultural communication in teaching Chinese as a foreign language. The article presents the peculiarity of the Chinese language and Chinese culture, the concept of intercultural communication, the actual approaches for the effective teaching of the Chinese language.

Keywords: intercultural communication, Chinese language, Chinese teaching as a foreign language, cultural approach, intercultural approach.

Китай – это страна, где разные культуры существуют вместе. В Китае проживают 56 национальностей, каждая из них имеет свою культуру и традиции, которые тесно связаны между собой. Китайский язык разделяется на стандартный язык (официальная норма китайского языка в КНР) и диалекты. Что касается диалектов, то в Китае существуют 13 диалектов, каждый из которых разделяется на несколько второстепенных диалектов. Развитие языков непосредственно связано с развитием культуры. Можно сказать, что в Китае разнообразные культуры заимствуют достоинства других культур для восполнения своих недостатков, гармонично объединяются и вместе развиваются.

Так называемый «китайский язык» это язык национальности «Хань», которая имеет самую большую численность не только в Китае, но и в мире [3]. Ханьский язык является главным языком в Китае, но не единственным. Многие национальности имеют свои языки, некоторые также имеют свои письмена, соответствующие своим языкам, например, монголы, уйгуры, тибетцы, чжуанцы, корейцы, маньчжуры и т.д. На китайских купюрах слова «Народный банк Китая» написаны репрезентативными национальными языками: ханским (китайскими иероглифами и пиньинь), монгольским, тибетским, уйгурским, чжуанским языками, которые являются символами нескольких национальностей с большим населением в Китае. Это выражает уважение к народу и делает китайские народы более сплоченными.

Язык и культура являются неотъемленной частью одной нации, и они между собой тесно связаны. В современной методике обучения иностранному языку ученые и преподаватели обращают особое внимание на межкультурную коммуникацию.

В нашем понимании межкультурная коммуникация – это коммуникация между людьми, которые принадлежат к разным обществам и разным языкам и различным образом воспринимают культурные символические системы. В процессе данной коммуникации одновременно происходят взаимодействия и взаимовлияния разных культур.

Эффективность формирования межкультурной коммуникативной компетенции у русских студентов при обучении китайскому языку как иностранному обеспечивается **концепциями культурологического подхода**, направленного на формирование у обучающихся способности «понять особенности речеупотребления, дополнительные смысловые нагрузки, политические, культурные, исторические и тому подобные коннотации единиц речи» [1], и **концепциями межкультурного подхода**, позволяющего обучающимся выйти за пределы культуры и приобрести качества медиатора культуры, не утрачивая собственной культурной идентичности [2].

Вопрос «Что и сколько дарят китайцы в различных ситуациях?» всегда интересует студентов, которые изучают китайский язык как иностранный. На самом деле секрет, «Что» и «Сколько» дарят китайцы в Китае, заключается в названии подарка и значении цифры, и всё это имеет связь с языком.

В Китае самым популярным подарком являются не цветы, а фрукты. Этот подарок подходит к таким ситуациям, как поход в гости, день рождения, посещение больного и др. Это потому, что, во первых, фрукты едят почти все, во вторых, такие фрукты, как яблоко, апельсин, мандарин, банан имеют хорошие значения по их названиям на китайском языке: в китайском языке яблоко (苹果) и безопасность (平安), апельсин (橙子) и успехи (成功), мандарин (橘子) и счастье (吉祥), банан (香蕉) и дружить (相交). Все эти слова звучат похоже, и смысл слов-омофонов переносится в пожелание человеку, которому вручается подарок. Китайцам ещё нравится дарить персики в день рождения, потому что персик – это символ долголетия. Но китайцам не принято дарить грушу, потому что груша (梨) – это символ расставания (离).

В Китае также принято дарить цветы. Например, на официальной встрече и на сцене обычно дарят букеты, на церемонии открытия дарят корзины с цветами, в день влюблённых – розы, в день матери и учителя – гвоздики, которые в Китае рассматриваются как символ любви и уважения к матери. Китайцы любят хризантемы, и много известных китайских писателей и поэтов писали и восславляли хризантемы, но в Китае их не принято дарить живым людям. Хризантемы дарят на похоронах или во время посещения кладбища.

Что касается вопроса «Сколько подарить?», то китайцам традиционно нравится четное число, в китайском языке существуют много слов, связанных с четным числом и обозначающих положительные значения, например, «好事成双 (хорошие вещи пребывают в парах)», «六六大顺 (двойная шестерка – большая удача; обр. Желаем вам всего самого лучшего!)», «十全十美 (十: десять, полностью; обр. полностью идеально)». Китайцам ещё нравится цифра «8», потому что на китайском языке цифра «8» звучит похоже на «发 (разбогатеть)»; но не нравится цифра «4», потому что цифра «4» звучит похоже на «死 (смерть)». Поэтому в Китае во многих зданиях нет 4-го этажа, то есть после 3-го этажа идет сразу 5-й этаж, а в лифтах нет кнопки «4». В буддистской мифологии есть «18 ступеней ада», и «спуститься на 18-ую ступень ада» считается самым сильным наказанием и проклятьем. Поэтому многие китайцы считают 18-й этаж несчастливым, и во многих зданиях нет 18-го этажа. Именно поэтому, когда китайцы дарят цветы, они мало думают о четном или нечетном числе, а больше думают о значении цифры. Так что они, возможно, подарят живым людям цветы в чётном числе, учитывая хорошее значение этой цифры. А в русской культуре цветы в четном числе дарят только умершим людям, что отличается от китайской культуры.

При обучении русских студентов китайскому языку как иностранному важно не только обучать языку, но и китайской культуре и этикету. Например, во время изучения чисел, фруктов или цветов в китайском языке преподавателю следует одновременно объяснять, как китайцы относятся к этим предметам и почему. Таким образом, на основе сравнительного анализа отношения китайцев и русских к конкретным предметам или ситуациям студенты могут лучше понять китайскую культуру и адекватно вести себя в межкультурной коммуникации.

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CROSS-CULTURAL COMMUNICATION: THE INSIDE OUT

Abstract: This article deals with relevance, notion and structural components of intercultural communication. The process of globalization is considered to be the starting point of cross-cultural communication. The article touches on the subject of cultural shock as a result of misunderstanding between the interacting cultures. The author gives several classifications of intercultural communication, which were developed by Russian and foreign scholars, and gives different definitions of cross-cultural communication, thus saying that the two terms (intercultural communication and cross-cultural communication) are synonymous and can be used interchangeably. The substance of intercultural communication reveals itself in social interaction, where empathy is the essential quality for productive, successful intercultural communication. Cross-cultural communication is believed to consist of not only the interaction process, which embraces interaction skills and language knowledge, but also of the process where interacting cultures influence each other, and even individuals' world-views. Due to acceptance of a different culture and some transformations that happen in one cultural representative's mind under influence of another culture, it can be observed how empathy grows into pluralism.

Keywords: interaction, culture, cultural shock, communication.

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МЕЖКУЛЬТУРНАЯ КОММУНИКАЦИЯ: ВЗГЛЯД ИЗНУТРИ

Аннотация: В данной статье рассматривается актуальность, понятие, а также структурные компоненты межкультурной коммуникации. Процесс глобализации считается отправным пунктом для межкультурной коммуникации. В тексте статьи говорится о культурном шоке как о результате недопонимания, возникающего между носителями разных культур. Автор приводит несколько классификаций межкультурной коммуникации, разработанных отечественными и зарубежными учеными, и даёт несколько определений межкультурной коммуникации, тем самым подчёркивая, что оба термина (intercultural communication and cross-cultural communication) синонимичны и могут использоваться взаимозаменяемо. Основная идея межкультурной коммуникации заключается в социальном взаимодействии, где эмпатия берётся как основное качество для продуктивного, успешного межкультурного взаимодействия. Полагается, что межкультурная коммуникация состоит не только из самого процесса взаимодействия, который охватывает навыки сотрудничества с людьми и знание языка, но также и тот факт, что, когда разные культуры находятся во взаимодействии, они влияют друг на друга, в результате расширяя картину мира людей. Благодаря принятию иной культуры и изменениям, которые происходят в мышлении носителя одной культуры под влиянием другой, мы можем проследить, как эмпатия превращается в плюрализм.

Ключевые слова: взаимодействие, культура, культурный шок, коммуникация.

Globalization blurs cultural and national boundaries and makes them less prominent. This process embraces every country and culture.

Engaging in different spheres of communication, one may face problems in understanding people who have other cultural backgrounds. People may deal with various stereotypes, identity conflicts, have a lack of empathy, or simply possess insufficient language or interaction skills for fruitful communication. This may lead to the so-called «cultural shock». Cultural shock is a natural state of psychological and physical disorientation that can occur upon encountering a new environment and culture. Intercultural communication as a process aims to avoid this problem and prepare communicators for a successful interaction.

It may seem clear what the intercultural communication is, though there are various points of view on that topic. The names of the notion may differ, but the gist is quite similar.

The shortest definition can be as follows: cross-cultural communication is the communication, which occurs between people belonging to different cultures.

Scholars, who deal with comparativism, would define it as the comparison of communication across cultures. However, this definition does not reflect the process of interaction, perception of a partner, but simply describes one way of expressing thoughts in a language comparing it with the other way afterwards.

As Vereshagin and Kostomarov believe, intercultural communication is «an adequate mutual understanding of the two participants of communication, who belong to different national cultures» [4]. The key word of this definition is «understanding», that may imply not only the verbal aspect of communication (knowledge of a language), but also non-verbal (empathy). Moreover, adequate understanding helps to avoid cultural shock.

This idea is developed by G.A. Avenesova who argues that «intercultural interaction is a special kind of direct relations which connect at least two cultures, and also some impact and mutual alteration occurring in these relationships» [1]. Intercultural communication is not only verbal communication, or mutual understanding of two or more interacting cultures, but also the process when cultures affect each other, broadening people's minds and expanding views on the world. It should be mentioned that we use terms «intercultural communication» and «cross-cultural communication» interchangeably.

It is of utmost importance in cross-cultural communication to have good interaction skills, in particular, speaking skills. Here we can introduce the term language contacts. These are contacts that occupy the

lowest interaction skills stage. Language contacts can be found within one nation. It is difficult to imagine a nation where people would speak in the same way, regardless of their social status, occupation, age and place of residence. In fact, the majority of people have social dialects at least, and many of them have to use different accents of a language (e.g. British, American, Australian English) and even different languages for interaction. Thus, we see that «language contacts are a universal phenomenon» [5]. That means that they can occur not necessarily between different distant cultures, but also within one nation.

20th century scholars stated that the interaction between a language and a cultural representative has only dialectical nature. Meanwhile, Sadokhin was sure that «almost all the scholars see the influence of a language and a culture on each other. <…> But the impact of the latter is more distinct» [7]. Hence, we can see that a culture affects a language even more. That can be shown in the way how people think, how they see, perceive the world.

Facing a new culture, a person broadens not only his or her mind, but also the boundaries of his or her world views. The way people «feel» the world, what they see, is reflected in the words and how their language is created. Moreover, «no situation can be perceived impartially, only through the prism of norms and values accepted in the usual language environment» [2]. Intercultural communication works in these conditions, where a new cultural system is imposed on a person at the moment of leaving their usual language environment.

Scholars who study intercultural communication have different points of view on its classification.

The most theoretically based classification was suggested by V.P. Baransky. Within his theory of the social ideal, he identifies four basic principles of interaction between representatives of competing ideals: the principle of fundamentalism (intransigence), the principle of compromise; principle of arbitration (neutralization); principle of convergence (synthesis) [6].

One of the best-known classifications was developed by an American anthropologist Ph. K. Bock. This scholar identifies five basic models for optimizing intercultural interaction, corresponding to different ways of overcoming cultural shock:

- the first model is ghettoization (enclosure from any contact with a foreign culture through the creation and maintenance of its own closed cultural environment);

- the second model is assimilation (rejection of one's own culture and the desire to fully assimilate the cultural knowledge of a foreign culture necessary for daily life);
- the third model is cultural exchange and interaction (intermediate method, which implies benevolence and openness of both sides to each other);
- the fourth model is partial assimilation (a concession in favor of a foreign cultural environment in one of the spheres of life while remaining faithful towards its traditional culture in other spheres);
- the fifth model is colonization (actively imposing a culture of one's own values, norms and behaviors) [8] .

The latter typology is considered to be more detailed and clearer in comparison with other classifications. It provides a well-developed explanation of various types of intercultural interaction. However, the models of the perception of different cultures rely on the social component that takes the leading role here.

One of the most important components of intercultural communication is the way people show empathy towards others. Empathy aims to predict a partner's behavior. If a person expects something to happen as a natural flow of events, this will create an atmosphere of safety, hence intercultural communication is a productive way to help people to communicate with each other and overcome cultural or linguistic barriers. Then empathy transfers to recognition of cultural pluralism as a result of positive intercultural interaction experience. B.R. Mogilevich emphasizes that pluralism is possible as a result of close social communications, direct / indirect, unilateral / multilateral, formal / informal. For instance, reading literature in a foreign language in order to broaden one's horizons, erudition, and enhance one's professional abilities is an indirect social connection; conducting business negotiations is a direct social connection; learning process is a multilateral social connection; relations of subordination in the army are a formal social connection, etc. [3].

Social intercultural interaction is carried out with the help of different symbols (verbal, non-verbal, paraverbal), the general meaning of which is a necessary condition for its implementation. Moreover, the stages of adaptation, empathy and pluralism are replaced by mutual integration, accompanied by contextual assessment. This stage is characterized by the fact that a universal intercultural personality, capable of recognizing and accepting an intercultural social reality, choosing actions that are adequate

to this or that social-cultural context, taking into account the spatial and temporal parameters of communication, is being formed.

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HERAUSBILDUNG INTERKULTURELLER KOMMUNIKATION ALS EINER EIGENSTÄNDIGEN DISZIPLIN: HAUPTRICHTUNGEN DER ENTWICKLUNG

Zusammenfassung: Dieser Artikel ist dem Problem des interkulturellen Lernens und der Erziehung gewidmet. Der Artikel gibt einen kurzen Überblick über die Etappen der Entwicklung interkultureller Kommunikation als einer wissenschaftlichen Disziplin und über die Gründe für das Interesse an interkultureller Bildung.

Schlüsselwörter: interkulturelle Kommunikation, kulturelle Unterschiede, interkultureller Dialog, Entwicklung interkultureller Kommunikation.

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СТАНОВЛЕНИЕ МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ КАК ОТДЕЛЬНОЙ ДИСЦИПЛИНЫ: ОСНОВНЫЕ НАПРАВЛЕНИЯ РАЗВИТИЯ

Аннотация: Данная статья посвящена проблеме межкультурного обучения и воспитания. В статье дан краткий обзор этапам становления межкультурной коммуникации как учебной дисциплины, описаны причины возникновения интереса к межкультурному образованию.

Ключевые слова: межкультурная коммуникация, культурные различия, межкультурный диалог, становление межкультурной коммуникации.

Die interkulturelle Kommunikation als Teildisziplin der Kommunikationswissenschaft ist noch relativ junges Forschungsfeld, das erst Anfang der 90er Jahre des 20. Jahrhunderts entwickelt wurde. Alle kulturbezogenen Themen haben heute eine hohe Relevanz, was das erhöhte Interesse der Forscher an interkultureller Kommunikation erklärt.

Im 21. Jahrhundert erleben viele Gesellschaften sowohl in Russland als auch in anderen Teilen der Welt rasante wirtschaftliche, politische, soziale und kulturelle Veränderungen. Die Verbindungen zwischen unterschiedlichen Ländern, Nationen und kulturellen Gruppen gewinnen an Intensität. Für die einzelne kulturelle Gemeinschaft, aber auch für jede Person entsteht daraus die folgende Problematik: einerseits die eigene kulturelle Identität zu wahren, andererseits sich an neuen kulturellen Kontexten anzupassen.

Im Rahmen des Konzepts «interkulturelle Kompetenz» wird Kultur auf keinen Fall wie eine konstante Erscheinung betrachtet, sondern als ein in Entwicklung befindlicher Prozess. Die Kultur wird von den Mitgliedern einer Gruppe als gemeinsame Basis geteilt. Sie bestimmt deren Weltansichten und Handlungen.

Die moderne Gesellschaft ist vielfältig. Innerhalb eines Landes oder einer nationalen Kultur koexistieren mehrere Subkulturen, die Unterschiede in den Einstellungen, Werten, Sprachen, Verhaltensregeln etc. aufweisen. Die interkulturelle Kommunikation entwickelt sich in unterschiedlichen Sphären des Lebens: im Tourismus, im Sport, in den international tätigen Konzernen und auf dem Niveau der privaten Kontakte. Multikulturelle Gesellschaft ist eine der Besonderheiten unserer Zeit. Dazu gehört die Ankunft von Migranten und Flüchtlingen oder geschichtlich bedingte Vermischung unterschiedlicher nationaler Kulturen auf einem Territorium.

Was wird unter der interkulturellen Kommunikation versteht? Es gibt also viele Definitionen dieses Begriffs, die sowohl von ausländischen als auch von inländischen Autoren eingeführt wurden. In diesem Artikel werden wir die Definition von I.I. Khaleeva verwenden. Unter interkultureller Kommunikation versteht man eine Reihe spezifischer Interaktionsprozesse von Menschen, die verschiedenen Kulturen und

Sprachen angehören. Kommunikation findet zwischen Interaktionspartnern statt, die nicht nur verschiedenen Kulturen angehören, sondern auch erkennen, dass jeder von ihnen «unterschiedlich» ist und jeder von ihnen die Fremdheit eines Partners wahrnimmt [6].

Die Herausbildung interkultureller Kommunikation als einer wissenschaftlichen Disziplin führt ursprünglich auf praktische Interessen amerikanischer Politiker und Geschäftsleute zurück. Nach dem Zweiten Weltkrieg dehnte sich der Einflussbereich der amerikanischen Politik, Wirtschaft und Kultur aktiv aus. In diesem Zusammenhang mussten amerikanische Beamte im Ausland arbeiten, wo sie die Unfähigkeit zeigte, kritische Situationen zu bewältigen, die bei der Arbeit mit Menschen aus anderen Kulturen entstanden. Dies führte häufig zu Konflikten, gegenseitigen Feindseligkeiten. Es ist wichtig, dass sogar perfekte Fremdsprachenkenntnisse die Möglichkeit solcher Konflikte kaum abgewehrt haben.

Gleichzeitig entwickelten die Vereinigten Staaten ein Hilfsprogramm für Entwicklungsländer, in dem eine große Anzahl von Experten und Aktivisten des Friedenskorps verschiedene Länder besuchte. In dieser Richtung entstanden auch mehrere Schwierigkeiten beim Aufbau eines interkulturellen Dialogs. In diesem Zusammenhang wurde deutlich, dass die Schulung, die die Experten vor dem Abflug absolvierten, unzureichend war und keinen Kommunikationserfolg garantierte. Das bedeutet, dass Experten eine besondere Schulung brauchten, bei der der Schwerpunkt auf der Entwicklung praktischer Fähigkeiten und interkultureller Kommunikationsfähigkeiten liegen sollte.

Als Reaktion auf diese Situation verabschiedete die US-Regierung 1946 das Foreign Service Act und gründete das Foreign Service Institute (FSI), das von dem amerikanischen Linguisten Edward Hall geleitet war. Wissenschaftler verschiedener Fachrichtungen arbeiteten an diesem Problem: Anthropologen, Soziologen, Psychologen, Linguisten usw. Die wichtigste Schlussfolgerung der Wissenschaftler bestand darin, dass jede Kultur ein einzigartiges System von Werten, Prioritäten, Verhalten vertritt, deshalb sollen Beschreibungen, Interpretationen und Bewertungen einer Kultur vom Standpunkt des kulturellen Relativismus durchgeführt werden [5].

Die Entstehung der interkulturellen Kommunikation war 1954, als das Buch «Culture as Communication» («Kultur als Kommunikation») von E. Hall und G. Trager veröffentlicht wurde. In dieser Arbeit wurde der Begriff «interkulturelle Kommunikation» zum ersten Mal vorgeschlagen.

Später wurden Grundlagen und Ideen von der interkulturellen Kommunikation im Detail in der Arbeit von E. Hall «The Silent Language» entwickelt. Der Autor zeigte eine enge Beziehung zwischen Kultur und Kommunikation. Hall E. schlug vor, das Problem der interkulturellen Kommunikation nicht nur zum Gegenstand wissenschaftlicher Forschung, sondern auch zu einer unabhängigen akademischen Disziplin zu machen [2].

Der Prozess der Entwicklung von interkultureller Kommunikation als einer akademischen Disziplin begann in den 1960er Jahren, als dieses Fach an mehreren amerikanischen Universitäten unterrichtet wurde. Es veränderte aber dadurch den Inhalt des Kurses: der rein praktische Aspekt des Kurses wurde durch die notwendigen theoretischen Grundlagen ergänzt und erhielt die Form eines klassischen Universitätskurses, der sowohl beide Aspekte der interkulturellen Kommunikation vereint.

Auf dem europäischen Kontinent fand die Herausbildung der interkulturellen Kommunikation etwas später statt und hatte andere Gründe. Die Gründung der Europäischen Union hat die Grenzen für den freien Personen-, Kapital- und Warenverkehr geöffnet. Europäische Hauptstädte und Großstädte begannen, ihr Aussehen aufgrund des Auftretens von Vertretern verschiedener Kulturen und ihres aktiven Engagements im Leben dieser Städte intensiv zu verändern. Vor diesem Hintergrund interessierten sich die Wissenschaftler nach und nach für die Probleme der interkulturellen Kommunikation. In den 70-80er Jahre des 20. Jahrhunderts wurde an einigen westeuropäischen Universitäten nach dem Beispiel der Vereinigten Staaten, neue Richtung «Interkulturelle Kommunikation» geöffnet (Universitäten München, Jena) [4].

Also, Ausgangspunkt für die Entwicklung der interkulturellen Kommunikation war daher die Notwendigkeit des theoretischen und praktischen Verständnisses des Problems und zwar die Notwendigkeit des gegenseitigen Verständnisses zwischen verschiedenen Nationen.

In Russland waren die Fremdsprachenlehrer die Initiatoren des Studiums von der interkulturellen Kommunikation. Die Praxis der Kommunikation mit Ausländern hat bewiesen, dass sogar tiefe Kenntnisse einer Fremdsprache Missverständnisse und Konflikte mit Muttersprachlern dieser Sprache nicht ausschließen und erfolgreiche und effektive Kontakte mit Vertretern anderer Kulturen ohne praktische Fähigkeiten in der interkulturellen Kommunikation nicht möglich sind.

Anfang des 20. Jahrhunderts wurde in einigen russischen Universitäten eine neue Disziplin – Interkulturelle Kommunikation –

unterrichtet. Das Hauptziel besteht darin, die Schüler auf effektive interkulturelle alltägliche Kommunikation vorzubereiten. Dazu reicht es nicht aus, die Natur interkultureller Missverständnisse zu kennen. Es erfordert praktische Fähigkeiten, die ein freies Verständnis zwischen Menschen aus anderen Kulturen ermöglichen [1]. In dieser Zeit kommt Theoretisierung der Probleme von Sprache, Kultur und Kommunikation, der nationalen Bedingtheit von kommunikativem Verhalten sowie allgemeiner Fragen der Theorie von interkultureller Kommunikation [3].

Derzeit ist die interkulturelle Kommunikation an den russischen Universitäten nicht nur als wissenschaftliche Disziplin, sondern auch als eigenständige Ausbildungsrichtung fest verankert.

Interkulturelle Kommunikation ist ein komplexer Prozess, der nicht nur die Bereitschaft zu einem konstruktiven Dialog und die Kenntnisse einer Fremdsprache erfordert, sondern auch praktische Fähigkeiten für die Kommunikation mit Vertretern verschiedener Kulturen. Es ist wichtig, dass die Hauptrichtungen der Entwicklung von der interkulturellen Kommunikation als einer wissenschaftlichen Disziplin praktische Aspekte waren, die erst später durch theoretische Ideen ergänzt wurden. Nur praktische Orientierung hat den Erfolg des interkulturellen Dialogs ermöglicht.

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IV. PUBLIC RELATIONS AND ADVERTISING
IV. PR И РЕКЛАМНЫЕ ПРОЕКТЫ

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THE ISSUE AND METHODOLOGY OF LANGUAGE LOCALIZATION OF THE PRODUCT

Abstract: This article is devoted to reviewing important components of globalization such as localization and internationalization. The article presents the main concepts of these processes and establishes the basic differences between language localization and translation. The text also concerns the systematization of problems in the process of working on the localization of a product, methods of performing localization, theoretical methods of internationalization and localization.

Keywords: localization, internationalization, language localization, translation, methods of localization, methodology of internationalization and localization of the product.

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ПРОБЛЕМАТИКА И МЕТОДОЛОГИЯ ЯЗЫКОВОЙ ЛОКАЛИЗАЦИИ ПРОДУКТА

Аннотация: Данная статья посвящена ознакомлению с такими важными составляющими глобализации как локализация и интернационализация. В статье приведены основные понятия данных процессов и установлены базовые различия между языковой локализацией и переводом. Так же текст касается систематизации проблематик в процессе работы над локализацией продукта, способах выполнения локализации и теоретических методах интернационализации и локализации.

Ключевые слова: локализация, интернационализация, языковая локализация, перевод, способы локализации, методология интернационализации и локализации продукта.

Language localization is an engrossing new direction on the edge of professional translation and marketing theory. It already has the whole segment on a service market. Besides, it proves importance and utility of the subject.

For a better understanding of the process and need for language localization, it is necessary to address the phenomenon of globalization of the world economy. Due to the increase of production and capitalization, the next stage in the growth of any company is entering the world market, which is accompanied by a partial or complete change in the methods of promotion and product presentation.

In this phase of entering the world market, the product is unified globally. It loses all the unique features of the cultural and linguistic environment which it is originally intended for. This is done for further

convenience of implementation in more regional markets [1].

Nevertheless, it is worth drawing attention to the Internet revolution having made fundamental changes in the ways of doing business, allowing small companies to promote their products and services on the world market without many resources. In most cases companies are allowed to take leading positions on the markets of several countries through the use of language localization [4].

Therefore, the term *language localization*, or simply *localization*, is a process or a set of measures which aims to modify the product in order to increase the effectiveness of demand and loyalty to it in a particular region.

Let us take a closer look at this phenomenon from different perspectives.

Despite the attempt to equate *language localization* and *translation* it is worth making a clear distinction between these terms. Translation is a process of contextual change of units of one language into units of another, so it tries to preserve the cultural identity of the original source. On the other hand, localization aims to totally eliminated sensations of the experience of foreign linguistic and cultural traditions. It makes the product relevant to the consumer's linguistic and cultural environment [1]. Thus, translation is one of the tools of language localization, which performs the function of product mimicry inside it.

The localization team may face unique challenges which are related to the cultural and linguistic characteristics of the region. What is more, there are three basic localization problems such as linguistic, cultural and technical.

Speaking of the linguistic problem, it should be said that in the modern world most of the translation can be done with the help of appropriate software. However, human intervention is necessary in those parts of the text where machine translation is not able to convey all the completeness or specificity of the content.

Also, the scope of words in the translated text does not always coincide 1:1. So the space reserved for one text can be very different after translation, which needs being taken into account in design development.

Some terminology, especially of technical nature, may not exist in some languages. In such cases, the term is left without translation or a new word based on the phonetic translation is created.

There are often differences in semantics of punctuation marks. For example, in most languages, an interrogative sentence has a question mark

– «?» at the end, while in Greek an interrogative sentence ends with a semicolon – «;». Likewise, the content of the text needs to be brought in line with the laws of the region [2].

As for a cultural problem, most of the world uses the metric system of measurement, and the temperature is expressed in Celsius degrees, but the United States use the English system of measures. Fortunately, the conversion of the measure from metric to the English system and temperatures from Celsius to Fahrenheit are simple, and the algorithms for the conversion are publicly available.

There are differences between countries in the most commonly used types of paper, in the sizes of papers and envelopes. The location of the components of the address varies in different countries. This should be taken into account in the design.

Alphabetic pointers vary according to languages and countries, especially when languages include accents, ligatures and letter combinations that are sorted in different sequences. For example, in Swedish vowels with diacritical marks are sorted after Z and in Latin America the double character **ch** is treated as one character and sorted between **c** and **d**.

Many colors have a special meaning in different cultures. In Western countries red means an alarm, white is purity, black is gloomy, green indicates growth or money. In Asia red denotes joy, white is mourning, and black is a happy color. In the Arab countries green is a sacred color. If color is used as part of the design, its meaning should be studied.

Differences exist in the meaning and use of images and sounds between countries. In some countries, the flag is depicted on the products, but the flag of Saudi Arabia includes sacred symbols from the Koran. Even simple everyday symbols, such as a mailbox with a red flag or an American brake light, do not have the same meaning everywhere. «Thumb up» and «OK» gestures in Western countries, can be considered as sexual gestures in others. The use of images of women and/or women and men together is also not acceptable in many cultures. The beep, as a feature of the product, may be appropriate in the US, but it may confuse Asian users in front of colleagues working nearby.

In the Latin language culture the text of the document is located from left to right, and the next line appears below the previous one. A line of Arabic language culture and Hebrew are located from right to left. East Asian languages also have a different structure, for example, Japanese text is usually displayed from top to bottom with lines from right to left [2].

In the matter of technical problem, there is a big difference between the countries in the telecommunication infrastructure, and therefore the infrastructure limitations in each country should be analyzed further.

Not all users in the world have high-speed Internet and can pay a high per-minute access fee. In this regard, only a text version is available on some sites. This is an area of localization issues [2].

Now let us consider localization methods. The potential for product success on the regional market increases in proportion to the quality of localization. This dependence directly affects the cost of localization and the ways that certain companies use based on the allocated budget [1]. There are three main ways of localization:

1. Manual method, where all stages of localization are performed by a group of specialists does not exclude the use of third-party auxiliary programs and algorithms.

2. A semi-automated method that uses a special program or an application algorithm under the direct control of a localization specialist.

3. Fully automated method, which is performed using program algorithms and built-in dictionaries without human intervention [3].

Each of the methods may differ in the quality of the final product, which directly depends on the complexity of the project and the method of localization applied to it [1].

Localization of the product is a multi-level and multi-stage project whose initial stage is to work directly on the product, namely, its unification [4].

The first stage is the internationalization of the text, the analysis of its original structure and subsequently the construction of a new one. The text being processed loses jargon, idioms, and references that are known only within a particular region.

The next stage is to standardize the language that the text uses giving it cultural-national neutrality. This helps to raise the text perception threshold for more consumers.

The third step is the localization of the internationalized product, which consists of translating the processed text and adapting to the cultural characteristics of the selected region.

The direct localization process is divided into several stages and is based on the main problems of localization given above.

The first stage is to translate and adapt to the language of the target region: working with terminology, word forms, valid phrases and references.

The second stage is to provide support for national standards, such as units of measurement, data formats for date, time, address, etc.

At the third stage the validation in the culture of the target consumers of the symbols used in the product, images, color combinations and audio fragments is checked.

The fourth stage is to check the quality of localization and testing of the localized product for the loss of the original properties and correctness for a specific market.

Nowadays, a number of companies use the services of localization companies and software for language localization. All industries or businesses that launch their product or service to the world market in one way or another need to adapt it. The range of projects for specialists in this field is wider than ever. Among regular customers you can find educational institutions, manufacturing enterprises, small business and mega-corporations. Such a strong quantitative attraction of funds and specialists in the field of localization gives the same qualitative impetus to the deepening in the subtleties of its problems, the expansion of technical methods and theoretical methods for their solution.

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EVENT PR IN THE SYSTEM OF INTEGRATED COMMUNICATIONS

Abstract: The article is devoted to the definition of event PR and its ways of realization. It considers main PR and market specialists' approaches to the definition of the term «event PR». The author explores characteristic features of event PR campaigns, and their place among other integrated PR communications. The goal of this analytic article is to study advantages of event PR in promotion of brand, trademark and company as a whole. PR-events peculiarities, forms and requirements are evaluated within the study as well as high level of event PR effectiveness for goods and services promotion.

Keywords: special events, event PR, integrated communications.

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СОБЫТИЙНЫЙ PR В СИСТЕМЕ ИНТЕГРИРОВАННЫХ КОММУНИКАЦИЙ

Аннотация: Статья посвящена изучению возможностей событийного PR, способам его реализации. Рассматриваются основные подходы маркетологов и специалистов по связям с общественностью к интерпретации научной категории «событийный PR». Авторы изучают характерные признаки событийных мероприятий, а также их место среди других интегрированных PR коммуникаций. Целью исследования является изучение преимуществ

событийного PR для продвижения бренда, торговой марки и организации в целом. Определяются особенности PR-мероприятий, а также их формы и требования, необходимые для достижения необходимого результата. Доказывается высокий уровень эффективности событийного PR для продвижения товара или услуг.

Ключевые слова: специальные мероприятия, событийный пиар, интегрированные коммуникации.

In modern conditions of rapid market changes and globalization growth it is getting harder to draw buyers' attention. It requires instant reaction and unusual and creative solutions from PR specialists that may attract consumer interest to a product or service. Taking into account modern communications specificity, it is impossible for a company to function without the PR. And as long as current PR tools are starting to lose their effectiveness, advertising business parties have to create new ideas that fully comply with the requirements of present-day target audience. It is hard for advertising companies to achieve the desired result, using only traditional technologies, so they are increasingly turning to additional unusual methods aimed at sales promotion. One of these methods, designed to support and enhance the effect of the classic promotion of a product or service, is event PR.

Event PR is one of the main elements in the system of integrated PR communications, through which the company interacts with a wide audience, giving information about itself and its product, forms, maintains and develops a favorable point of view, a positive image and business reputation of the manufacturer [3].

Modern PR specialists have different definitions of this term. The most generalized opinion is presented by the practitioner Alexander Shumovich, who is directly involved in organizing business events. The author adheres to the point of view that the event is a human activity aimed at the interaction of various people, limited in time, and also related to the realization of the goals set [2].

Skillful application of event communications helps to increase sales and clients and staff loyalty, develop publicity and business reputation, raise brand recognition ratio and deliver its values. Nevertheless, it is

important for a campaign in event PR to harmoniously fit into a unified trademark promotion complex.

Special events need to fit into a unified concept of product promotion, which is a complex of integrated communications, including direct advertising.

Advertising campaign using event PR has a long-lasting effect because it occurs long before the event (press conferences, announcements) and lasts after it has been held (published in the media, etc.) [4].

All forms of events are actively used in Russia, however, the most popular are recreational and sports and recreational activities. It is this type of special PR-events that is most often used to promote a particular product category. As examples of event PR actions, one can cite various press conferences, conferences, open days, presentations, festivals, competitions and exhibitions. Currently, these are universal special events that can be used as a PR tool by organizations of any profile.

In this respect Shumovich's definition may be regarded as the most evolved. He regards event PR as a full-scale event organization, directed at client's information product promotion (logo, trademark, product, positive image etc.), development of society's positive attitude towards it and setting up long-term relationships with targeted audience and mass media with the help of outstanding and memorable events [2]. Algorithm of PR-event creation and organization is as follows: goal setting, choice of targeted audience, key messages determination, designation of working with the audience within the event, informational support, and proposed outcome.

If all these points are taken into account during an event and its organizer acts responsibly, event PR will allow achieving a number of goals, which any commercial or political and social organization has.

Nowadays there are already hundreds of PR agencies in our country, involved in event PR, such as EventumPrem (Moscow) and Friday Event Group (Pyatigorsk). As the examples demonstrate, with the help of special events one can not only stimulate sales, but also increase customer loyalty to the company. So, the use of such a tool is beneficial not only to remind about the company, but also when new services appear on the market, competently operating with all advertising means in total.

Currently, event PR in Russia is considered an innovation rather than a natural phenomenon. Unfortunately, this industry is still extremely weak to compete with world markets. But, on the other hand, the Russian

advertising market is in the stage of development, which gives innovations excellent opportunities to find their niche in the advertising business. At the moment, event PR is gaining momentum and is a cost-effective occupation that is why it requires a thorough, in-depth study.

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THE ROLE, FUNCTIONS AND WORKING TOOLS OF A PR SPECIALIST

Abstract: The article is devoted to the definition of the features of PR-specialists and tools of their work. The main approaches of specialists in public relations to the interpretation of the terms «Role of PR-specialist», «Functions of PR-specialist» and tools for creating and maintaining the image of the organization. The author studies the characteristic features of the successful work of PR specialists, as well as their place among other integrated PR communications.

The purpose of the research of the analytical article is to study the advantages of having a PR-specialist in the organization, in relation to organizations that do not use PR. The author considers the features of PR-specialists, as well as their roles and functions. The study proves the high level of efficiency of PR-specialists to create and maintain the image of the organization.

Keywords: PR, image, role, function, media, activity

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РОЛЬ, ФУНКЦИИ И ИНСТРУМЕНТЫ РАБОТЫ PR-СПЕЦИАЛИСТА

Аннотация: Статья посвящена определению особенностей работы PR-специалистов и инструментов их работы. Рассмотрены основные подходы специалистов по связям с общественностью к

трактовке терминов «роль PR-специалиста», «функции PR-специалиста» и инструменты создания и поддержания имиджа организации. Автор исследует характерные особенности успешной работы PR-специалистов, а также их место среди других интегрированных PR-коммуникаций.

Целью исследования аналитической статьи является изучение преимуществ наличия PR-специалиста в организации, по отношению к организациям, не использующим PR. Автор рассматривает особенности работы PR-специалистов, а также их роли и функции. Исследование доказывает высокий уровень эффективности работы PR-специалистов по созданию и поддержанию имиджа организации.

Ключевые слова: PR, имидж, роль, функция, медиа, активность.

The definition of a function is an activity, a duty, a job. In sociology, this term is interpreted as a role performed by a certain social institution.

The authors of the book «Public Relations. Theory and practice», Cutlip M.C., Center A.H., and Broom G. told about the main responsibilities of a PR specialist: to write and edit materials, create and maintain relations with the media. Also, duties include research, management and administrative activities, an organization of special events, production control, consulting and construction contracts.

The functions of PR-specialists are divided into two groups by Doctor of Philology Yakovlev I.P. The first group is the unifying functions of information collection and analysis, the second – the linking functions of distribution. In addition, on the basis of the well-known foreign practice of the four-step algorithm of the developed of PR-programs defined the functions in relation to PR-activities are defined:

- Research function. It includes the collection, processing, and analyzing the information;
- Planning function. It combines the processes of defining goals, objectives and developing an action plan for their implementation;
- Organizational function. It is characterized by the participation of a PR-specialist in organizing and conducting events;

- Expert function. It includes an assessment of the level of effectiveness of the work done report and forecasting possible problems that need to be solved in the future.

A completely different approach to the classification of the functions of the specialist in public relations is found in the works of Konovalenko V.A. case. The functions of a PR specialist are divided into groups depending on the directions of its activity. Therefore, it functions when there is working with clients, media, heads of firms and organizations, investors, etc.

Kondratiev E.V. and Abramov R.N defined the roles of PR professionals: technical worker communication, expert-entrepreneur, communication facilitator, and the facilitator of the process of resolving crisis situations. A team of experts in the voice of Cutlip S. fills the list with the following roles: communications, expert, instructor, facilitator of communications and assistant, and problem solver. Despite the difference in names, the roles of two groups of authors are identical to each other.

Performing certain tasks, PR-specialist operates a number of PR-tools. To determine which of them are the main ones, we turned to the experience of predecessors engaged in the study of this issue. On the basis of the analysis, we used the following authors: Zborovsky G.E., Kotler F., Baranova D.E., Demko E.V., Lukashenko M.A., Marconi D., Gracheva A.S., Gracheva S.A., Spirina E.G. An experienced public relations specialist has in his Arsenal considerable tools to perform the following tasks: to form, maintain and change the internal and external image of the organization. However, before considering their varieties, it is necessary to dwell on the definition of «image».

«Image» in Latin means to imitate. There are two ways to interpret this concept. In a broad sense, the image is a complex of artificially and naturally generated properties of the object. In a narrow sense, the image is the created image of the object affecting the perception of its audience, its assessment and attitude. The image of the organization forms the public opinion, using as a basis the attitude to certain areas of the organization. Thus, the definition of the image is exactly in the middle; between the desired perception of the organization by the society and the actual representation of individuals about the organization.

It should be remembered that changing the first impression of the organization is extremely problematic. This is due to a number of reasons, the main of which is the commitment of the individual to his own opinion. It is typical for a person to assimilate information that does not contradict

his views, so the public often ignores direct attempts to influence the perception. Therefore, for effective activities it is necessary to correct the image of the organization, it is necessary to adhere to certain methods:

- Organize surveys of target groups, including employees of the enterprise, partners, consumers, young professionals;
- Analyze the activities of other companies, especially their bad experience in order to prevent possible errors;
- Examine the claims of employees of the organization in the process of business evaluation, adaptation or within a specially organized system of claims review;
- Purposefully analyze the data for the study of the labor market.

The formation of the image of a company is a time-consuming process that requires a full set of professional qualities from a PR specialist, as well as the ability to respond quickly to possible changes in society. This conclusion is confirmed by the book «Image of the company: planning, formation, promotion»: «If the award for the victory is so great, why can someone? Winning is hard. The easiest way is to take the money to an advertising Agency and wait for the victory. The most difficult is the definition of excellence standards, the development of a comprehensive plan to create an image and its implementation it a certain time». His position on the matter was constructive since the activities of the organizations could not be carried out without detailed and precise planning. Now this plan is called «master plan». It includes four parts: Foundation, external, internal and intangible image.

Each structural part of the planning is aimed at fulfilling the main tasks. These include achieving success in the loss of competencies and effective work with target consumers; maintaining a favorable image in the public consciousness, which ensures a person's faith in the company, as well as establishing an emotional connection with both investors and society.

The formation of a successful image is not only an effective and high-quality advertising company. This is a time-consuming process, the plan of which consists of interrelated and interdependent elements. Only with the joint and coordinated work of all components of the plan for the formation of the image, the desired result will be achieved. The master plan is needed to assess the current state of Affairs in order to improve the situation or solve existing problems.

Based on the above, the image is a complex phenomenon consisting of different factors that merge together. To successfully form and maintain

the image of the organization it is necessary to pay attention to all the details, to analyze carefully each step and think about each decision. Thus, it is objectively necessary to develop an initial plan for the formation of the image and follow it during the life of the organization. All elements of the plan should be interrelated and work as a single mechanism.

Thus, a PR specialist performs a number of functions in the course of his / her activities, which directly depend on the role assigned by the organization to the public relations officer. So, PR-specialist may be the specialist, communications expert, instructor, facilitator of communications and assistant, and problem solver. Solving various problems, they resort to a huge Arsenal of PR techniques and technologies. In particular, this is most clearly reflected work on the formation of the image of the organization. Taking into account all the principles and requirements for these organizations, public relations specialists have an impact on public consciousness, control the internal and external environment of the company, it is responsible for communication with other organizations, investors, the media and the public. Therefore, public relations specialists are responsible for various tasks, which confirms the complexity of this profession.

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THE ESSENCE OF THE CONCEPT OF TERRITORY PROMOTION AND ITS ROLE IN PUBLIC RELATIONS

Abstract: The article considers the category of territory promotion and highlights its essential features and markers. A special object of the study is the PR-tools that are appropriate to use when promoting the region.

Keywords: territory promotion, PR, PR – tools, territory marketing.

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ПОНЯТИЕ ПРОДВИЖЕНИЯ ТЕРРИТОРИИ И ЕГО РОЛЬ В СВЯЗЯХ С ОБЩЕСТВЕННОСТЬЮ

Аннотация: В статье рассматривается категория продвижения территории, выделяются ее существенные черты и признаки, особым объектом исследования стали PR-инструменты, которые целесообразно использовать при продвижении региона.

Ключевые слова: продвижение территории, PR, PR–инструменты, маркетинг территории.

Today, the territory is one of the most important socio-economic resources, which predetermine the prospects for regional development.

Under conditions of instability of the world economy, the problem of effective and adequate policy of the region, which would be aimed at attracting investments and improving the economy, arises. It is known that investment resources are distributed unevenly across the world, national and local economies – up to 90% of them are collected by the world (international) economy, about 7% – by national economy, and only 3% of them are invested in local economic projects. It is obvious that, if the region intends to foster regional development, it will receive the necessary resources at the global economic level. Therefore, cities and regions are actively seeking to attract a certain share of international capital for their development, focusing on their unique, individual characteristics. At the same time, this territory will be compared with other regions of the world. The economy can develop in different directions: government incentives, reform, etc. One of the most relevant solutions to this problem is the territory promotion.

The concept of Territory Promotion is carefully studied by many Russian scientists. As a priority, we focus on the works of Vazhenina I.S., Atayeva T.A., Vazhenin S.G.

Marketing and branding are essential for territory promotion. Marketing considers the territory as a whole, both outside and inside its borders, and aims at creation, separation, effective promotion and development, as well as at the use of the competitive superiority of a certain territory in its interests as a subject. Branding is a mark created on the basis of the name, logo and associative series; it is a combination of the functional and emotional characteristics of a territory that exist in the consciousness and subconsciousness of the target audience, determining the individuality of a given territory and stimulating «consumer» preferences of a certain group of people.

In order to implement its target orientation, territorial marketing, together with territorial branding, develops a set of measures that ensure the expansion of the areas of participation of the territory and subjects in the implementation of regional, federal and international programmes; the formation and improvement of the territorial image, the growth of its prestige, social and business competitiveness; enhancing the attractiveness of potential investments, the implementation of external resources on the territory; attraction of state and other external orders to the territory; stimulation of the use and acquisition of resources of the territory beyond its borders in its interests and to its benefit.

The object of the promotion is a certain territory, on which the subjects of territory promotion have an impact. The subjects are interested in the effective use of the competitive advantages of a particular territory - for tourism, for business, for life, for short-term stay. More specifically, it can be the level of infrastructure development, comfort, the value of effective demand and market size, the health and cultural potential of a territory, the availability of raw materials and different characteristics of the workforce (for example, the skill level of workers, the cost of labor, specialists of a certain profile), etc. There are also some subjects of territory promotion that stand out among others: consumers (users, buyers); products producers (services, goods, etc.); target groups (markets), «consumers of territories» can be divided according to a number of criteria, signs; the mediators are mass media, state authorities, etc.

In order to effectively promote the territory, it is necessary to use such modern tools as PR and advertising campaigns, the organization of which is an important and serious activity, which includes such parameters as the channels for promoting information, volumes, carriers, its optimal forms, temporary modes of its presentation and the definition of recipients.

General promotion is aimed at the dissemination of multi-purpose, general information, advertising mechanisms for creating an image, a description of investment projects with the expectation of the accidental appearance of investors and sponsors. The recipients in this case are not clearly defined, information is given to everyone. The effect of this advancement is often difficult to determine due to its blurring. Targeted promotion is defined, targeted promotion strategies are aimed at direct output and interaction with pre-identified and defined investors. Such promotion is much more effective.

The promotion channels are various instruments of influence on the target groups: the media (radio, television, the Internet, regional press, special and general magazines), regional exhibitions, advertising and mail-order sales, tax credits and other economic incentives, jubilee celebrations, etc. The means of communication are also announcements, brochures, presentations, and festive events. The main task is to make the right choice, to combine them correctly and to implement them effectively.

When implementing a project to promote a certain territory, a PR specialist draws attention primarily to the distinctive features of this region, including consideration of the interests of all social groups; customer orientation; changes in the structure of territorial administration

bodies through the creation of special services for the development and implementation of marketing programmes and outreach programmes; professionalism in the development and implementation of the marketing concept; coverage of the territory as a whole, including its cities and districts; intensive information on the interests of social groups, joint activities of the private and public sectors; orientation on the implementation of marketing concepts in life, for which the regulation, planning and control over the conduct of all marketing activities takes place.

Thus, based on the principles of territorial marketing, its main purpose is to create, change or maintain the intentions, opinions and behaviour of subjects – consumers of a territory by creating and maintaining prestige, attractiveness of the territory (place) as a whole, business activity in the territory, living conditions, and also the attractiveness of logistic, natural, labor, financial, social, organizational and other resources, as well as reproduction and the possibilities of resources implementation, focused on certain territory.

Vazhenina I. S. notes that the achievement of the goals is facilitated by the following tasks: the formation of a higher degree of fame; increasing the level of identification of citizens in their territory of residence; improvement and formation of the image of the territory, its prestige, social and business competitiveness; attraction of state and other external orders to the territory; increasing the participation of the territory and subjects in the implementation of regional, federal, international programs; increasing the attractiveness of potential investments, the implementation of resources for the territory; increasing the level of enterprise competitiveness and service sector of the region; stimulating the use and acquisition of the territory's own resources outside its borders on its own behalf and benefit; attraction of new enterprises to the region.

In accordance with the tasks to be solved, we will single out five main functions of territory marketing, which are analyzed in detail by Ataeva T.A.:

1) *organizational function,* involving strategic territorial development planning, the formulation of a territorial marketing activities plan in strict accordance with the results of marketing research, monitoring of results;

2) *analytical function* is focused on analyzing the opportunities of the territory's market, assessing competitiveness and studying its marketing

environment, analyzing and measuring the demand for disposable resources, market segmentation and selecting target segments;

3) *information function* creates marketing communications systems among various territorial marketing entities;

4) *social function* is aimed at the progressive development of the territory, increasing its importance in the world, country, region, improving the quality of life of citizens residing in this territory;

5) *management function* creates the conditions for the implementation of the marketing plan in terms of the territorial product (range, quality and quantity of the territory's resources demanded by its customers), the distribution of the territorial product (development of modern information technologies, transport communication, geographical location of the territory), the price of the territorial product (costs incurred by the consumers of the territory) and promotion of the territory (this is a PR and advertising campaign).

Thus, the promotion of the territory is one of the priorities of modern PR. Promotion improves and forms the image of the territory, contributes to the growth of the prestige of the region, social and business competitiveness, development of tourism, attracts investors, expands the participation of the territory and subjects in the implementation of various programmes, stimulates the use and acquisition of the territory's own resources beyond its borders in its interests and to its benefit.

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V. MODERN INFORMATION TECHNOLOGIES AND THEIR APPLICATION
V. СОВРЕМЕННЫЕ ИНФОРМАЦИОННЫЕ ТЕХНОЛОГИИ И ИХ ПРИМЕНЕНИЕ

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MACHINE LEARNING IN MODERN MEDICINE: GENERAL OVERVIEW

Abstract: Big data is a term that refers to the study and application of data sets that are enormously complex, thus difficult for traditional data-processing application software to adequately deal with. Medical professionals traditionally struggle with properly collecting, computing and analyzing the data gained during their professional careers. Machine learning algorithms provide a way to alleviate the difficulty, allowing the artificial intelligence to perform the majority of the computational work. Machine learning is a field of artificial intelligence that uses statistical techniques to give computer systems the ability to learn from data, without being explicitly programmed to. Machine learning is a way to use the processing power of modern computers to work with the provided medical data, discovering new ways and methods to use the data to improve the field. The purpose of this paper is to study the current state of the technology and the variety of ways it could be employed in the field.

Keywords: artificial intelligence, machine learning, computer-aided, imaging, precision medicine, deep learning.

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МАШИННОЕ ОБУЧЕНИЕ В СОВРЕМЕННОЙ МЕДИЦИНЕ: ОБЩИЙ ОБЗОР

Аннотация: Под термином «большие данные» понимаются различные инструменты, подходы и методы обработки как структурированных, так и неструктурированных данных, которые не поддаются обработке классическими способами по причине больших объемов, для того, чтобы их использовать для конкретных задач и целей. Профессионалы медицинских направлений часто сталкиваются с проблемой обработки полученных данных, не в малой части из-за их количества и отсутствия однозначной структуры. Алгоритмы машинного обучения предоставляют способ облегчить эту часть работу, позволяя искусственному интеллекту взять на себя работу по обработке данных. Машинное обучение – это класс методов искусственного интеллекта, характерной чертой которых является не прямое решение задачи, а обучение в процессе применения решений множества сходных задач. Машинное обучение – это эффективный способ использовать вычислительную силу современных компьютеров для работы с данными, не только для проведения анализа, но и для поиска новых способов использовать эти данные для улучшения технологий в поле. Целью этого исследования является изучение текущего положения технологии и различных путей использования машинного обучения в медицине.

Ключевые слова: искусственный интеллект, машинное обучение, автоматизация, обработка изображений, прецизионная медицина, глубокое обучение.

The concept of big data commonly characterized by volume, variety, velocity, and veracity goes far beyond the data type and includes the

aspects of data analysis, such as hypothesis-generating, rather than hypothesis-testing. Big data focuses on temporal stability of the association, rather than on causal relationship and underlying probability distribution assumptions are frequently not required. Medical big data as material to be analyzed has various features that are not only distinct from big data of other disciplines, but also distinct from traditional clinical epidemiology. Big data technology has many areas of application in healthcare, such as predictive modeling and clinical decision support, disease or safety surveillance, public health, and research [1].

Modern researchers [2] believe that machine learning is significantly beneficial to the field of radiology. The researchers list a number of improvements and benefits it will bring to the field, improving already existing practices and creating new ones. However, it is also mentioned that deep learning comes with a number of problematic aspects, especially legal and ethical issues, which can only be resolved through discussion among radiologists, scientists, and law and ethic experts altogether.

On the other hand, machine learning is considered to be a great benefit to exploitation of patterns in imaging data and patient records for more accurate and precise quantification, diagnosis and prognosis, as well as many other improvements [3]. The experts cover the challenges ahead of machine learning, mentioning unstructured data as one of the hurdles to overcome. However, the experts do not believe there are ethical issues.

One more important issue of machine learning in medicine is artificial intelligence (AI) in cardiology. It is mentioned in various studies [5] that machine learning can greatly alleviate the number of challenges modern cardiology is facing. Despite some potential pitfalls, it is becoming evident that the best way to make decisions on the basis of data is through the application of techniques drawn from AI. Cardiologists will thus need to incorporate AI and machine learning into the clinic. Indeed, as the amount of available patient level data continues to increase and we continue to incorporate new streams of complex biomedical data into the clinic, it is likely that AI will become essential to the practice of clinical medicine. This will probably happen sooner rather than later, as exemplified by the rapid adoption of automated algorithms for computer vision in radiology and pathology [3, 4, 5]. Various experts claim that the ethical issues of AI are not significant and are not to be afraid of.

Machine learning approach in drug discovery is believed to be challenging [6]. The field of directed drug development and molecular

therapy is set to grow exponentially, largely because of big data capture and analysis, deep learning and AI.

The opinions on best machine learning approach vary largely from one medicine field to another; however, many authors agree that deep learning shows great promise due to computational power of today [2, 3, 5]. Benefits and applications of supervised learning, unsupervised learning and reinforcement learning are likewise important to consider [5].

The current state of machine learning in medicine is being collectively described as «in its infancy» by the researchers [2, 3, 6]. Indeed, the work on implementing different ways of machine learning in fields of medicine has just begun. The experts estimate from ten to twenty years before the technology will make significant impact in the field, but all the researchers agree that machine learning is the future.

The amount of benefits machine learning algorithms provide to different fields of medicine cannot be downplayed. All of the reviewed fields demonstrate great benefits after involving machine learning into their work process. The ethical and legal issues exist but can and will be resolved in the nearby future.

Different approaches to machine learning provide different benefits, some not as great as others. It varies largely by the field, by the task, amount of data, and many other factors. One approach with significant amount of mention is Deep Learning. Most experts agree with significance of Deep Learning and the potential it has [2, 3, 4, 5, 6].

The current state of machine learning in medicine can be described as its birth. Despite that, it has already shown great benefits and has opened up new, previously thought of as impossible, ways to improve the fields. The majority of experts agree that machine learning is the future of medicine [2, 3, 4, 5, 6].

In conclusion, it is very clear that machine learning has great future in various fields of medicine. Its applications are vast despite it being a new technology. It provides enormous benefits to many fields, and simple but effective benefits to the others. In several fields, machine learning has created new practices previously unheard of. Despite the difficulties ahead of the practice, it is believed that machine learning is the future.

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COMPARISON OF FACE RECOGNITION QUALITY USING BLACK-AND-WHITE AND COLOR IMAGE

Abstract: Today facial recognition is an important element of ensuring security and preventing illegal acts. In order to popularize and widely disseminate this method of biometric identification the quality and accuracy of facial recognition should be improved. The purpose of this paper is to compare the efficiency, accuracy, and quality of facial recognition using color and black and white images. The comparison is made by conducting experiments with several people who pass the camera, which is set for recognizing faces. In the course of the experiments the features of their faces, the walking speed, the poses are changed each time. The recognition system also has a built-in function of age determination. Based on the results of the experiments, the effectiveness of this function is also analyzed using a color and black and white image. A small number of people for experiments, of course, does not allow to draw comprehensive theoretical conclusions, but conclusions based on the results of experimental data analysis provide an opportunity to argue the feasibility of using facial recognition as part of biometric identification systems in each particular case and reasonability of using this method in complexes where high degree of security is needed.

Keywords: face recognition, biometric identification, security systems.

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СРАВНЕНИЕ КАЧЕСТВА РАСПОЗНАВАНИЯ ЛИЦ ПРИ ИСПОЛЬЗОВАНИИ ЧЕРНО-БЕЛОГО И ЦВЕТНОГО ИЗОБРАЖЕНИЯ

Аннотация: На сегодняшний день распознавание лиц является важным элементом обеспечения безопасности и предотвращения противоправных действий. Для популяризации и широкого распространения этого метода биометрической идентификации необходимо повышать качество и точность распознавания лиц. Цель этой статьи – сравнить эффективность, точность и качество распознавания лиц при использовании цветного и черно-белого изображения. Сравнение производится путем проведения экспериментов с несколькими людьми. Они проходят мимо камеры, которая установлена для распознавания лиц, каждый раз изменяя особенности своего лица, скорость прохода, позу и т.д. В систему распознавания так же встроена функция определения возраста. На основании результатов экспериментов производится анализ эффективности этой функции при использовании цветного и черно-белого изображения. Небольшая выборка людей для опытов, конечно, не позволит сделать исчерпывающих теоретических заключений, но в результате анализа экспериментальных данных сделаны выводы, на основании которых можно судить об целесообразности применения распознавания лиц в составе систем биометрической идентификации в каждом конкретном случае и допустимости применения этого метода в комплексах, где необходима высокая степень безопасности.

Ключевые слова: распознавание лиц, биометрическая идентификация, системы безопасности.

The problem of quality of face recognition is very important today. This method of biometric identification has been actively developed recently. We should clearly understand whether we can completely trust this method or not. Popular and cheap face recognition systems can identify a face only when the human is watching right to the camera. Therefore, we cannot use it for hidden identification (except for expensive professional systems). For face recognition system to be used as part of access control systems, first it should be fast, because it should not instigate queues and delays. The question why accuracy is not the main characteristic can arise in this case. Of course, it is one of the main characteristics, but face recognition systems are used most often along with other methods of identification which support it with accuracy of identification. We can choose an affiliate method using information from the article «Comparison of Biometric Identification Methods» by Csaba Otti [1]. Consequently, we can define two main parts of quality of face recognition. First of all, it is the speed of recognition and secondly, it is accuracy of identification.

Equipment

To conduct the experiments the following equipment was chosen: a camera LTV CNE-631 4G which has 1/2.8 CMOS matrix, 3 Megapixels resolution and motorized zoom lens with focal length 9-22 mm, and INTELLECT software package ver. 4.10.4 with add-on Face-Intellect ver. 7.1. For recognition module we used Tevian recognition module. This module analyzes the most distinct anthropometric points in the face. It finds their localization in the on-line video stream and compares with samples from the database. As a video server we used the laptop with the following features – CPU: Intel Core i5 7200, GPU: NVidia GTX 640m, RAM: 4 Gbytes.

Experiments and methodology

The participants of the experiments are represented by five men and one woman. One of the men wears glasses, and another has a beard. The camera is installed at a distance of 2.5 meters from the doorway. In the software, the following parameters are set: recognition distance, proportions of faces on the image, range of sizes of faces in pixels, minimum quality of faces for the recognition process (in percentile). Settings are set for the specific case. They are selected individually, depending on the resolution of the video stream, the size of the doorway, the distance from the camera to the recognition point, the camera installation angle and other local parameters. We select 70% for the quality

of faces. Previously, the faces of all the participants with their usual facial expressions have been uploaded into the database.

Firstly, we select a color image. All of the participants pass the camera with their usual facial expressions. We get about 75-80% matches with the samples from the database. After that, the participant who was initially wearing glasses passes the camera without the glasses (usually he wears glasses and on the sample he is depicted with glasses). The system cannot determine the person, since we have about 50% matches with the sample. We assume, that it could be caused by the reflection of light in the glasses and a poor image of the eyes. The other participant passes the camera twice wearing a hat. We have about 70% matches. In one of the passes we have an interesting case. By mistake the system recognizes the man as a woman.

Then, we select a black-and-white image of video stream. We repeat the experiment. We observe an increase of accuracy in the recognition process for about 10-20% (see Figure 1).

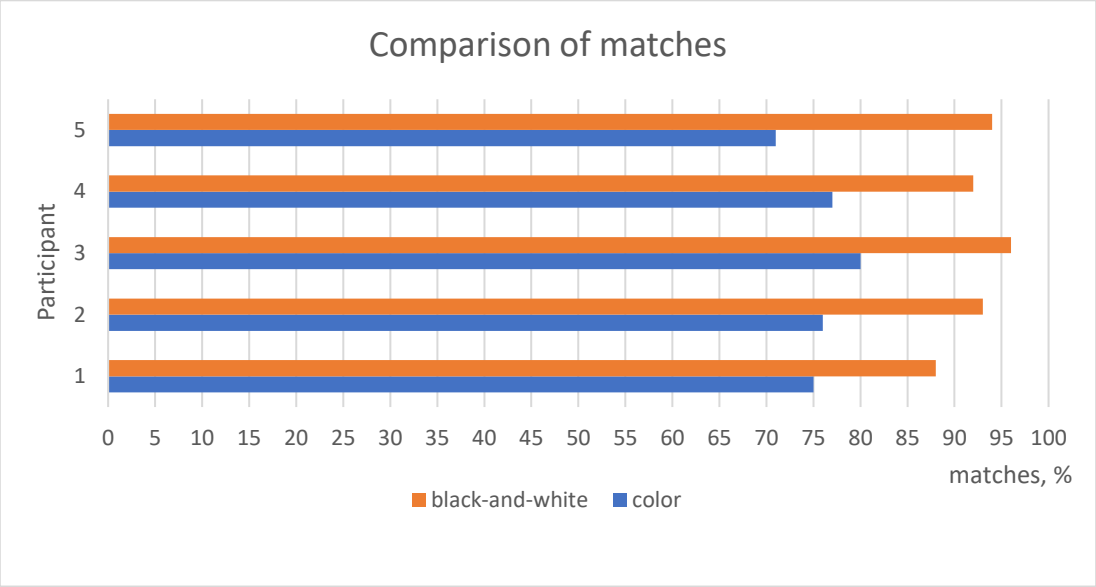

Figure 1 – Diagram of comparison of matches

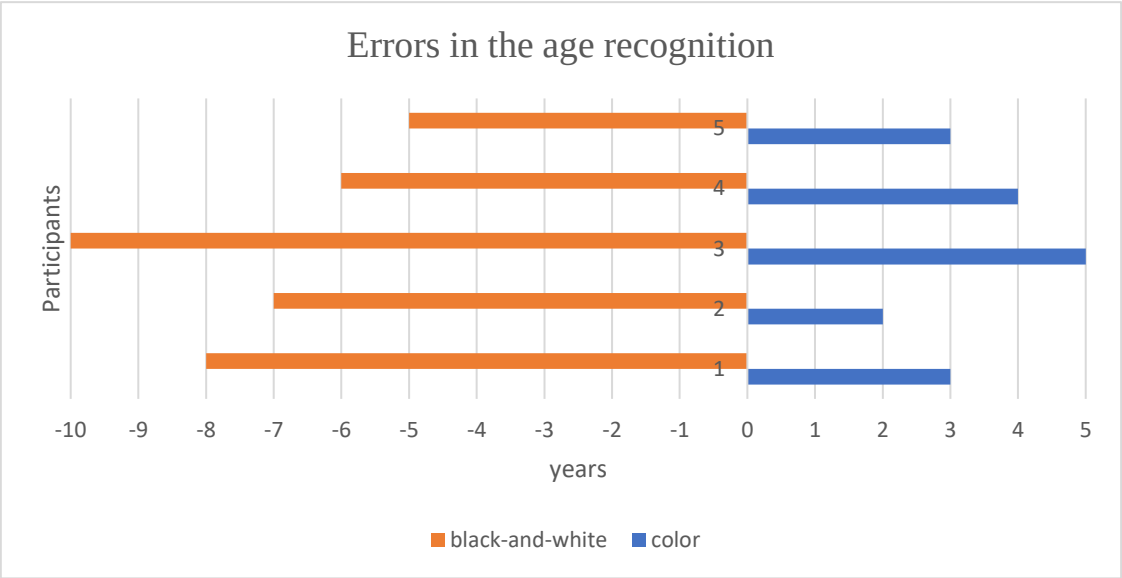

Figure 2 – Comparison of errors in the age recognition

The age recognition function identifies the age of the participants and gives inaccurate results. The error is about 5 years. If a participant has a beard, the system shows that his age is more than it actually is. If a participant has little wrinkles, the system shows that his age is less than it actually is. When we select black-and-white image of video stream, the system recognizes the age incorrectly. The error is about 7-10 years. (see Figure 2). As a result, it should be noted that if we want to recognize the age of a person we shouldn't use black-and-white image.

Thus, this paper compares the quality of face recognition using color and black-and-white images. The choice between the two types of images depends on the aims we pursue. If we need a system which should quickly and accurately recognize a face, but the age recognition is not important for us, the best way is to choose a black-and-white image of video stream for the recognition system. If the age recognition is of high value for us, we should use a color image.

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THE MAIN SOCIAL NETWORK FOR THE PROMOTION OF DEVELOPING BUSINESSES

Abstract: At the moment, viewing, reading and publishing content on social networks has become the main daily activity for a large number of Internet users. Also, this activity is a way of earning money for many people. Marketing and promotion solely rely on social media. This article aims at exploring the relationship of social networks in order to better promote a growing business. Through the analysis of related research and observation of users, this article answers the following questions: what social networks are used in other countries and in Russia; how social networks interact with each other and what this can lead to in the field of SMM; and what features popular social networks, such as Twitter, Facebook, Instagram, LinkedIn and YouTube, Google+, VK have and which of them are more suitable for the marketing of developing companies. This study can help start-up and developing companies to understand which social network or several networks are best used for promotion.

Keywords: review, social networks, interaction, SMM, Instagram.

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ОСНОВНАЯ СОЦИАЛЬНАЯ СЕТЬ ДЛЯ ПРОДВИЖЕНИЯ РАЗВИВАЮЩИХСЯ БИЗНЕСОВ

Аннотация: На сегодняшний момент, просмотр, чтение и публикация контента в социальных сетях стало для большого количества интернет-пользователей главной ежедневной деятельностью. И для большей части из них эта деятельность является способом заработка. Маркетинг и продвижение исключительно полагаются на социальные медиа. Данная статья направлена на изучение взаимосвязей социальных сетей в целях лучшего продвижения и раскрутки развивающегося бизнеса. С помощью анализа сопутствующих исследований и наблюдения за пользователями, эта статья дает ответы на следующие вопросы: 1) какие социальные сети используют в других странах и, непосредственно, в России; 2) как взаимодействуют социальные сети друг с другом и к чему это может привести в области SMM; и 3) какие особенности имеет каждая социальная сеть – Twitter, Facebook, Instagram, LinkedIn и YouTube, Google+, VK – и какие из них в большей мере подходят для маркетинга развивающихся компаний. Это исследование помогает начинающим и развивающимся компаниям понять, какую социальную сеть или совместно нескольких сетей лучше всего использовать для продвижения. Статья завершается будущим путем маркетинга в социальных сетях.

Ключевые слова: обзор, социальные сети, взаимодействие, SMM, Instagram.

Nowadays social networks have become one of the most important tools to increase customer loyalty. Every beginning of the year, Smart Insights updates their social statistics which shows opportunities for new

ideas in the media world. The analysis presents interesting features of the results as it highlights the differences between countries in terms of social media usage. The results of the last survey show the increase of the number of Internet users worldwide by 7% and the number of social network users by 13% in comparison with 2017; these figures are 4.021 billion and 3.196 billion, respectively. Currently, the major daily activities for many Internet users are viewing, reading and publishing content on social networks.

The purpose of this article is to research social networks for the choice of a better business startup and developing companies' promotion in Russia via analysis of studies on the topic of social networks. The design of current scheme interaction of social networks with each other will present visual results. Moreover, it is necessary to study the available results of scientific research and find the following information: 1) what social networks are used abroad and in Russia; 2) what features they have and which of them are more suitable for the marketing of developing companies; 3) how social networks interact between each other.

Social networks as a tool for marketing promotion

Wikipedia gives us information about what a social network is: «A social network is a platform, the online service or the website destined to line up, reflect and organization of social online relationships».

In other words, social networks, first of all, are focused on interaction of users with each other. However, since recent times, companies, various organizations, including government ones, and individual entrepreneurs have begun to make extensive use of social media not only for direct personal contact with a client or partners, but also for promoting their own ideas and developed products. For social media marketing to work positively for business development, it is necessary to evaluate the target audience. Brooke B. Sellas supposes that to a greater extent, the dominant social network is different for each group in terms of age, goals (personal self-development, development of the company, product promotion, purchase, etc.), interests, etc. [2].

Analysis of research results

In studies of Smart Insights for the period of Q1 2018, we found relevant data which is further used in the justification of our study, the reason for this is the limited amount of resources of this study. However, the current article describes more of the statistical component of social networks in foreign countries and explores the use of social networks in

Russia which are more popular and more accurate for an emerging business.

The data taken from the results of the Smart Insights survey provides an opportunity to assess how social media are becoming popular throughout the world. To a greater extent, growth is seen in implementation in North, West and South Europe and North America. Thanks to their huge collection of statistics, which is updated annually, we can follow the trend of increasing the involvement of people in social media, as well as extract some new ideas for marketing purposes. In foreign countries, an unconditional victory between social networks is given to Facebook, then YouTube, Instagram, etc. In Russia, Facebook is not so popular, but it is the owner of Instagram which is popular with both VK and Telegram. This article deals with the topic of marketing of emerging businesses or start-ups on social networks. Therefore, such social networks as Facebook, Twitter, Instagram, LinkedIn, Google+, YouTube and also VK and Telegram were reviewed. Social networks like Sino Welbo, Snapchat, WeChat, were not included because they do not fit the following criteria:

a) networks having application in Russia. It was previously mentioned that we are considering the use of networks within the Russian Federation.

b) applications focused on publishing, viewing content by users, sharing information and communicating (comments, reposts, likes, direct, etc.)

Features of social networks

Social networks are the engine of marketing activities in any field. This point is proved in the article by Suresh M. and Rahul Mohan, where they describe the use of social media in various industries: a) social media analytics, b) SMM, c) promotion and sales through social networks, d) SMM in tourism, e) consumer protection through social networks, f) business promotion by social networks [6].

Each online network has features that distinguish it from others. Each such network is aimed at attracting the specific audience. As a result of the analysis, the features that are presented in Figure 1 were identified.

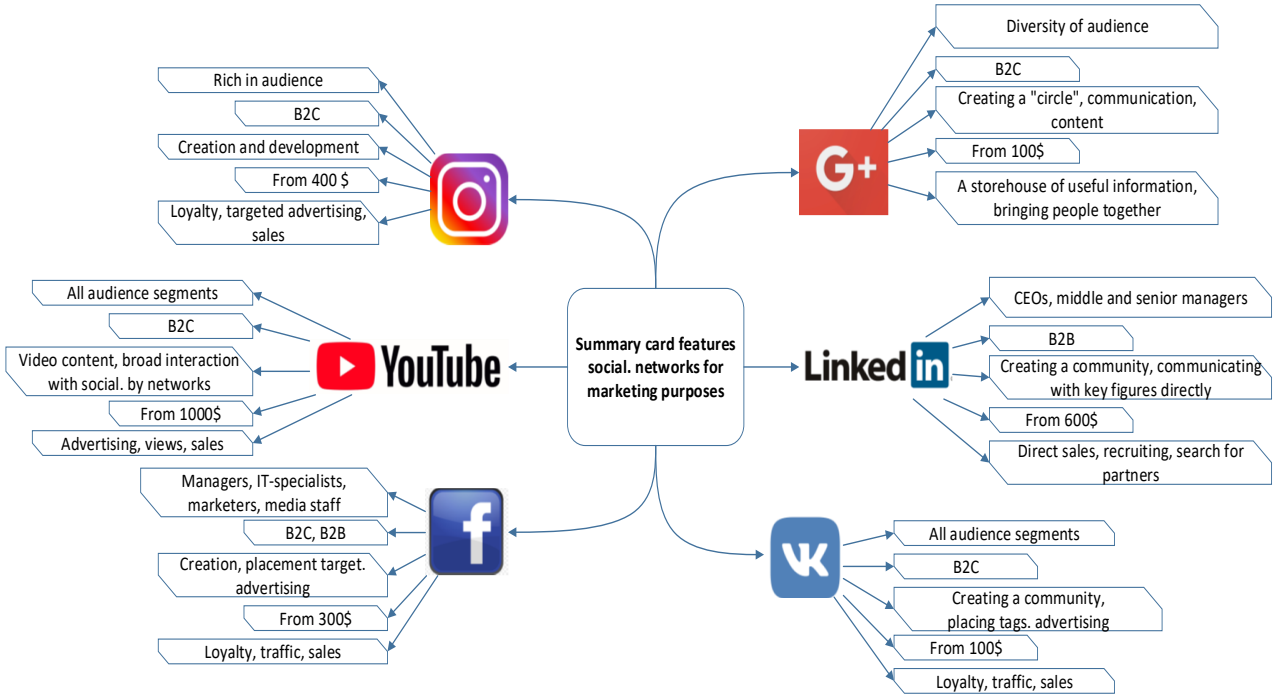

Figure 1 – Features of social networks

Twitter was excluded from the present comparison as it does not have the purpose to promote products. The multiprocessor architecture of Google+ gives the opportunity to earn on advertising and use various services of support for different tasks. Analyzing YouTube, it is mistakenly considered that earnings come from views, but actually from advertising. This is a convenient service with video content, a good way to promote any product. LinkedIn is designed for relatively large companies that are more or less stable on the market. This network is aimed at helping to find support and partnership. Facebook is positioning itself as the largest social network, this network is used for intercommunication and targeted advertising. VK is a large-scale social network in Russia with standard set of functions. Instagram quickly gained popularity and became one of Russia's main platforms for business promotion [5].

By engagement, the undisputed leader is Instagram (Figure 2). Comparing other social networks, Facebook is in the lead, but Twitter is not advisable to promote and implement the company's activities, as it has a very large flow of information, sometimes completely unnecessary for the target audience. Therefore, based on the relevant data of this study and subjective observations, it can be concluded that in this case Instagram is the best platform for starting SMM in the professional field. Moreover, since Instagram is owned by Facebook, all ads run through it. Consequently, we can assume that there are users who have registered on Facebook only for the possibility of promoting their brand on Instagram.

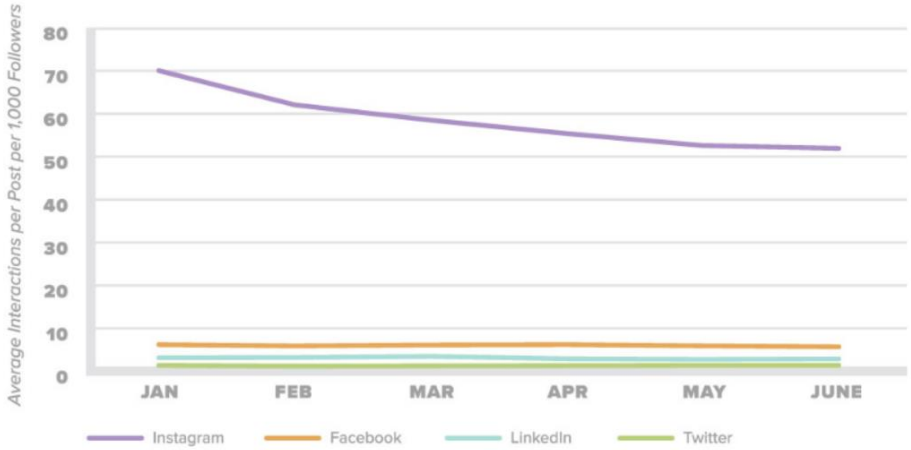

Figure 2 – User involvement in social networks [1].

Social networking interaction

Consider the users' behaviour in critical situations on the social network Instagram. During the observed period, this network created several such situations: a massive random blocking of users, a ban on certain content, as well as a rumor about blocking this network. How did the bloggers behave? Not so long ago it became an official profession.

Such situations track participants of these social networks. Many users gave links to VK, Telegram which broke into social media not so long ago so as not to lose its subscribers, but this activity also allowed them to attract subscribers to other social networks; this can be seen as a marketing move.

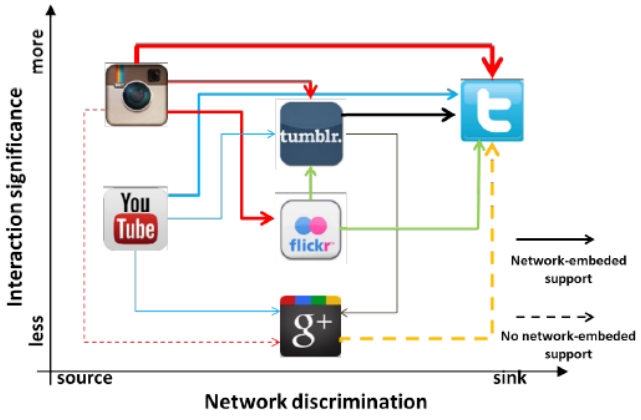

Figure 3 – Data Flows (2015) [4]

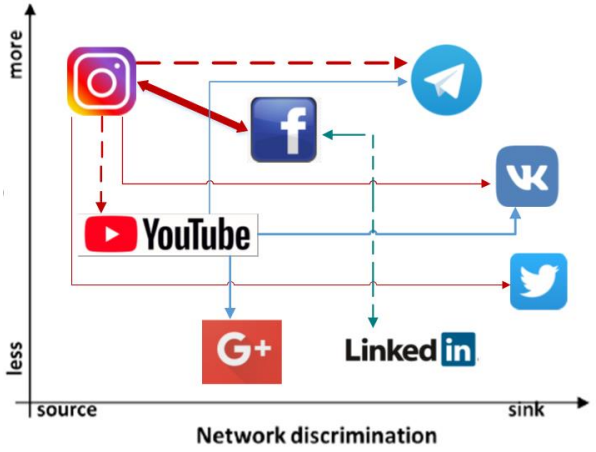

Figure 4 – Data Flows (Present)

When users are not «threatened», they also use other social networks and, in particular, bloggers make video content on YouTube, or discuss topics that are banned in Instagram or in Telegram (these streams are shown in Figure 4 as dashed line) and many other things.

The article by Bang Hui Lim, Dongyuan Lu, Tao Chen and Min-Yen Kan entitled «#mytweet via Instagram: «Exploring User Behavior across Multiple Social Networks» describes the frequency and direction of data flows when social networks interact with each other. This article currently updates and describes how these interactions affect the expansion of a developing business.

Figures 3 and 4 illustrate the flow and frequency of data between social networks for 2015 and at the moment, respectively. Some networks were excluded, some were added, in order to have the best option for the development of the company. As a result, as it can be seen, the flow of interaction between social networks (sources and storage devices) almost has not changed. However, a few new social networks were added that could affect the SMM of a growing company and simpler inter-network communication methods appeared.

Social networks play an important role in the life of each person. Most organizations use social media, including social networks, to interact with their target audience. This is necessary to increase customer loyalty.

Each social network is different, but not applicable to every company. LinkedIn is a very good social network to promote and scale up, but you need to grow to this network. Therefore, at the moment, Instagram is highlighted as a good platform for the promotion of a business, to a greater extent it means the selling of goods and services that are needful for the consumer. Initially, it was focused on beautiful photos. However, as a result, it is one of the main platforms for providing content about a product and its promotion, interacting directly with users and their responses.

During the study of this topic, related studies were found and analyzed and observations were made of users and their sharing of various social networks.

The number of users of social networks throughout the world exceeded 3.196 billion which is 13% more compared to 2017. Viewing, reading and publishing content on social networks has become a major daily activity for a large number of Internet users.

Facebook, YouTube, Sino Welbo, WeChat, Twitter, Instagram and others are popular worldwide, but in Russia there are some social networks that have not received such popularity. The number of entrepreneurs in Russia increased by 15% in comparison with 2017, some of them expanded and used SMM in such social networks as YouTube, Instagram, VK directly for the presentation of their goods or services. Instagram

stands out in terms of its percentage of engagement out of all the social networks. According to the interaction of social networks, it was found that Instagram is more profitable especially for bloggers, as it is both a representative and a conductor for other social networks (YouTube, Telegram, VK, etc.). Many people create a channel on YouTube and Telegram and through Instagram users inform their followers about current content. Thanks to this, Instagram has become the most suitable platform to expand the marketing activities of the company. Over the period of a year and a half, many Internet users have benefited from the Internet and earned on the growth of Instagram popularity, more precisely on the promotion of Instagram, studying this area and providing help and information to people who would like to make money on their favorite business.

The results of this article may not be justified in all scale of business activities due to the limited resources of this study. However, this article is a general overview of what is currently happening in the life of developing companies.

Having studied more in-depth interactions of social networks and their work, you can develop on a scale and earn decently with the high loyalty provided by social networks' opportunity to interact with the target audience.

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RESEARCH AND APPLICATION OF ANTENNA TECHNOLOGY IN MOBILE 5G DEVICES

Abstract: This article describes the antenna technology and features of their upcoming use in 5G devices. Some methods for experimental testing of antennas and their parameters are briefly described. The basic properties of antennas of the considered types are studied as well as their approximate characteristics and basic parameters. The considered factors affecting the properties of antennas include the use of metal phone shells and anomalies created by the human body. Examples and illustrations showing the effect of anomalies in the radiation pattern are given. The main frequency ranges for using these antenna devices, their pros and cons are described. It was concluded that the 5G technology does not differ much from the antenna technology of mobile networks of the previous generation. The shape of the petals of the radiation pattern of the radiating antenna is influenced by many factors, including the human body which is capable of absorbing electromagnetic waves.

Keywords: radiation pattern and steering method, antenna, span, antenna array, the array.

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ИССЛЕДОВАНИЕ И ПРИМЕНЕНИЕ АНТЕННЫХ ТЕХНОЛОГИЙ В МОБИЛЬНЫХ 5G УСТРОЙСТВАХ

Аннотация: В этой статье описываются антенные технологии и особенности их предстоящего применения в устройствах 5G. Кратко описаны некоторые методы экспериментального тестирования антенн и их параметров. Изучены основные свойства антенн рассматриваемых типов, их приблизительные характеристики и основные параметры. В рассматриваемые факторы, влияющие на свойства сигнала, входят применение металлических корпусов телефонов и аномалии, создаваемые человеческим телом. Приведены примеры и иллюстрации, демонстрирующие влияние аномалий на диаграммы направленности. Описаны основные частотные диапазоны применения данных антенных устройств их плюсы и минусы. Сделан вывод о том, что технологии 5G мало отличаются от антенных технологий мобильных сетей предыдущего поколения. Форма лепестков диаграммы направленности излучающей антенны зависит от многих факторов, в том числе от человеческого тела, способного поглощать электромагнитные волны.

Ключевые слова: диаграмма направленности, метод рулевого управления, антенна, диапазон, антенная решетка, массив.

Currently, various mobile telecom operators in many parts of the world are testing individual network elements, as well as performing laboratory tests of 5G technology. Because of the approaching 5G technology, a paradigm shift in the way mobile device antenna frontends are designed is inevitable.

The fifth-generation wireless access is the next big step in the evolution of mobile communications, projected to be in place by 2020.

One of the major differences in 5G cellular systems if compared to 4G systems is the shift to millimeter-wave bands where it is easier to get more bandwidths.

In the past few years, interests in the centimeter-wave and millimeter-wave bands have grown. In order to achieve communication speeds in 35 Gb/s, the 28 GHz band has already been allocated for the future cellular communication systems. On July 14, 2016, the Federal Communications Commission approved a 5G frequency spectrum, including 28 GHz, 37 GHz and 39 GHz. In test networks, the data transfer rate reaches 25 Gbit/s, a record data transfer rate of 35 Gbit/s was achieved in Russia during the testing of 5G technologies.

Since not only the antennas for receiving and transmitting millimeter waves, but also the corresponding radio transceivers, beam steering topologies and other algorithms are built into the mobile device, it is now necessary to develop antenna systems suitable for mobile devices.

The standards for deploying 5G networks are not currently contaminated, therefore we need to search and study the main directions of development of portable antenna systems design technologies, which will be used in mobile communication devices based on the technology of the fifth-generation networks.

For that we distinguish the following research questions:

1. Determine which kinds of antennae will serve in 5G networks.
2. Learn the basic parameters of these antennas.
3. Identify problems encountered when using data antennas in mobile devices.

5G: Basic information

While the 4th generation of mobile communications is beginning to exhaust its capabilities, engineers around the world are developing standards for the fifth generation of mobile communications. In the future, 5G technology should have a higher bandwidth and latency compared to 4G networks, Internet speeds of up to 2 gigabits per second.

In connection with the trend of reducing the power consumption of mobile devices, it is assumed that the equipment for communication will have less power consumption of equipment than devices which use outdated mobile communications of the previous generation.

At present, taking into account the network requirements for 5G, several frequency bands have already been approved, including 28, 37 and 39 GHz. But despite this, at the present time there are no massively used,

stable fifth-generation networks. Only test and commercial networks are targeted for a small number of users.

Now, given the requirements put forward for the data exchange protocols being developed, many tasks need to be solved. One of them is the development of suitable antenna devices that will be able to ensure the stable operation of 5G networks in the future.

Antenna technology in 5G

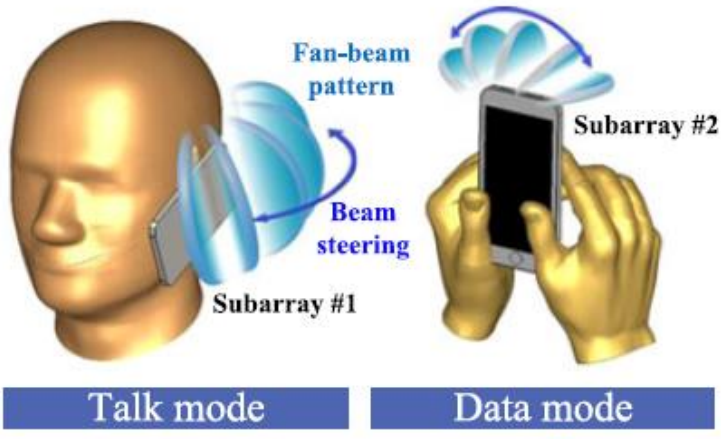
Currently, the most promising solution to the problem of developing antennas for networks of the fifth generation is the use of active phased patch antenna arrays, as for the 4G systems, and the use of the digital modulation method N-OFDM (Non-Orthogonal Frequency Division Multiplexing).

This type of antenna is a complex antenna system consisting of individual radiating elements with which, by changing the phases and amplitudes of the distribution of currents in individual elements, the radiation pattern generated by interference (superposition of coherent waves causing a change in their amplitudes) is changed. Changing the direction of the main lobe of the pattern is called beam steering.

The advantages of this system are increased in comparison with one element of the directivity factor (directional coefficient) and, as a consequence, antenna gain fast scanning of space due to the «sliding» the main lobe of the radiation pattern. In addition, due to the short wavelength in this frequency range, these antennas have small dimensions, which allow them to be embedded in mobile systems.

This technology is advantageous in that in the conditions of a moving transceiver and the appearance of interference in the form of a human body, it is necessary to take into account the orientation of the device in space and to control the beam, which is typical for phased antenna arrays (Figure 1).

Figure 1 – Concept of beam-steering characteristics of the designed 5G mobile handset antenna for a dual-mode scenario.



The influence of the human body on the antenna pattern

The shape of the petals of the radiation pattern of the radiating antenna is influenced by many factors, including the human body which is capable of absorbing electromagnetic waves.

In order to avoid this, beam control methods are used. For this, it is possible to use various methods, including switching between sub-arrays located in different parts of the apparatus.

Figure 1 shows two beam modes when using a mobile phone in various positions. In the case of conversational mode, the beam is directed from the back cover to avoid absorption and distortion of the radiation pattern by the human body. In the case when the phone is in the hands, the beam is directed from the top edge of the device by switching sub-arrays.

Thus, based on the foregoing, it can be concluded that the 5G antenna design technologies differ little from the antenna technologies of the previous generation of mobile networks. But despite this, there are still tasks that need to be solved to create an effective 5G antenna, including changing the frequency range (switching to millimeter waves), increasing transmission efficiency, reducing latency and increasing network capacity.

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DATA ANALYSIS TOOLS IN PYTHON

Abstract: This article provides an overview of data analysis tools and their capabilities in the PYTHON programming language. Assessments of each of these tools are given, their advantages and disadvantages are noted; the tasks they solve and what restrictions they have are described. The article describes what tasks each of the tools solves and how these problems are solved without the tools. The popularity of each of them is estimated based on the popularity of search queries using the Google Trends service for the last 10 years and the results are shown in graphs thanks to which their popularity can be compared. In conclusion there is the description why one tool is more popular than the other.

Keywords: Python, data analysis, machine learning, SciKit-Learn, NumPy, Matplotlib, Pandas.

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ИНСТРУМЕНТЫ АНАЛИЗА ДАННЫХ НА PYTHON

Аннотация: В данной статье приводится обзор инструментов для анализа данных и их возможностей на языке программирования PYTHON, даны оценки каждого из этих инструментов, отмечены их достоинства и недостатки, а также описаны задачи, которые тот или

иной инструмент позволяет решить и с какими ограничениями они это делают. Описано какие задачи решает каждый из инструментов и как решаются данные задачи без представленных инструментов. Оценена популярность каждого из них на основе популярности поисковых запросов с помощью сервиса Google Trends за последние 10 лет и результаты показаны на графики, благодаря которому можно сравнить их популярность. В заключении делается вывод о том почему один инструмент является популярнее другого.

Ключевые слова: Python, анализ данных, машинное обучение, SciKit-Learn, NumPy, Matplotlib, Pandas.

In recent years, the volume of data has continuously increased. This happens due to the fact that in the contemporary information age, thanks to the opportunities provided by information technology, a large amount of data is collected for each person. The proper example is data from social networks and banking data which make the topic of data analysis relevant.

From the collected data anybody can extract useful information, apply it to personal goals and get the necessary benefits. In some cases, even the standard set of Microsoft Excel tools is suitable. However, for professional and automated data analysis programming languages are used. The most popular in the field of data analysis and statistics are the programming languages Python and R. They both have their advantages and disadvantages. The choice of a programming language depends on the specific situation, the cost of training and the tasks that need to be addressed.

This article focuses on the Python language and the tools it offers to solve data analysis problems. Python has a wide range of applications: web development, game creation, data analysis and many others. For each purpose Python has the tools to make the work easier and data analysis is no exception. In order to find out which specific tools have sufficient functionality and user support to solve the problem, a review and analysis of the main ones will be carried out to assist in mastering this or that technology.

Methods

To assess the popularity of each tool, the Google Trends search queries popularity assessment service is used. With the help of this service,

data for the last 10 years is analyzed, that is over the period from 2009 to 2019, as machine learning and data analysis technologies have been developed for the last 10 years.

To assess the opportunities and identify the strengths and weaknesses of a tool, official documentation and information from open sources are used.

Results

NumPy is an open source library that adds the ability to work with multidimensional arrays and allows them to be processed efficiently. It is the basis for many other libraries for data processing. The main feature is the presence of the array object, which is an array. Graph of popularity is shown in Fig. 1.

Fig. 1 NumPy dynamics of popularity

Pandas is a library with special data structures and operations for managing numeric tables and time series. It allows people to work with two-dimensional and multidimensional tables, allows people to build pivot tables, select columns, use filters by parameters, perform grouping by parameters, run functions and much more. It is high-level, as it is built on top of the NumPy library. It is an alternative to Microsoft Excel, especially useful when analyzing big data. Graph of popularity is shown in the Fig. 2.

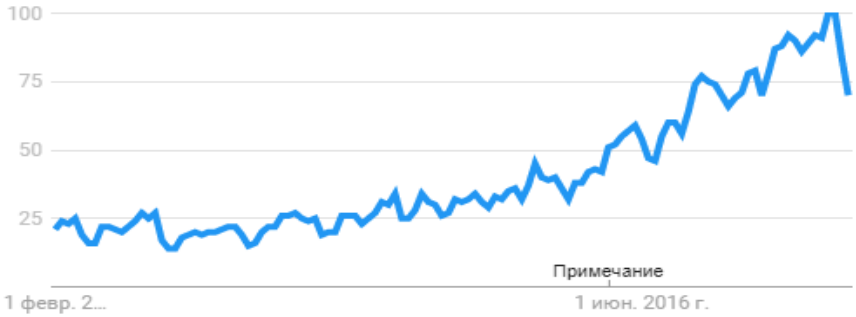

Fig. 2 The dynamics of the popularity of PANDAS

Matplotlib is a library for data visualization. When used in combination with other libraries, it provides features like MATLAB. This library is used to visualize the analyzed data which greatly simplifies the human data perception. Often the resulting images are used as illustrations in publications. Graph of popularity is shown in Fig. 3.

Fig. 3 Dynamics of the popularity of MATPLOTLIB

SciKit-Learn is a machine learning algorithm library used to classify the data studied. It implements all the basic algorithms for machine learning. Moreover, it is relatively easy and it is positioned as a simple library for machine learning but used by many large companies, such as Spotify. Graph of popularity is shown in the Fig. 4.

Fig. 4 Dynamics of the popularity of SciKit-Learn

Discussions

As a result of the study, the data on the popularity of each tool for data analysis over the past 10 years was obtained, as well as on the purpose of each tool and their main capabilities. According to the obtained data, you can compare them according to their capabilities and popularity.

For comparison, compare the graphs for each of the tools.

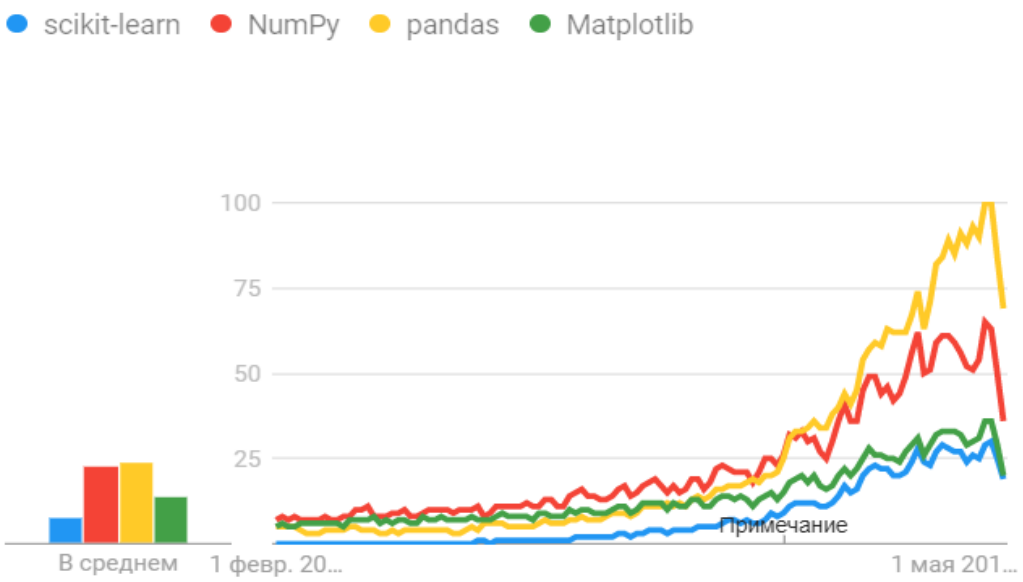

Fig. 5 Comparison of instrument popularity over the past 10 years

From Fig. 5 it can be seen that the tools for data analysis, like the data analysis itself, has become especially popular for the last 2 years. The most popular tool is PANDAS, this is because it is designed to work with tabular data, while the tabular presentation of data is the most convenient and very popular. NumPy also has a high popularity due to the basis for many other libraries. MatplotLib has relatively low popularity due to its

complexity. SciKit-Learn is quite specific and has decent counterparts that provide machine learning algorithms.

According to the results of the study, the tool are not competitors for each other as each of them is designed for a specific range of tasks and occupies its own niche, that is why cannot be replaced, on the contrary, they are used together complementing each other's functionality.

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AUTOMATION OF HYDROPONICS

Abstract: The word «Hydroponics» is defined as any means to grow plants via a medium that does not include the use of soil but involves inorganic nutrients or nutrient solution. The hydroponic controller project accomplishes automation by utilizing various microcontrollers, sensors, and IoT (Internet of Things – the networking capability that allows information to be sent to and received from objects and devices using the Internet) technology for remote monitoring, and control. In the most basic description of its operation, the system takes inputs from the sensors and provides a controlling action to keep different parameters in the desired range.

It is a system that is cost-effective and, most importantly, is completely automated and requires virtually no human interaction after placing the germinated plant into the system. Automatic control facilitates plant breeding. But another aspect is to create a system that can be used by a typical consumer; meaning that it is relatively small and simple to use.

Growing plants in the growing box requires constant attention, and each plant species also has its own needs, which often do not match for different types, as a result, we need a device that can be easily reconfigured to another plant species. Control of lighting, temperature and humidity, irrigation – all this can be controlled in automatic mode with the help of automation for a growing box.

Automated hydroponics systems currently on the market are either very expensive or do not control all the parameters necessary for a healthy plant growth.

Keywords: hydroponics, hydroponic controller, nutrient solution, microcontrollers, sensors, automation, humidity.

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АВТОМАТИЗАЦИЯ ГИДРОПОНИКИ

Аннотация: Слово «Гидропоника» определяется как любое средство для выращивания растений через среду, которая не включает в себя использование почвы, но включает в себя неорганические питательные вещества или питательный раствор. Проект гидропонный контроллер выполняет автоматизацию, используя различные датчики и технологию интернет вещей, которая позволяет отправлять и получать информацию с объектов и устройств, использующих Интернет, для удаленного мониторинга и управления. В самом основном описании своей деятельности система принимает входные сигналы от датчиков и предусматривает контроль различных параметров.

Это система, которая является экономически выгодной и, самое главное, полностью автоматизированной, практически не требует человеческого взаимодействия после помещения растения в устройство. Автоматический контроль облегчает селекцию растений. Но другой аспект заключается в создании системы, которая может быть использована типичным потребителем; это означает, что она относительно мала и проста в использовании.

Выращивание растений требует постоянного внимания, и у каждого вида растений есть свои потребности, которые часто не совпадают у разных видов, в результате нам нужно устройство, которое можно легко перенастроить на другой вид растений. Контроль освещения, температуры и влажности – все это можно контролировать в автоматическом режиме с помощью автоматики для гидропоники.

Автоматизированные системы гидропоники в настоящее время на рынке либо очень дороги, либо не контролируют все параметры, необходимые для здорового роста растений.

Ключевые слова: гидропоника, гидропонный контроллер, питательный раствор, микроконтроллер, датчик, автоматизация, влажность.

Basic requirements of hydroponics

In horticulture, hydroponics is a form of agriculture where plants are not grown in soil, but rather in trays or grow beds by a constant flow of nutrient solution.

In any hydroponics system, the following basic requirements must be maintained at optimum levels:

a) buffer action of water or the inert medium used;

b) the nutrient solution or the fertilizer mixture used must contain all micro and macro elements necessary for plant growth and development;

c) buffer action of the nutrient solution must be in a suitable range so that plant root system or the inert medium is not affected;

d) the temperature and aeration of the inert medium or the nutrient solution are suitable for plant root system.

Hydroponic system

One of the key advantages of hydroponics is that a gardener totally controls all aspects of the growing environment. Therefore, the success of the crops will depend on the growing conditions provided. Give them the proper lighting, water, nutrients, oxygen, feeding schedule, etc., and plants can grow really fast, very large (to their full genetic potential), and yields can be much higher than traditional soil gardening.

One of the most important decisions a grower should make is a choice of a hydroponic system. In Figure 1 six main types of the hydroponic system are shown. While hydroponics is the method of growing plants using only water and nutrients instead of soil, a hydroponic system is the hydroponics technique you use to grow your plants. Each technique works a little differently – most systems use growing medium, some use pumps and timers, and some systems are better suited for particular gardening applications and crop varieties than others.

Shreya Tembe [1] wrote about the features of each of the considered hydroponic systems.

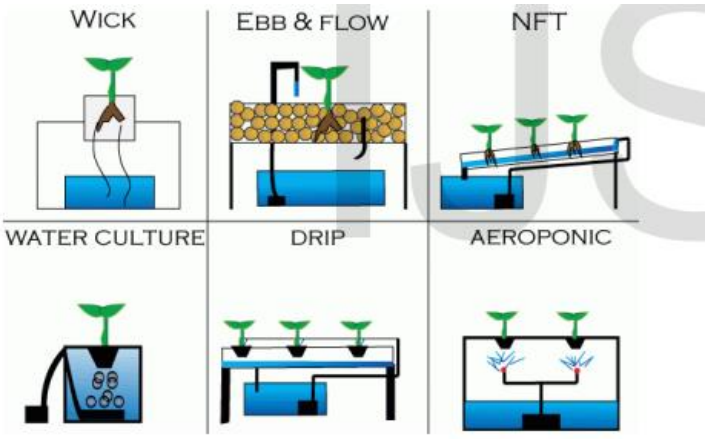

Figure 1 – Types of the hydroponic systems

Nutrients for hydroponics

As we have already understood, a nutrient solution is needed for hydroponics. Now we have to understand what substances should be included in its composition.

As we are growing plants without soil, we miss out on a good deal of nutrients that soil contains. So, exactly what makes up a bottle of nutrients?

The NPK ratio tells exactly how much of each macro nutrient the bottle contains. If a bottle says 9-9-9, this means that the solution contains 9% Nitrogen, 9% Phosphorus, and 9% Potassium. Therefore, the liquid will be up to 27% nutrients. In the other 73% is water, micro nutrients and other chelating agents make up the rest of the solution.

More details about the concentration of nutrients in the solution are described in article [2]. The authors of the article say: «Each nutrient has a suitable concentration and relative ratios for the normal growth of a plant, and these are the target values of a nutrient control system».

Development of the device

Over the years, traditional farming with the use of soil medium consumes a lot of space and water; not on that, but it is also prone to pest attacks, resulting in higher use of pesticides. Our approach is to make an Automated Hydroponic System reducing labour cost as well as improving the quality of plants cost effectively.

The main node of the circuit is a microcontroller: to perform all the functions we need, the microcontroller must show the information about the status of the farm on the display, monitor the water level in the tank, manage watering, as well as, provide watering plants on schedule.

The best choice for solving the task is the ATMEG328 microcontroller. It has such an interface as: I2C this interface allows to

connect using only two lines (SCK and SDA (clocking and data)), manage multiple devices. The main thing is that the line capacity (between SCK and SDA) does not exceed 300 pF since at large capacity, a differentiating effect begins.

The next important element for the construction of this scheme is the control unit, it was decided to use an encoder as a control element; as it will allow navigating through the menu, however, a simple incremental encoder tracks only turns. In order to select the mode of operation, it is also necessary to provide a button for selection. Since there are encoders with a built-in button, it was decided to stop on this option.

In order the roots of the plants are constantly moistened they must be regularly watered. A water pump is ideal for this task, as it can raise water to a high level. However, the current output of the microcontroller is quite small, so to control the pump, there was a need to put a driver. The simplest solution is a transistor switch. It was decided to dwell on it, because there is no need to change the direction of water flow, and it is necessary to develop a device as cheap as possible.

Since the input supply voltage of the circuit is 12V, and the voltage of the microcontroller is 5V, there is a need to use a power source. Since the consumption current is insignificant on the 5V line, it is quite expensive to assemble a pulse converter for this device, so it was decided to use a linear stabilizer, since it is simple to manufacture, cheap and takes up little space.

Since the liquid in the tank runs out, it is necessary to put a system for tracking. For this purpose two devices were supplied: the first is an ultrasonic distance sensor, it hangs on the bottom of the container with the plant and being reflected from the water in the tank, determines its level; the second is the level on the infrared LED, this design is put on the bottom of the tank, and when the water level drops, the channel broken by water is restored, and the device signals the need to refuel the tank. After beta testing, it will be decided which device is better suited to monitor fluid levels.

To implement the function of watering in time, it was decided to put a real time clock. Since the microcontroller clocking comes from a crystal oscillator with a frequency of 16 MHz, and an error of 20 ppm, if we try to implement the microcontroller time counting algorithm, we will get a rather significant accumulation of error in time. Therefore, it was decided to use DS3231, since this module has an I2C connection, which reduces the number of lines used, and can also control the operation of the piezo

emitter, thus realizing the function of sound confirmation of pressing, as well as an alarm, when the device leaves the operating mode.

Finally, the last block we need to foresee is an output block. This block is necessary because the device provides interactive control. The best solution would be to use a display with an I2C bus connection, which would save the number of leads, as well as simplify the routing of the printed circuit board; it would also be good to use a display with low consumption. And in accordance with all the required parameters a display was found, it turned out to be OLED with a resolution of 128x64. Since this is an OLED, the consumption of this display will not be significant. 128x64 pixels extension is quite enough to display the device settings, and the chip used in the display will allow you to connect it via the I2C bus.

This block diagram in figure 2 was designed from article [3].

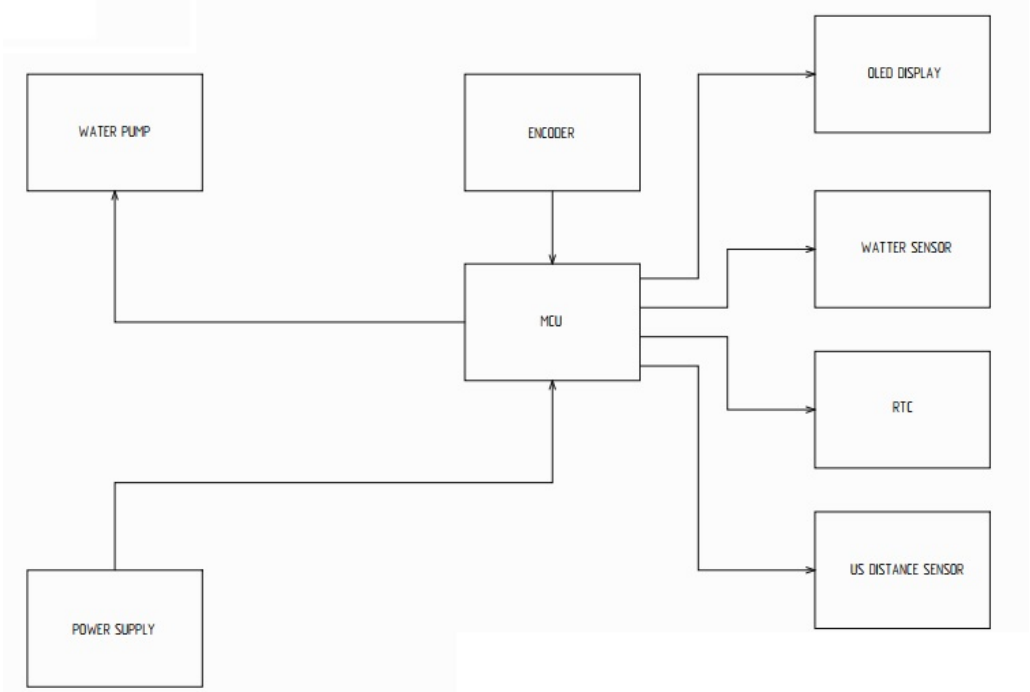

Figure 2 – The block diagram of the device controller hydroponic farm

This paper presents the development of the electrical circuit of the prototype for its further creation and improvement.

The designed system is very helpful for reducing the system cost and manpower. The device is useful in hydroponics method of cultivation and suitable for small space, low cost, low consumer power and able to recycle the nutrient solution which is already used by plant.

This system needs to be improved, should be more thought and cost effective. That is why it must become fully automatic, controlling other parameters such as pH, temperature, light intensity, ambient humidity, oxygen level in water. This task will be solved in the future.

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THE IMPACT OF IMPLEMENTATION OF INFORMATION TECHNOLOGIES IN SMALL AND MEDIUM ENTERPRISES

Abstract: Information Technology is a powerful tool and a progress engine. There are many different Information Technologies nowadays implementation of which has the greatest influence on management and doing business. This research is aimed to study the dependence between Information Technologies and the business processes in enterprises. The purpose of this article is to define the main factors and principles of implemented IT that lead to changes in business. This paper presents the preliminary studies in UK microenterprise, through the findings examining general business processes and capabilities of IT in microenterprises. The paper also presents the effects of implementation of Information Technologies including the advantages and the disadvantages. The study used the following methods: collecting and analysis of existing data from previous research in different enterprises with a purpose to compare them in general and synthesize this data with the induction method. The information from this paper may be used in further market research and study.

Keywords: Information Technology, small enterprises, medium enterprises, microenterprises, strategic role of IT.

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ВЛИЯНИЕ ВНЕДРЕНИЯ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ В МАЛЫХ И СРЕДНИХ ПРЕДПРИЯТИЯХ

Аннотация: Информационные технологии – это достаточно мощный инструмент и двигатель прогресса. В наше время существует множество различных информационных технологий, внедрение которых оказывает огромное влияние на управление и ведение бизнеса. Это исследование направлено на изучение зависимости между внедряемыми информационными технологиями и бизнес-процессами на предприятиях, в которых они внедрены. Целью этой статьи является определение основных факторов и принципов использования информационных технологий, которые приводят к глобальным изменениям в бизнесе, таким, как рост прибыли, при неизменном или улучшенном качестве продукта. Эта статья представляет предыдущие исследования на микропредприятии в Великобритании, через результаты исследования основных бизнес-процессов и возможных последствий информационных технологий на микропредприятиях. В статье проиллюстрированы эффекты и последствия внедрения информационных технологий, включая перечень основных преимуществ и недостатков. В процессе написания этой статьи были использованы следующие методы: сбор и анализ существующих данных из предыдущих исследований на различных предприятиях с целью их сравнения, и объединение этих данных с помощью метода индукции. Информация из данной статьи может быть использована в дальнейших исследованиях.

Ключевые слова: Информационные Технологии, маленькие предприятия, средние предприятия, микропредприятия, стратегическая роль ИТ.

Information Technologies (IT) include processes, methods of searching, collecting, storing, processing, providing, disseminating information and ways of implementing such processes and methods; also, techniques and methods of application of computer equipment with performing the functions of collecting, storing, processing, transmitting and using data. It is estimated that enterprises spend a lot of money on Information Technologies. The relevance of the use of information technology in the modern world is dictated by the rapid development of the information society, the wide distribution of multimedia technology, electronic information resources and network technologies that allow the use of IT as a means of work, communication and integration into the global space.

The objective of this study is a trend of increasing implementation and using IT in small and medium enterprises. The subject of the study is Information Technologies.

The methods that were used in this research are collecting and analyzing data gained from previous research and synthesis of this data with the induction method. This article is based on facts obtained in several studies of Chang E. Koh and Kwang O. Park that is called «Information Technology capability and business performance: Role of Industry» [2] and «Achieving Strategic Growth in Microenterprises Through Information Technology: UK Micro Enterprise Case Study» by S. Shah, M. Long and E. Naghi Ganji [1].

During this research the following hypothesis was examined: the implementation of Information Technologies in small and medium enterprises influence on the business processes of these companies.

The purpose of the article is to identify the consequences of the introduction of IT in small and medium enterprises.

Research questions of the article are as follows:

1. to study the existing literature data on the influence of IT implementation in small and medium enterprises;

2. to identify the main consequences of implementation of IT in small and medium enterprises.

Methodology

The research consists of combined research methods. Initially, the paper discussed the methods of collecting and analyzing data gained from previous research. The next step of research was the synthesis of this data by the induction method. These methods allowed examining the influence of IT tools and its adoption within the enterprise environment.

Results

The information from analyzed studies can be summarized into the fact that microenterprises are dependent on implemented IT, but most of them are critical to IT or do not have time, finances and knowledge to fully optimize their business, if they want to achieve growth in size or profit. It is estimated that there is a number of barriers, which can be divided into categories depending on the management of quantitative factors: money, time, services, commercials and management. To overcome these barriers, it is necessary to create a clear development structure in the enterprise and also structure the role of the industry.

The previous studies confirmed that Information Technologies play different roles and impact business differently depending on the industry of an exact firm. IT is a differentiating factor for a firm performance in the kind of industries where IT can fundamentally change business processes and relationships. However, there is a necessity for a balance between the financial risk of investing into an implementation of new IT and the competitive risk of not investing into it. It is important to know and understand the main factors that can influence business performance positively or negatively.

Discussion

The use of Information Technologies is a prerequisite for the development of an enterprise, since it is always IT that increases the efficiency and brings it to a higher level. One of the main factors of the impact of IT on the enterprise is the impact on competition. Classic strategic planning considers the competition process, based on market share and market growth. It is difficult to maintain the connection between the classical factors of competition and the introduction of IT in the enterprise. IT often allows fundamental change of the basis of competition in the industry. The consideration of the implementation of new strategic use of IT is advisable to start accounting its motivation. In the case of large-scale implementation of IT, the main optimization should consist of the organizational structure of management and crucial business processes. Automation of business processes of marketing and sales do not lead to an increase of the efficiency. However, with the creation or reengineering of the entire IS in the enterprise, it is most profitable to invest into the development of the business itself.

There is a huge amount of software products of different developers aimed at optimization company activities. Development companies have to create flexible automation systems that will allow a single system consist

of separate modules integrated with each other and be adaptive to any changes they undergo. The analysis of software products of IT implementation revealed common advantages:

1. Multifunctionality of software products that need to be fitted to organizations with any activity;

2. Flexibility or modularity of information systems.

In addition to the advantages, there are some disadvantages:

1. There are no well-established software products that will benefit every kind of small and medium enterprises;

2. There is a big lack of Information Technologies in those kinds of enterprises which do not deal with the IT field.

The purpose of the article was to identify the consequences of the introduction of information technologies in the enterprises using the methods of collecting, analyzing data and synthesizing with the induction method. The existing literature data was studied during this research, the main consequences of implementation of IT in small and medium enterprises were defined and the possible effects of implementation of IT identified. As a result of this research based on the fact that the creation or reengineering of the entire IS of the firm lead to an increase of the efficiency of the enterprise. The following hypothesis was proved: The introduction of IT in small and medium enterprises impact the business processes of these firms.

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APPROACHES OF IT MANAGEMENT. THE CHOICE OF BETTER ONE

Abstract: Today, organizations operate in a highly complex and competitive business environment and need to react quickly and with flexibility to rapidly changing market conditions. To maintain a competitive market position, organizations need to implement methods that enable rapid changes to business processes and at the same time, ensure the achievement of business goals and objectives. Organizational business processes are supported by Information Technology (IT) which has become an integral part of business. Clearly defined governance and management practices help organizations to align IT with business and to balance IT costs and benefits. IT governance is a subset of corporate governance that focuses mainly on performance and risk management. IT governance helps to ensure that IT delivers the anticipated business value while minimizing related costs and risks. Due to increasing dependence of business on IT and increasing volumes of information required to support business processes, the implementation of IT governance and management framework is essential for effective functioning of an organization. This paper discusses two frameworks for the management of an enterprise IT: Information Technology Infrastructure Library (ITIL) and Control Objectives for Information and Related Technology (COBIT), with the objective to identify the relationships between these frameworks. As a result of this analysis, it is suggested whether it is better to use one of the compared approaches or a combination of them.

Keywords: IT framework, maturity model, incident management, ITIL, COBIT, ITSM, IT Governance, IT Performance Management.

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ПОДХОДЫ К УПРАВЛЕНИЮ ИТ. КАКОЙ ЛУЧШЕ?

Аннотация: Сегодня организации работают в очень сложной и конкурентной бизнес-среде и должны быстро и гибко реагировать на быстро меняющиеся рыночные условия. Для сохранения конкурентных позиций на рынке организациям необходимо внедрять методы, позволяющие оперативно изменять бизнес-процессы и в то же время обеспечивать достижение бизнес-целей и задач. Организационные бизнес-процессы поддерживаются информационными технологиями, которые стали неотъемлемой частью бизнеса. Четко определенные методы руководства и управления помогают организациям связывать ИТ с бизнесом и сбалансировать затраты и выгоды от ИТ. Управление ИТ является подмножеством корпоративного управления, которое фокусируется в основном на управлении эффективностью и рисками/ Управление ИТ помогает гарантировать, что оно обеспечивает ожидаемую бизнес-ценность при минимизации связанных с этим затрат и рисков В связи с растущей зависимостью бизнеса от ИТ и увеличением объемов информации, необходимой для поддержки бизнес-процессов, внедрение системы управления ИТ имеет важное значение для эффективного функционирования организации. В данном документе рассматриваются два подхода управления ИТ предприятия: библиотека инфраструктуры информационных технологий (ITIL) и цели управления для информационных и связанных с ними технологий (COBIT), с целью выявления связей между этими структурами. В результате этого анализа я выявляю, лучше использовать один из сравниваемых подходов или их комбинацию.

Ключевые слова: IT framework, модель зрелости, управление инцидентами, ITIL, COBIT, ITSM, управление информационными технологиями, управление ИТ-производительностью.

Information Technology (IT) has become crucial to the support, sustainability and growth of most businesses, by supporting existing as well as new business strategies. IT has ceased to act simply as a supportive role and has taken the central position within organizations. Currently, having an IT department is not enough to ensure that an organization is technologically successful.

Information technology management systems of enterprises and organizations are quite complex, since it is necessary to take into account the interests of many participants involved in the creation and use of resources (sponsors of the information system, end users and developers).

Currently, IT service has become an integral part of any business, acting as a provider of certain services for business units; and the relationship between them is formalized as a «service provider-service consumer». The business unit sets its requirements for the range of services and their quality, the company management determines the amount of funding to meet these requirements; and IT departments maintain and develop the information infrastructure of the enterprise, so that it is able to provide the requested quality service. Now there are various IT management practices that help organizations to build management.

Therefore, the purpose of this work is to determine which approach of IT management is better.

Research questions:

– to select the structures of ITgovernance;

– to compare selected management structures;

– to select one of the structures.

Among the existing standards in the field of IT management the most well-known and commonly used are the following:

– ITIL (Information Technology Infrastructure Library);

– COBIT (Control Objectives for Information and related Technology).

IT Infrastructure Library

ITIL, or IT Infrastructure Library, is the core approach to IT service management in an IT Service Management (ITSM) organization. The ITIL library details and systemically outlines the processes that improve the quality of IT services and improve their focus on the needs of the business, that is, the organization in which the IT Department operates. ITIL library

was formed in the early 1990s by the order of the British Government, over the years of its existence ITIL version has been updated several times.

ITIL library contains a detailed description of the most important activities in the IT work, as well as a complete list of responsibilities, tasks, procedures, process descriptions and lists of actions that can be adapted by any organization. These descriptions are often used to define goals for improving IT organizations and IT departments.

The article [2] describes that ITIL is organized in the following main service components:

1. Service Strategy focuses on mirroring the overall IT Service Delivery model in a manner that perfectly matches and covers the organization structure and inherent needs while establishing processes that enable monitoring and updating the configuration items.

2. Service Design is not merely an initial activity that searches for design the IT services in a manner that will match the organizational structure but a continuous assessment, aiming at having a set of IT and service processes that are designed to best fit corporate needs.

3. Service Transition defines and mitigates change risk through proper Change Management and Planning.

4. Service Operation assures daily operations by delivering the needed current recursive support tasks such as Service Desk or Backups among other.

5. Continuous Service Improvement considers established KPIs and their evolution as well as Problems and bottlenecks and performs needed analysis that will lead to the formulation of Optimization proposals.

COBIT approach

COBIT [1] as a framework for IT governance and management is based on a set of best practices. COBIT helps organizations to create value from IT by maximizing the benefits and minimizing the risks associated with IT, ensuring that IT meets the legislative and regulatory requirements and achieves alignment of IT strategy with business goals. The current version of COBIT 5 published in 2012 integrates frameworks created by International Association of Information Systems Audit and Control Association as Val IT 2.0, Risk IT, the IT Assurance Framework and the Business Model for Information Security with a version of COBIT 4.1. COBIT 5 is developed with reference to the widely accepted standards and frameworks for IT Governance such as ITIL, PRINCE2, Capability Maturity Model Integration and The Open Group Architecture Framework. These frameworks overlap in many areas but there are also significant

differences in their approaches. Each framework provides guidance about tools for IT Governance but brings different value to organizations. COBIT 5 is composed of the business framework for governance and management of enterprise IT and other complementary publications, giving guidance about practical implementation of governance and management of enterprise IT. COBIT defines the Process Reference Model and Information Model and gives instructions about the application of COBIT in the area of information security, audit and risk management, and helps to evaluate governance processes in the IT enterprise. COBIT is applicable to businesses of all sizes and industry sectors because it is independent on a specific enterprise IT architecture. COBIT helps to:

– ensure information quality needed to support business decisions;

– achieve strategic objectives and efficient and innovative use of IT;

– achieve operational excellence deploying reliable and efficient technologies;

– manage IT risk at an acceptable level;

– optimize costs of IT services and technologies;

– achieve compliance with legislation, agreements and policies.

Using COBIT allows the IT Manager to transform the goals and objectives of the company as a whole into clear and understandable IT development plans. COBIT distinguishes the complexity of the approach, as well as the presence of clear practical recommendations with which it is possible to create an effective information technology management system in the company including a risk management system in it. The COBIT methodology describes in detail the business-oriented approach to the creation of the information environment in the company (goals and principles of management, management objects are given, all IT processes are clearly defined (for each of them «inputs» and «outputs», executors and responsible persons, control objects and metrics are specified). Within the framework of this approach, information technologies are considered as a business tool.

The article [4] compares the two approaches we consider. A brief comparison is presented in Table.

Table – Comparative table of approaches and standards

	ITIL	COBIT
What's it?	A set of best practices for IT service management.	Integration of business structure and IT structure for enterprise management.

How is it visible in the market?	ITIL has a focus on internal IT processes. The latest versions have included a service life cycle and more attention is paid to cost and customers.	COBIT comes from a history of auditing and compliance. The latest version has moved towards managing IT services, IT risks, etc.
What is it mainly used for?	Help to define IT service management operational processes.	Define audit and compliance requirements for it.
Who is it for?	Any organization that provides internal or external IT services. It is most commonly used in operational IT departments.	Internal IT organizations of large enterprises. COBIT is often used by strategic groups and people responsible for audit compliance.

The benefits of COBIT in comparison with ITIL (as the core of ITSM):

1. Complexity at the company level. The concept of «organization-wide information technology governance» in COBIT versus narrow IT service management within ITIL.
2. Coverage. ITIL V3 2007 describes only 8 of the 34 processes outlined in COBIT 4.1.
3. Affordability. COBIT is incomparably cheaper than ITIL.
4. Growing relevance. The market still underestimates COBIT but already «ate» ITIL.
5. Communication with the company's strategy. The term «Governance» (governance, top-level governance related to strategic vision) appears only in ITIL Service Strategy while in COBIT this concept has become the basis for the methodology.

Among the undeniable advantages of ITIL are the following:

– ITIL is a source of ideas and opinions, provides food for thought;

– ITSM methodology undoubtedly has a promoted brand, ITIL has a large number of readers and users around the world;

– ITIL provides for a comprehensive system of certification of specialists;

– availability of software certification system.

When comparing COBIT and ITIL, quite a few overlaps are noticed. Both of these frameworks attempt to situate IT within the larger company

as a service-oriented and autonomous entity. This allows IT departments guide their own policies and practices and build their own roadmaps with business directives in mind, rather than forcing the department to bend to the whims of the rest of the company.

In this article, the concepts of ITIL and COBIT were defined and compared with each other. In conclusion, we can say that the distinction between them can be described as «COBIT provides the «why»; ITIL provides the «how». It is more accurate to state that enterprises and IT professionals who need to address business needs in the ITSM area would be well served to consider using both COBIT and ITIL guidance. Leveraging the strengths of both frameworks and adapting them for their use as appropriate will solve business problems and support business goals achievement.

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THE AUTOMATIC ROOM VENTILATION SYSTEM

Abstract: Stuffy rooms are a common problem in our daily life. Carbon dioxide, which people constantly produce, makes the rooms stuffy. In such rooms work productivity goes down, people start feeling sleepy, irritated and often get a headache. Excess in the amount of carbon dioxide is harmful to health. Therefore, it is very important to ventilate the stuffy rooms and let fresh air with oxygen replace carbon dioxide especially in sleeping rooms. The automatic room ventilation system is designed to control air quality without additional actions from users. The system will automatically open the windows or turn on active ventilation if the amount of carbon dioxide is exceeded, which will be measured by the sensor.

This article describes the main parts of the automatic ventilation system such as a CO_2 sensor and its measurement features, microcontrollers with LoRa technology and a gateway as the main server. Also, the communication protocol MQTT as well as the two types of ventilation systems: passive (or natural) and active (or mechanical) are described. In conclusion, a full concept of the system is presented.

Keywords: IoT, Internet of Things, CO2, MQTT, LoRa, ventilation, Samsung.

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СИСТЕМА АВТОМАТИЧЕСКОГО ПРОВЕТРИВАНИЯ ПОМЕЩЕНИЯ

Аннотация: Душная комната – это частое явление в нашей повседневной жизни. Углекислый газ, который человек постоянно выдыхает, создает ощущение духоты. В душной комнате у людей снижается работоспособность, они чувствуют сонливость, раздражительность и головную боль. Избыток углекислого газа плохо влияет на здоровье, поэтому важно вовремя проветривать рабочие и жилые помещения, особенно спальные комнаты. Система автоматического проветривания помещения призвана контролировать качество воздуха без дополнительных действий со стороны пользователей. Такая система позволит автоматически открывать окна или включать активную вентиляцию при избытке углекислого газа, который будет регистрироваться сенсором.

В данной статье описаны основные части системы автоматического проветривания помещения, такие как датчик углекислого газа и его особенности, микроконтроллеры, считывающие показания датчиков и передающие их через технологию LoRa, и шлюз – главный сервер, осуществляющий управление системой. Также описан протокол MQTT, предназначенный для коммуникации устройств. Приведено описание двух типов вентиляции: пассивной (или естественной) и активной (или механической), указаны достоинства и недостатки каждой. В заключении представлено краткое обобщение материала для четкого понимания работы системы.

Ключевые слова: интернет вещей, CO2, углекислый газ, вентиляция, MQTT, LoRa, Samsung.

The high level of carbon dioxide makes the room stuffy. According to Robertson D. S. [2] the effects of carbon dioxide are a reduction in the pH value of blood serum leading to acidosis. The minimum effects of acidosis are restlessness and mild hypertension. As the degree of acidosis increases, somnolence and confusion follow. One of the effects of these changes is unwillingness to indulge in physical and mental activity. For example, you can often see students sleeping at lectures. In some cases the reason is not because of the lecturer presenting boring material or the fact that the students had a sleepless night before, but because of the stuffy auditorium. In this article, we want to describe the automatic room ventilation system for a smart room.

CO_2 sensor

The most important part of the system is the sensor of carbon dioxide. In the system it is planned to use the sensor MH-Z19. Its technical parameters are presented in table 1. The measurement principle of this sensor is Non-Dispersive Infrared Technology (NDIR), which is independent of oxygen.

Table 1 – Technical Parameters of sensor MH-Z19

Measuring Range	0 ~ 2000 ppm / 0 ~ 5000 ppm
Accuracy	± (50 ppm +5 % reading value)
Working temperature	0 ~ 50 °C
Output signal	UART / PWM
Working voltage	3.6 ~ 5.5 V DC
Lifespan	> 5 years

CO_2 concentration is measured in ppm. In the article «How Climate Change Is Ruining Our Indoor Air» [3] the author states that many of us at home, at school, and at work breathe in the air containing CO_2 concentrations of 1,000 ppm every day. Badly ventilated classrooms and overcrowded conference rooms can reach 2,000 ppm, well above the point when the air becomes «stuffy», at 600 ppm.

The CO_2 sensor transmits data to a microcontroller via UART interface.

Microcontrollers

The microcontroller receives information from the sensor and processes it. In addition, it communicates with the gateway by sending measurement results or receiving control commands. A good option would be Unwired Range microcontroller from Unwired Devices, which has

LoRa on board. The microcontroller and the gateway will exchange information via LoRa technology because it has low power consumption [1].

Gateway and MQTT

Gateway is the main part of the system, i.e. its brain. It controls other devices and connects with the outside world. MQTT is a protocol and a platform for communication between the devices, where smart devices publish messages and subscribe to topics of interest to them. For example, Figure 1 shows a diagram of the ventilation system and the process of fan activation after receiving the message from the CO_2 sensor.

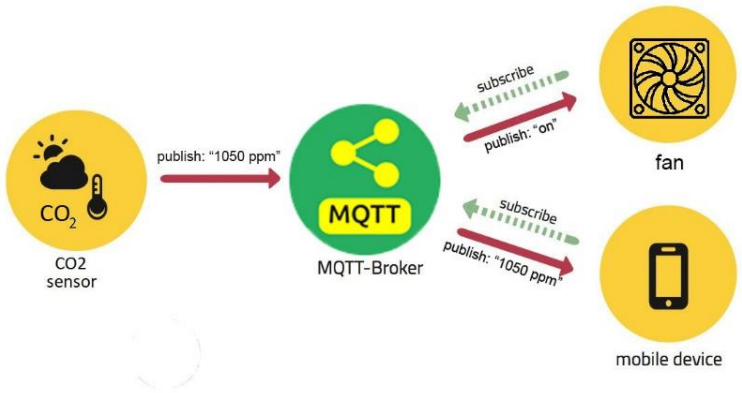

Figure 1 – MQTT protocol and device interaction

Their chat can be presented as follows (topic and message):

— classR325/CO2/data «1050» (massage from CO2 sensor, 1050 ppm)

— classR325/fan/command «on» (message from gateway for the fan)

— classR325/fan/status «on» (the fan changed its state)

In this context, the fan is the airing system, which is used in the room.

Ventilation systems

Two types of systems can be used for room ventilation: passive and active.

The passive system is natural airing when people open the windows, doors or other doorways. The microcontroller can open and close the window by operating an electric drive. The example of a «Smart window» is shown in Figure 2.

Figure 2 – «Smart window» with a drive

The advantages of the passive ventilation are that it is not noisy and it has small cost, but in the warm season there is a problem as at daytime the airing will raise the temperature in the room and it will not be comfortable for people. In this case, you need to ventilate the room at night.

An alternative option is the active (or mechanical) ventilation by using exhaust and intake fans. In this system, the microcontroller can control fans flexibly. Such a system will air the room faster than the passive ventilation, but it has a high cost. Upgrading the existing system would be an excellent option.

To summarize, a high concentration of carbon dioxide is harmful to health of people, so the rooms need constant airing. The automatic system allows monitoring the air condition and controlling the ventilation system without human intervention.

The system has the CO_2 sensor, two microcontrollers with LoRa technology, the gateway with MQTT server and the ventilation system. The CO_2 sensor measures carbon dioxide levels, transfers its measurements to the microcontroller, which then sends them to the gateway. The gateway controls the state of the ventilation system, sending control commands to the second microcontroller, which opens or closes the window or turns fans on or off.

In the future, it is planned to implement this system and study its effect on the human condition.

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LES TECHNOLOGIES DE L'INFORMATION DANS L'ENSEIGNEMENT MODERNE (A L'EXEMPLE DE LA TECHNOLOGIE DE LA CLASSE INVERSEE)

Résumé: L'article examine les technologies de l'information dans le processus éducatif d'aujourd'hui. L'auteur donne les définitions de la technologie de l'éducation et des technologies de l'information et de la communication à l'enseignement moderne. Les technologies de l'information permettent aux éducateurs de déceler leur potentiel créatif et de faire des cours plus captivants et programmés. Malgré les possibilités des technologies de l'information, peu d'enseignants les utilisent. Il existe un nombre de raisons pourquoi certains professeurs ne les mettent pas en œuvre: la nécessité de présenter des séquences pédagogiques via Internet, la crainte que les technologies ont capables de les remplacer. Une nouvelle technologie éducative qui combine l'enseignement à distance et présentiel avec le professeur est nommée la classe inversée. On donne la définition de la classe inversée et on souligne le rôle du professeur comme un formateur compétent et un accompagnateur attentif pendant la création et le déroulement des cours.

Mots clés: la technologie éducative, la classe inversée, les technologies de l'information et de la communication.

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СОВРЕМЕННЫЕ ИНФОРМАЦИОННЫЕ ТЕХНОЛОГИИ В ОБРАЗОВАНИИ (НА ПРИМЕРЕ РЕВЕРСИВНОЙ ТЕХНОЛОГИИ ОБУЧЕНИЯ)

Аннотация: В статье рассматриваются информационные технологии в образовательном процессе. Даются краткие определения технологии обучения, информационно-коммуникационных технологий в современном образовательном пространстве. Информационные технологии позволяют преподавателю раскрыть свой творческий потенциал и сделать занятия более интересными и насыщенными. Несмотря на возможности, которые открывают информационные технологии для учебной деятельности, далеко не все преподаватели их используют. Необходимость перестраивать курс в электронный формат; нежелание использовать ИКТ средства в процессе планирования и проведения занятий; опасения, что компьютер способен заменить преподавателя останавливают некоторых педагогов от активного применения информационных технологий. Представлена технология реверсивного обучения, совмещающая достоинства использования информационных технологий и очных занятий с преподавателем. Дается определение реверсивного обучения, подчеркивается важность деятельности преподавателя как грамотного методиста при планировании занятий и «внимательного помощника», наставника во время их проведения.

Ключевые слова: образовательные технологии, информационно-коммуникационные технологии, реверсивное обучение.

A l'heure actuelle, les technologies occupent une partie intégrale dans l'enseignement moderne et s'utilisent principalement à l'enseignement scolaire. Il y a beaucoup de définitions de la technologie éducative et dans cet article nous citons l'avis de Gérard Mottet. Selon lui, on peut envisager la technologie éducative comme l'intégration de la technologie à l'éducation et l'étude de la technologie de l'éducation.

L'utilisation de differents outils, dispositifs techniques dans l'environnement éducatif est nommée la technologie à l'éducation. L'éducateur utilise ces moyens énumérés pour que ses cours soient plus intéractifs et captivants pour des élèves.

La technologie de l'éducation est considérée comme l'étude «des différentes façons d'agencer et de mobiliser l'ensemble des moyens éducatifs et humains pour accroître la cohérence et l'éfficacité en vue de la réalisation d'objectifs d'éducation déterminés» [4].

Les technologies de l'information et de la communication (TIC) sont présentes, dans tous les cycles de l'enseignement. D'après le dictionnaire Larousse, les TIC nous considérons comme l'ensemble des techniques et des équipements informatiques qui permettent de communiquer, d'accéder à l'information, de les stocker et transmettre à l'aide de l' Internet ou des plateformes éducatives en ligne ou hors ligne.

Il existe beaucoup de technologies de l'information qu'on peut utiliser pendant des cours, parce que l'ordinateur et l'Internet donnent la possibilité de présenter des matériaux sous une forme différente et programmée. Les technologies permettent de stocker et mettre à jour des informations numérisées et de les «transmettre à distance à un ou plusieurs utilisateurs et créer des cours interactifs» [1].

A l'enseignement supérieur, les technologies de communication et de l'information proposent aux professeurs d'universités d'utiliser de nombreux produits éducatifs et de nouvelles méthodes telles que la formation à distance, l'apprentissage hybride et la pédagogie inversée. Ces nouvelles méthodes sont liées aux technologies de l'information, qui permettent d'eduquer n'importe où et n'importe quand, et ils visent à transmettre «une partie de savoirs» à distance, mais dans de différentes manières.

Bien sûr que l'intégration de la technologie à l'éducation implique la transformation des pratiques éducatives. La transformation dans l'enseignement est considérée comme une condition necéssaire c'est pourquoi la technologie éducative devient une partie intégrale de l'action pédagogique et prévoit beaucoup d'investissements humains et matériels

de la part du professeur pour organiser des cours technologiques. Il est à noter que le professeur ne joue pas son rôle traditionnel d'un transmetteur de connaissances [4], l'enseignant d'aujourd'hui est un accompagnateur attentif qui donne une direction [3]. Il est certain qu'il transmet l'information comme avant, mais à l'heure actuelle l'enseignant la construit à la faveur des technologies de l'information et c'est pourquoi il a besoin de devenir un technologue avec des compétences technologiques développées pour construire un environnement éducatif, fabriquer des capsules vidéo, créer des dispositifs pour faire ses élèves apprendre à l'ère numérique.

Il faut remarquer que certains éducateurs peuvent être réticents, parce qu'ils sont habitués à un modèle traditionnel et ils n'ont pas envie de faire plus de travaux préparatifs qu'auparavant. D'autres professeurs se prononcent contre parce qu'ils craignent que l'enseignement via l'ordinateur vise à les remplacer ou baisser leur niveau de compétences. Dans ce cas nous partageons l'avis de Salman Khan,le fondateur et le premier professeur à la plateforme éducative *Khan Academy*, qui affirme qu'en matière d'éducation, il ne faut pas craindre les technologies il faut les accepter [5].

L'une des nouvelles technologies qui se répand à travers le monde et qui est source d'intérêt grandissant est la technologie de la classe inversée.

La technologie de la classe inversée est une nouvelle techonologie éducative de l'information qui permet d'organiser effectivement l'espace-temps pendant les cours [3]. Le concept de la classe inversée a été introduit par deux enseignants de chimie Jonathan Bergmann et Aaron Sams. Cette technologie se développe aux Etats-Unis et s'applique pendant des cours de sciences aux écoles secondaires américaines. La classe inversée permet aux éducateurs d'inverser des activités en classe et hors classe. Le professeur élabore et donne aux étudiants des capsules vidéo à regarder au préalable et quelques exercises à faire en ligne.

Pour travailler dans la technologie de la classe inversée le professeur doit être familier avec des programmes en ligne qui lui permettent de créer des vidéos, des fiches d'exercices en ligne, des questionnaires et des listes de vocabulaire et des glossaires. La creation des vidéos éducatives prend un temps considerable parce qu'il faut penser en détail comment présenter des matériaux étudiés et comment les rendre le plus clair possible [6].

Pour enseigner les étudiants en utilisant la technologie de la classe inversée il faut savoir travailler dans des outils spécifiques (Powtoon,

Quizlet, AdobeSpark, LearningApps et d'autres). Grâce à ces programmes, le professeur a la possibilité non seulement de présenter des séquences d'information, mais aussi poser des questions, interpréter des résultats avant des cours.

L'idée de la classe inversée n'est pas novatrice parce qu'il existe la méthode socrative qui prévoit que les étudiants prennent connaissance des contenus d'apprentissage avant des cours [2]. Les scientifiques, les technopédadogues et les éducateurs practiciens qui élaborent et s'intéressent à cette question sont Marcel Lebrun, Jean-Marie le Jeune, Ariane Dumont, J. Bergmann, A. Sams, V. Faillet et d'autres.

Les technologies de l'information et de la communication cumulent le progrès technologique et l'innovation pédagogique. Ils visent à faciliter le processus d'apprentissage et rendre des cours plus intéressants et dynamiques qu'auparavant. L'utilisation des technologies de l'information attire des élèves, augmente leur motivation et la productivité. D'ailleurs leur application est chronophage pour des éducateurs et envisage des compétences technologiques développées.

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CLINICAL THINKING SIMULATOR

Abstract: This article raises the problem of teaching medical students. A large amount of theoretical knowledge that they gain by cramming textbooks in a discipline is contrasted with a lack of practical experience in communicating and handling patients. To solve this problem, it would be appropriate to create a virtual patient that would be able to completely imitate the patient at the doctor's appointment, so that the web-based software product could simulate all possible diseases with all the factors resulting from this. It will allow the student of the medical institution to improve their abilities to diagnose diseases. The use of information support systems to assist doctors in the process of diagnostics using new knowledge and technologies contributes to increasing the effectiveness of treatment and reducing medical errors, as well as to optimizing treatment costs, which will lead to a decrease in the percentage of incorrect diagnoses, and this, in turn, will lead to a decrease of morbidity and deaths during treatment. Communication with the patient, appointment of laboratory and physiological tests, prescription of medications – All this will be implemented in this software web product, which will help to consolidate the theoretical knowledge gained by practical experience, which will completely change how the approach to their training, which should lead to an increase in their skills.

Keywords: web-product, virtual patient, medical student, teaching.

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ТРЕНАЖЕР КЛИНИЧЕСКОГО МЫШЛЕНИЯ

Аннотация: В данной статье поднимается проблема подхода к обучению студентов медицинских учреждений. Большое количество теоретических знаний, которые они получают при зубрежке учебников по той или ной дисциплине и нехватка практического опыта общения и обращения с пациентами. Для решения этой проблемы было принято решения создания виртуального пациента, который бы смог полностью повторить процесс принятия врачом пациента, так программный веб-продукт будет симулировать все возможные виды заболеваний со всеми вытекающими из этого факторами, что позволит студенту медицинского учреждения совершенствовать свои возможности в области диагностики заболеваний. Применение системы оказания информационной поддержки для оказания помощи врачам в процессе диагностики с использованием новых знаний и технологий, способствует увеличению эффективности лечения и снижению врачебных ошибок, а также оптимизации расходов на лечение, что приведет к понижению процента постановки неверных диагнозов, а это приведет к снижению заболеваемости и летальных случаев в ходе лечения. Общение с пациентом, назначение лабораторных и физиологических исследований, назначение медикаментозной продукции – все это будет реализовано в данном программном веб-продукте. Что поможет закреплять полученные теоретические знания практическим опытом, что полностью изменит как подход в их обучении, который должен привести к повышению их квалификации.

Ключевые слова: веб-продукт, виртуальный пациент, студент-медик, преподавание.

In modern medicine, the effectiveness of the work of medical staff and the provision of medical care depends on medical prescriptions and the recommendations of the physician who makes decisions. Therefore, to ensure the quality of medical services, special attention is paid to the problem of rational formulation of the clinical diagnosis of the disease.

The application of information assistance system for helping the doctors in diagnosing patients with the use of new knowledge and technologies enables the increase in the effectiveness of treatment and the reduction of medical errors, and leads to the optimization of treatment expenses, which eventually results in the decrease of percentage of wrong diagnoses and in the lowering of morbidity and lethal cases during the treatment.

This problem is hampered by the lack of sufficient experience of doctors, excessively active treatment in connection with the development of medicine, and lack of resources for advanced training and development of personnel experience thus resulting in duplicate laboratory tests and waste of costly and unnecessary treatments.

If only medical students could use the huge amount of theoretical things that they had learnt at lectures and immediately apply their practical knowledge on a virtual person, whose functionality would be the same as that of the humans, including the body's reaction to laboratory and functional tests. Hence, the students will be able to practice setting the correct diagnosis, with the prescription of further necessary treatment.

Having considered this problem, we decided to create a software web-product that would allow students to go through all stages of patient treatment, starting from the initial examination in the form of dialogues with the patient, till the appointment of laboratory and functional tests, after which the student will be able to see the real indicators of a human body, and, therefore, the whole picture, and to eventually set the correct diagnosis. The students will be able to apply their knowledge in practice, which further will allow them to be more experienced in diagnosing diseases [3].

Experience is the knowledge or mastery of an event or subject gained through involvement in or exposure to it. Aristotle said: «Now from memory experience is produced in men; for the several memories of the same thing produce finally the capacity for a single experience. And experience seems pretty much like science and art» However, «science and art come to men through experience» and «art arises when from many notions gained by experience one universal judgement about a class of objects is produced» [2], and how can you put into memory the moments

that will be useful for you in the future without doing everything at all? F. Bacon also argued that «the universe to the eye of the human understanding is framed like a labyrinth; presenting as it does on every side so many ambiguities of way, such deceitful resemblances of objects and signs, natures so irregular in their lines, and so knotted and entangled. and then the way is still to be made by the uncertain light of the sense, sometimes shining out, sometimes clouded over, through the woods of experience and particulars» [1], and setting a correct diagnosis for a patient is nothing but a labyrinth of the doctor's mind and thoughts, overcoming those winding roads, the passage of which will allow the doctor to draw the whole picture.

As for the software package, which will be a web application, it should be a patient treatment simulator containing therein a predetermined base of diagnoses, a tutor, and all the patient's data resulting from this. In order for an application to be called a treatment simulator, it should have the following set of functions:

- Authorization system;
- System for creating a patient with the option of filling out their medical record;
- System for assigning a particular patient to a certain student;
- Automated treatment process with the possibility to prescribe laboratory and functional diagnostic tests;
- System of giving response to the manipulations with the patient carried out by the student;
- Dialogues with the patient;
- Evaluation of the student's actions on the patient;

This functionality is minimal for releasing the software product to the market.

The result should be a software web product that allows to create a virtual patient with all types of existing diseases, and it will also allow to handle this patient and perform laboratory and functional assignments with further reaction thereto, which will then allow the students to practice in diagnosing all possible diseases. This software will allow the students to combine their theoretical knowledge with practical experience, which will completely change both the approach and the quality of training would-be medical workers.

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SUPERCONDUCTIVITY: ACHIEVEMENTS IN APPLICATION

Abstract: A superconductor is a material that undergoes a transition into the superconducting state when cooled below a certain critical temperature. Firstly, the superconductor offers no resistance to the passage of electrical current. Secondly, external magnetic fields do not penetrate the superconductor, but remain at its surface. This phenomenon enables a range of innovative technological applications in different spheres of industry. New superconducting materials are constantly being discovered and even more new prototype devices are being developed. The recently developed prototypes based on the phenomenon of superconductivity include a three-state memory nanodevice and a terahertz emitter. The performance of these devices proves the possibility of practical applications of superconductors and stimulates future development of superconducting materials. Moreover, application of bulk superconductors is also quite promising as bulk superconductors offer a number of advantages over conventional permanent magnets. However, many problems must be solved before superconducting technology can be successfully and widely commercialized.

Keywords: superconductivity, superconductor.

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СВЕРХПРОВОДИМОСТЬ: ДОСТИЖЕНИЯ В ПРИМЕНЕНИИ

Аннотация: Сверхпроводник – это материал, который переходит в сверхпроводящее состояние при охлаждении ниже определенной критической температуры. Во-первых, сверхпроводник не оказывает сопротивления прохождению электрического тока, который может протекать без потерь энергии. Во-вторых, внешние магнитные поля не проникают в сверхпроводник, а остаются только вокруг его поверхности. Эти свойства позволяют применить сверхпроводники в различных сферах промышленности. Освоение явления сверхпроводимости может по-настоящему совершить прорыв в науке. Учёные открывают всё новые сверхпроводящие материалы и разрабатывают новые устройства. Одни из недавно разработанных прототипов устройств, основанных на явлении сверхпроводимости, включают запоминающее наноустройство с тремя устойчивыми состояниями и терагерцевый излучатель. Работоспособность этих устройств доказывает возможность практического применения сверхпроводников и стимулирует дальнейшее исследование сверхпроводящих материалов. Сверхпроводники обладают рядом преимуществ по сравнению с обычными постоянными магнитами, поэтому их практическое применение становится всё более перспективным. Однако поддержание условий для работы сверхпроводников – очень трудный и дорогостоящий процесс. Поэтому, прежде чем сверхпроводящие технологии смогут быть успешно введены в сферу промышленности, необходимо решить множество проблем и вопросов.

Ключевые слова: сверхпроводимость, сверхпроводник.

A superconductor is a material that undergoes a transition into the superconducting state when cooled below a certain critical temperature. This superconducting state is characterized by two basic properties. Firstly, the superconductor offers no resistance to the passage of electrical current. When resistance falls to zero, a current can circulate inside the material without any dissipation of energy. Secondly, external magnetic fields do not penetrate the superconductor, but remain at its surface. This field expulsion phenomenon is known as the Meissner effect.

The phenomenon of superconductivity can revolutionize modern science and electric power infrastructure. The superconductive state enables a range of innovative technological applications in different spheres of industry ranging from magnetic resonance imaging (MRI) and high-energy physics accelerators to plasma fusion reactors and magnetically levitated trains. However, despite all the advantages of superconductors, we must keep in mind the challenges that scientists have to face to properly implement any superconductive technology in real life. It is very hard and expensive to provide and support the conditions for the superconductors to work. Therefore, the main problems of application of superconducting materials include refrigeration, cost and reliability.

To properly understand all the advantages and disadvantages of superconducting materials and to find out more about current and emerging applications of superconducting technology, it is essential to study some of the recent discoveries and achievements in this field of science.

Back in 2015, some achievements were made in the field of practical application of superconducting technology. A superconducting/magnetic three-state nanodevice was developed. This fabricated device is based on the superconductivity/magnetism interplay and it benefits from the properties of ratchet effect. Ratchet effect occurs when, driven by zero-average force, particles are moving on asymmetric potentials. The developed device operates in two different working modes: without applied magnetic field and with applied magnetic field. In the first operational mode, three different outcomes emerge: positive ratchet effect, zero ratchet effect and negative ratchet effect. Therefore, the nanodevice acts as a non-volatile memory with three resilient states. In the second operational mode, the nanodevice works as a sensor for magnetic fields. Considering the importance of development of robust and versatile nanodevices with different functionalities, the developed prototype acts as a good option for a three-state memory device. Moreover, the performance

of this device based on the effect of superconductivity proves the possibility of other similar useful practical applications of this technology [1].

In 2016, three prototype devices based on the recently developed terahertz (THz) emitters were developed. Terahertz waves have various unique features that open new possibilities in the research areas of science and technology that enable various important applications, such as non-destructive evaluations, various imaging techniques, high-speed communications, security, medical diagnoses, biosciences, and biotechnologies. THz emitters were based on a single-crystalline mesa structure of the high transition-temperature superconductor $Bi_2Sr_2CaCu_2O_{8+\delta}$ (Bi2212). The first one of the developed prototype devises is a compact and convenient THz imaging system cooled down to 40 K only by a Stirling cryocooler. The second one is a home-built Michelson type of interferometer constructed by modifying a reflection type of IJJ-THz emitter imaging system to develop a phase-sensitive imaging system. The third one is an IJJ-THz emitter device to measure the absorption coefficient of a liquid sample for temperatures between 0 °C and 70 °C. The detailed characteristics of these prototype systems and their performance prove that there is a possibility for other future applications of superconductors in similar projects [3].

In 2018, a review of current and possible future practical applications of bulk superconductors in different spheres of industry was made. Magnetized bulk superconductors are capable of acting as quasi-permanent magnets with the potential of providing magnetic fields of several tesla or greater from a small volume of material. Therefore, bulk superconductors offer a number of advantages over conventional permanent magnets. Applications of bulk superconductors include:

- Portable systems for bulk superconductivity. A portable magnet system can be considered one of the most straightforward potential applications of bulk superconductors. This system is often referred to as a trapped field magnet (TFM). This strong magnetic field is a clear advantage. However, the cost is the extra effort required in cooling and charging the system. Therefore, the key point of developing a portable magnetic system is to maximise the useable magnetic field from the bulk superconductors within a simple and user-friendly structure.
- Portable, high-field magnet systems for medical devices. High magnetic fields are used in magnetic resonance imaging. Magnetised disc-shaped bulk superconductors offer the possibility of super-strength, stable

permanent magnet (PM) analogues, capable of providing fields of several tesla in a compact and portable magnet system. The available field on the surface of such discs can be up to an order of magnitude higher than conventional PMs. Compared with electromagnets (copper-wound or superconducting), no direct, continuous connection to a power supply is required and the size of the magnet to provide the same field is considerably smaller.

- Ultra-light superconducting rotating machines for next-generation transport & power applications. Bulk superconductors can be used as trapped field magnets that could potentially provide magnetic flux densities an order of magnitude higher than conventional permanent magnets from a much smaller volume of material than wire-wound coils, without the need for continual excitation, and are therefore highly attractive for next generation electric machines.
- Magnetic shielding applications for electric machines, equipment and other high-field devices. Bulk type II superconductors have a strong ability to repel an external magnetic field, resulting in efficient magnetic «shielding» or «screening». This effect can be applied to get an ultra-low magnetic field background for ultra-sensitive devices such as superconducting quantum interference devices (SQUIDs). Moreover, this effect can be applied to protect a given volume of space placed in the vicinity of large magnetic field sources [2].

After analyzing these recent discoveries, it becomes clear that the phenomenon of superconductivity can make a big impact on science and the modern world. The development of superconducting technology can make a significant contribution to solve practical engineering challenges across a wide variety of fields. New superconducting materials are constantly being discovered and even more new prototype devices are being developed. The performance of these devices proves the possibility of practical applications of superconductors and stimulates future development of superconducting materials. However, many problems must be solved before superconducting technology can be successfully and widely commercialized. Some superconducting materials have to outperform the conventional wire technology to be of interest for applications. Therefore, scientists must focus on solving many similar problems so that superconducting technology could be properly implemented in our life.

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INTERNET PRIVACY

Abstract: The article deals with privacy on the Internet and ways to protect it, since the general availability of the Internet and the development of technology have led to the need of reviewing the concepts of privacy and personal data. It also raises questions about spying on users and how to become anonymous online.

Keywords: Internet privacy, personal data, Internet, anonymity.

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КОНФИДЕНЦИАЛЬНОСТЬ В ИНТЕРНЕТЕ

Аннотация: В данной статье рассматривается приватность в сети интернет и способы ее защиты, так как общедоступность интернета и развитие технологий привели к необходимости переосмысления понятий частной жизни и персональных данных. Также поднимаются вопросы о слежке за пользователями и о том, как стать анонимным в сети.

Ключевые слова: персональные данные, интернет, приватность, слежка, анонимность.

The Internet is one of the most important phenomena of 21st century. Nowadays people use the Internet for many different purposes. An average internet user produces between 0.32–0.77GB of personal data every day [1]. Personal data is anything that is specific to a person. It covers demographics, location, email address and other identifying factors. It is crucial to keep this data safe.

Some people do not understand why they should worry about privacy and security. Most of them say that they are not criminals and they have nothing to hide. People also believe the Internet is very secure and that their personal information is only available to them, but this is not true [3].

Privacy is when a person can control what data is public and what stays private. Many services on the Internet require users to accept the privacy policy in order to use a service. This is not a user-friendly, privacy-focused model. The ways companies collect and use information are determined by the company's privacy policy. Unfortunately, these are hard-to-read documents that do not always give users a clear idea of how the company uses their data.

Here are the most common threats to online privacy we face daily while surfing the web:

1. Widespread tracking.

Companies like Facebook running the Internet's largest advertising networks use tracking to collect user data [3]. This data is how they implement very specific ad targeting. The smarter the devices people use, the more ways these companies have to collect information.

2. Government surveillance.

Authoritarian governments around the world are some of the worst offenders for tracking their citizens' internet activity. If these governments are able to continue their privacy-invasive tracking, privacy on a global scale may remain a distant reality.

3. Cyber crime.

Identity theft is one of the fastest growing crimes, costing billions of dollars each year. Identity theft is the deliberate use of someone else's identity, usually as a method to gain a financial advantage or obtain a loan and other benefits in the other person's name. Bank accounts, credit cards, debit cards, social security numbers are the most common targets of this type of crime.

However, there are some ways to avoid these threats. Some of them may be complicated for an average user but there are also easy to install solutions.

1. Disabling cookies.

There is how cookies work: they are little pieces of data stored on a computer. They are used to remember information (like items in an online shopping cart, names, passwords, etc.) about a browsing activity. More secure websites usually have more secure cookies, whereas cookies from other websites lack any encryption at all [2].

It is important to mention that different levels of security can be chosen. Some cookies may be allowed, for example only those from sites that are visited often, some may be completely blocked. Disabling cookies works both on desktop browsers and mobile browsers.

2. Using a private search engine.

Private search engines do not collect and store personal information like big search engines do. These search engines work differently than Google or Yahoo because their business model is completely different. Many of them rely on advertisements within the search results for the revenue, rather than selling their users' information. Some of the good options for privacy focused search engines include DuckDuckGo, Startpage, Search Encrypt, WolframAlpha.

3. Using VPNs.

VPNs, or virtual private networks, allow people to connect to the internet through a remote (or virtual) server. As a result, the data is sent between the device and this server is securely encrypted. Using a VPN gives privacy by hiding internet behavior from both ISP and any other group that may be tracking browsing information. These also work to access blocked websites that otherwise would be impossible to get to due to the internet filters.

4. DNS Leak testing.

While using a VPN, even if an IP address is hidden, it is still possible to give clues about a person's identity via DNS traffic. DNS works to turn a readable web address into an IP address that the computer understands. If the information about this process is leaked, browsing information can be leaked. Luckily, there are tools that will help identify if the connection is leaking DNS data. Here is the most popular service – https://www.dnsleaktest.com/ [2].

5. Using virtual machines.

Using VPNs and encrypted browsers will protect people from the majority of threats. Web browsers are one of the more vulnerable factors for data breaches. However, snooping and data scraping can occur through files such as PDFs. Setting up a virtual machine can help eliminate risks as

virtual machines are similar to having a separate operating system running within one computer.

6. Using a live USB operating system.

Live operating systems can be started on almost any computer from a USB stick or a DVD. Their goal is to maintain privacy and anonymity.

For example, Tails, the live OS preference of Edward Snowden, uses cryptographic tools to encrypt files, emails, and messages. After unplugging the USB there will be no data and no trace of use on the host computer.

All these tools help people to maintain their digital privacy. This is essential because people can use the internet and connected devices without compromising their information. Different persons have different comfort levels when it comes to digital privacy. One person may be comfortable with sharing their name, employer, home address and more on the web, while another may be uncomfortable with any of their information on the web. Digital privacy then, is when the information available online about a given person is within his or her comfort zone.

People are willingly handing over their data to social media and search companies. When a person creates social media profiles or posts to social media, all of that information gets stored on the site's servers. It is not just these companies that could potentially access this information. Social media companies share data with third parties, for example Cambridge Analytica in the case of Facebook.

Due to the fact that data is stored in a way that is linked to personal details, if a hacker accesses it, many people would be at risk. No matter how much users trust Facebook, or Twitter, or Google with storing information, if a third party uses it, hackers could access all information from that third party [2].

Total privacy gives users full control of information shared across the Internet. The key aspect of privacy here is the accessible knowledge about the use of personal data by different companies, because if people are aware of the fact of monitoring, they will have an opportunity to avoid threats and protect themselves from being tracked. Privacy and control of the data gives people the power to be active online without worrying how their personal information might be treated in the future.

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DATA SCIENCE IN COMMUNICATION SPHERE

Abstract: The article describes application of the data science sphere in communication processes. It covers advertising technology, artificial intelligence, voice assistants, automated chat bots. Moreover, the article provides an opinion about the prospects of data science in our everyday life and communication between people, computers and the whole society.

Keywords: data science, artificial intelligence, computer science, natural language processing, deep/machine learning.

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НАУКА О ДАННЫХ В СФЕРЕ КОММУНИКАЦИЙ

Аннотация: Статья описывает применение науки о данных в процессах коммуникации. Рассматриваются технологии рекламы, искусственный интеллект, голосовые помощники и автоматизированные чат боты. Кроме того, уделяется внимание перспективам применения науки о данных в повседневной жизни и коммуникации между людьми и компьютерами.

Ключевые слова: наука о данных, искусственный интеллект, компьютерная наука, обработка естественного языка, машинное обучение, нейронные сети.

The evolution of computer systems is constant. The past two decades have witnessed enormous leaps in the development of computers and the Internet. Commercial and commonly used Internet, which appeared in the early 2000s, has taken communication to a new level. This period changed the life of modern humanity and reduced the influence of communicational barriers in most of the spheres.

Communication and, generally, the way people talk have increased in the amount, variance and efficiency since the rise of the modern Internet and the consequences are inevitable. The Internet, if simplified, is a huge distributed storage of different data which is exchanged between participants of the network. This means that this data is stored somewhere and can be managed. People generate a huge amount of data every second. Messages, calls, clicks and just the fact of a person viewing a page are recorded. Business organized our communication on the Internet and business has a well-defined rule about the possessions: «Never lose an opportunity». In this case, the opportunity to process and analyze data created by engineers has escalated to a wide branch of study – *data science*.

Data science and the whole IT have deeply infiltrated and extended the communication from all the sides of this concept. This article describes the most common and perspective fields of application that people either already experience or will experience in the nearest future (Figure 1) [1].

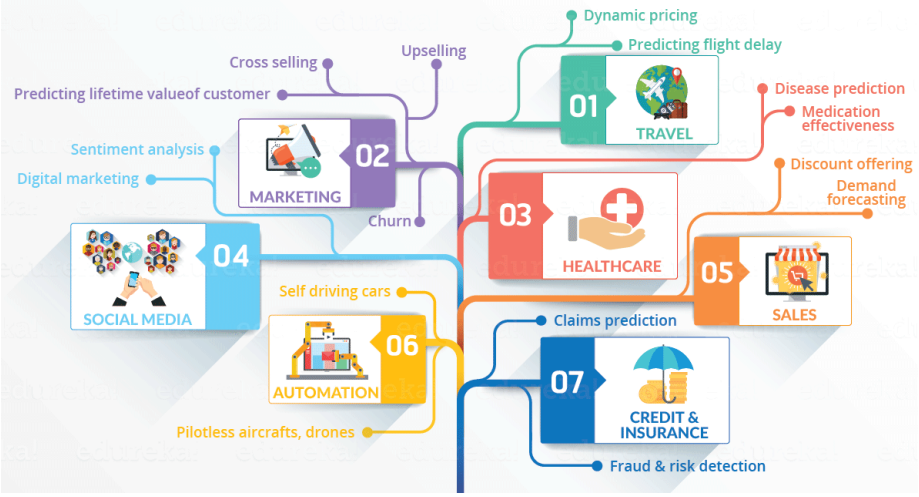

Figure 1 – Data science applications

The field includes three main parts:

- Collecting and storing data
- Processing data
- Interpreting analysis results

The latter two parts are of the highest interest. Apart from the fact that corporations know almost everything about us just because the Internet is a major part of our lives and use this knowledge to make customer-oriented research, fight cyber-crime and generally hold the information monopoly, engineers are developing digital products that are now perceived as extremely futuristic.

The most common sphere, where data science is applied, is advertising. People are exposed to a large number of advertisements hourly and most of them are intersecting with their interests at least partly. Thus, gamers get ads about new games, keen travellers get accommodation and tour advertisements, programmers and marketers get professional qualification courses or services. The ads provided to us are carefully generated by the data analysis algorithms which take every click, «like», time spent on the web page and other parameters into consideration to form our customers profile and a unique set of personal traits. The data collected from us is compared to the advertising preferences and a *targeted ad* is made.

Promoted posts on Instagram, YouTube ads, Facebook banners, Google and many more tools are leading and pushing us to buy something or at least attracting attention to the subject of promotion (Figure 2) [4].

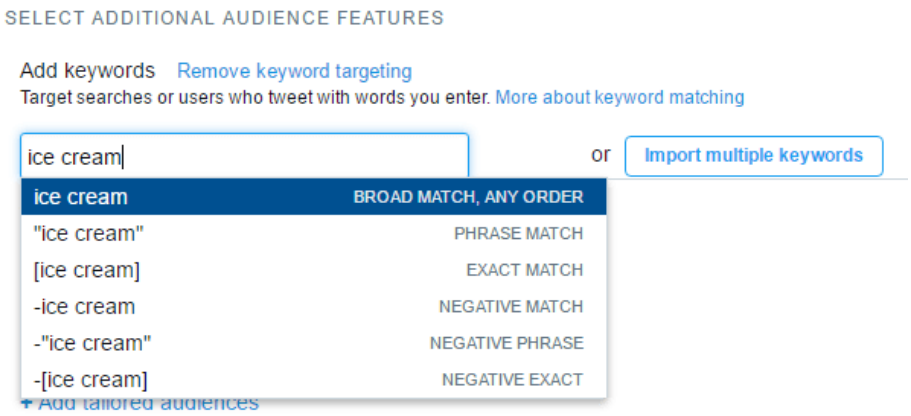

Figure 2 – Twitter Advertising Platform

Major analysis field implemented into such technology is called artificial intelligence – a statistical approach that consumes data in order to find patterns in it, especially in people's behaviour. In case of advertising, such software is responsible for pointing out that people with one set of

traits find a particular advertisement interesting more often than others. The statistics is able to give the most powerful insights which no algorithm or formula even come close to provide.

However, the use of the data science is more about utility rather than direct work with information. Scientists and engineers all over the world struggle to solve another big problem – making a computer understand the human language in terms of speech and text. This formed another sphere of data science which is called NLP or Natural Language Processing.

Why is it so important? A significant part of global workforce is wasted on dull communicative jobs such as customer relations, support agents, receptionists, consultants in facilities such as airports or railway stations and so on. Money and time spent on both of the sides (business and customer) could be reduced by replacing these jobs with automated software agents capable of doing the same function even more efficiently than a human.

NLP is constantly developing. The problem of recognizing speech is close to being fully solved. Voice assistants in mobile phones and homes (at least in case with English) are already capable of clearly understanding what is said in most of the cases. Language analysis part is not far behind – the technology tracks and selects relevant entities in your sentences in order to process them and generate the necessary output in the form of a sentence or action. The examples are placed in most of the modern devices: Siri from Apple, Google Assistant or Cortana from Microsoft are complex systems with plenty of knowledge in their memory. What is more, they are constantly learning because millions of people speak to them, leave feedback and simply make them work to get more data and more «knowledge» (Figure 3) [6].

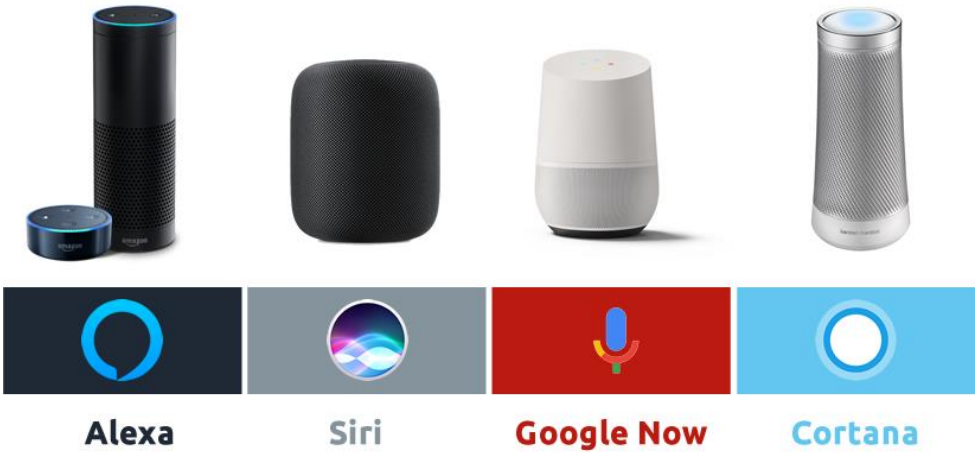

Figure 3 – Voice assistants

An example of the system under the hatch of such products is DialogFlow by Google (Figure 4). This product is capable of selecting relevant words out of the text and building triggers based on the words, combination or the whole sentences. DialogFlow is frequently used as a basis for different programs interacting with human natural language. [2]

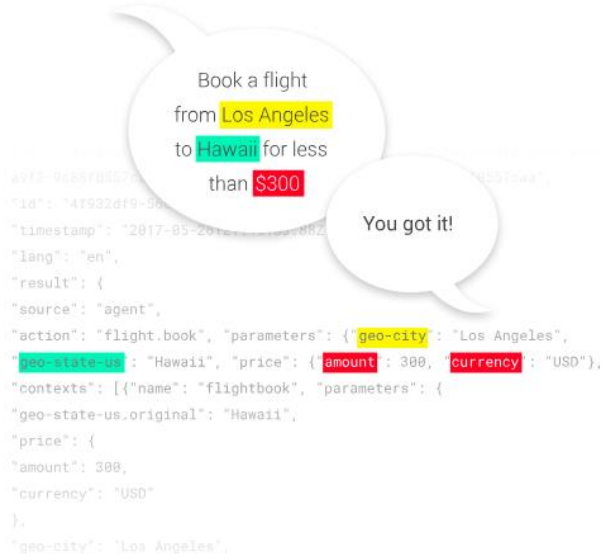

Figure 4 – DialogFlow demonstration

With the amount of data collected every second and the amount of effort put into pushing the borders of artificial intelligence, data science and NLP, machines will soon be able to act like people and fully understand them.

The controversy of the question of artificial intelligence implementation is rising because people do not trust technology, do not want to lose their jobs or they are just scared that the AI can become the next step in evolution and overcome Homo Sapiens dominance on the planet. There is always a risk, but with extreme growth of population, the more social automation we can create, the more time we will have to solve more crucial tasks like saving the whole planet and humankind from the threats that keep on pushing.

Data science can bring high efficiency and convenience to our communication with each other. Information is the new oil and soon it will be accepted globally

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PROCEDURAL CONTENT GENERATION

Abstract: This article presents the brief history of procedural content generation and clarifies the general meaning of this process. After the description of key events and developments in this field, several definitions of the term «procedural content generation» according to researchers are given. Based on these definitions, a variant of a single interpretation of the term is discussed in the paper.

Keywords: virtual worlds, procedural content generation, multimedia content creation.

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ПРОЦЕДУРНАЯ ГЕНЕРАЦИЯ КОНТЕНТА

Аннотация: Данная статья представляет краткую историю процедурной генерации контента и разъясняет общее значение этого процесса. За описанием ключевых событий и разработок в данной сфере следуют определения термина «процедурная генерация контента», данные исследователями в данной области. На основе этих определений в конце статьи представлен возможный вариант формулировки термина, раскрывающий его значение в общем значении.

Ключевые слова: виртуальные миры, процедурная генерация контента, создание мультимедиа контента.

We live in the age of information that surrounds us constantly. This incredible amount of data is often perceived by us from a consumer point of view and there is no need to think about its source. But the content is always a result of some intellectual work, which means it has to be as much optimized as possible, especially if this content should be generated in large quantities.

There are plenty of methods to automate content generation in particular spheres. Procedural generation is one of them. It is mostly used by game developers when their goal is to obtain a large amount of data that does not have to be as complex as manually made objects. Therefore, it is reasonable to use techniques based on randomization. In these cases, they appeal to the use of procedural generation system, a complex of software solutions that implement procedural generation algorithms. Procedural generation system's running result is a set of specified type quasi-random data whose content is based on algorithms the system implements.

What is procedural content generation or PCG? It is complicated to give a single definition that gives the meaning of this method in accordance to every sphere of its application. Plenty of interpretations of procedural content generation are discussed in different research. Dwelling on the history of PCG and emphasizing the challenges that developers have tried to overcome using procedural algorithms helps to clarify its function and interpret its general meaning, before resorting to give any definitions.

History of PCG

The first developments in the field of procedural content generation appeared in the late seventies. The most significant game which used algorithms to create levels was «Rogue» that came out in 1980. Its impact caused all the following games with the same mechanics (including procedurally generated levels) to be called «rogue-like games». The developers generally have chosen the generative approach for the level creation. In fact, these days, the memory requirements of a game with many different levels were too high so that the decision was made to generate the levels on the fly instead of writing them on a disk.

Darwin R. Peachey's paper Solid Texturing, published in 1985, was one of the first publications discussing procedural content generation.

Similar to today's normal mapping, Peachey proposed a technique that enabled two-dimensional textures to look three-dimensional [1].

The derived methods were also used in the animation movie sector. For example, Pixar's animation tool RenderMan offered procedural functions to define textures and materials algorithmically.

In 2004, the group .theprodukkt published a simple shooter called .kkrieger (Figure 1), having its origin in the demoscene. A particular category focuses on demos with a maximum file size of 4, 8 or 64 kb. This small footprint does not allow the usage of prefabricated assets such as graphics, music or models. Instead, those resources are generated procedurally during runtime or before the application starts. For example, in .kkrieger developers created animations, levels, textures, shaders and music based on a tool set offering procedural methods. The final release of .kkrieger had a size of 96 kb. The developers decided to publish their tools as the editor application called .werkkzeug.

Figure 1 – Screenshot of kkriger's gameplay

Compton, Osborn and Mateas determine Computer Graphics as the origin of procedural generation and state that the discipline was connected to computer games with a publication of Intel. This particular paper surveyed generative techniques such as L-systems, Perlin noise and fractals [2].

Nowadays, most of the discussed utilities have appeared in modern game development tools and make procedural content generation easier. 3D models are constructed by deformation, cropping or merging primitives instead of assembling them triangle by triangle. In other words, developers focus on the procedural algorithms to generate content instead of tackling the low-level technical challenges. Game engines Unreal Engine 4, Unity

2017 and Cry Engine V provide tools to simply manipulate terrains and paint vegetation like trees or flowers onto the ground that speed up the level creation workflow. Developers focus on finding an algorithm to distribute vegetation objects over the level without taking into account objects collisions and graphical artifacts.

A remarkable achievement of today's game development tools is the procedural generation of textures and materials. The procedural generation of textures and materials is now applied by most of the big companies in the game engine market. In addition, instead of writing shaders by hand, modular tools were offered to graphic designers to construct materials by combining images, mathematical operations or shader functions to create a normal mapping effect as shown in Figure 2. The next game engine generation has begun to implement features to create even more complex objects.

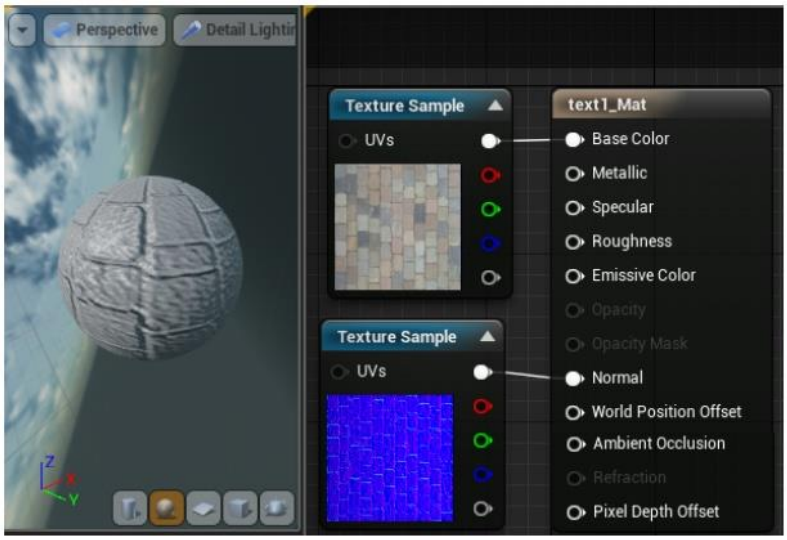

Figure 2 - The Unreal Engine's material editor by Epic Games

Definition of PCG

PCG is not only a subject of research in computer science. Prusinkiewicz and Lindenmayer emphasize the growing interests in other communities caused by the interdisciplinarity, affecting natural sciences like biology [3].

Hendrikx define procedural generation as an alternative to manual design but emphasize the need for a possible parameterization so that designers may edit the generated object. He also introduces the abbreviation PCG-G (Procedural Content Generation for Games) in order to separate PCG for games from other fields such as simulations or movies [4]. This shows that PCG-based methods, algorithms and tools may be

applied to a large variety of fields. Pixar has already been named the company using procedural content generation in RenderMa. Additionally, Disney's research provides publications mentioning procedural techniques, for virtual terrain editing, showing that there are advantages of automated content generation in the movie industry.

Ruben M. Smelik defines procedural content generation as «any kind of automatically generated asset based on a limited set of user-defined input parameters» [5].

Roden and Parberry call these kinds of algorithms amplification algorithms, taking a small set of input parameters to transform them to a larger set of output data [6].

Togelius formulates a definition by an antithesis, saying that procedurally generated content does not correspond to content that is generated by users even if they make use of procedural algorithms since they have to be manually parameterized [7].

Shaker is more exact and defines PCG by giving examples of PCG like a software tool to generate random dungeons without any user input and a map editor that lets users place items.

Jonas Freiknecht and Wolfgang Effelsberg give their own definition of PCG: the automatic creation of digital assets for games, simulations or movies based on predefined algorithms and patterns that require a minimal user input [8].

Procedural content generation is a relatively young sphere of computer science. Although its principles, which were founded at the beginning, still take place in modern PCG systems. As it is demonstrated in this paper, at the beginning developers were motivated to use procedural generation in order to fit the memory requirements. In other words, PCG was a forced measure to minimize resource. However, nowadays there is an opposite situation: data storage has become much cheaper and capacious enough to keep enough amount of data to store everything. Developers, not being chained by technical aspects of memory, now use PCG to obtain incredible amount of content, like virtual worlds, high-resolution textures, etc.

The analysis of different researches and implementations in the field of PCG clearly shows its complexity and variety. As it turned out it is complicated to give a single universal definition of what procedural generation is. Considering all reviewed definitions and summarizing them, procedural generation may be defined as a complex of methods and

algorithms, which are intended to generate data automatically, instead of designing it in a manual way.

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SECURE INTERNET FOR CHILDREN

Abstract: The article touches upon the issue of information security in the field of children's use of the Internet. The number of Internet users is growing today. Thereby, the number of children, using the Internet, is increasing too. Most of the children are not aware of all the dangerous situations they can trap in due to their careless behavior on the Internet. A big number of hackers are waiting for the chance to catch our data or to injure children's mental state via different online methods. Children are at risk of seeing harmful items of information contained in loads of emails flowing into their mailboxes along with spam and viruses. Relying on the above, it can be argued that children are the most important sources of income for manufacturers of computer and mobile games.

A large number of websites offer various methods of protection such as age verification. However, in practice, these methods do not help. Thereby, children have access to a significant amount of prohibited content.

The problem of children's safety on the Internet is reasonably relevant nowadays. Many parents are concerned about the kind of information their children can see on the Internet. The purpose of this study is to highlight children's vulnerability to danger from the Internet and give an overview of the means of limiting dangerous information which can cause problems for children's psychological health.

The main question this article aims to answer is: «How to protect children from dangerous media content?»

Keywords: information, security, children, internet, psychology, society, hackers, deception, internet communication.

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БЕЗОПАСНЫЙ ИНТЕРНЕТ ДЛЯ ДЕТЕЙ

Аннотация: В статье затрагивается вопрос информационной безопасности в сфере использования детьми интернета. Сегодня с быстрым ростом числа пользователей Интернета растет и число детей, пользующихся Интернетом. Большинство детей не знают обо всех опасных ситуациях, в которые они могут попасть из-за своего неосторожного поведения в Интернете. Большое количество хакеров в ожидании удачного момента для того, чтобы перехватить наши данные или травмировать психику детей с помощью различных методов. Являясь важнейшим источником дохода для производителей компьютерных и мобильных игр, контента в социальных сетях, дети рискуют увидеть вредные элементы информации, содержащиеся в большом количестве писем, поступающих на их почтовые ящики вместе со спамом и вирусами. Многие веб-сайты, предлагающие различные методы, такие как услуги проверки возраста. Однако на практике такая защита не всегда является эффективной, и дети получают доступ к значительному количеству запрещенного контента.

Проблема безопасности детей в Интернете сегодня достаточно актуальна. Многие родители обеспокоены тем, какую информацию их дети могут увидеть в Интернете. Цель данного исследования состоит в том, чтобы подчеркнуть уязвимость детей к опасности из интернета и дать обзор средств ограничения опасной информации, которая может вызвать проблемы для психологического здоровья детей.

Главный вопрос, на который призвана ответить эта статья: «Как защитить детей от опасного медиа-контента?»

Ключевые слова: информация, защита, дети, интернет, психология, общество, хакеры, обман, интернет-общение.

In order to better understand this problem, four scientific articles were investigated. The first article taken for studying the problem was the article by Dalmeet Singh Chawla, «Making children safer online» [4]. In this article, the author reports that children are actually exposed to danger from the outside world and on the Internet. The author approves that children have almost no protection. The dangers of the internet such as cyberbullying, video-game addiction, cyber risks are outlined. The author proposes to introduce the program called «digital intelligence quotient» (DQ) at schools. This program allows to increase the intelligence, social interaction and emotional state of children. The totality of the above-mentioned indicators helps to provide 8- to 12-year-olds with the skills they need to thrive in the digital economy. Also, the author tells about different methods of solving this problem, such as developing the intelligence of children with the help of programming and robotics, introduction to school programs with various children education methods, etc. In addition, the article provides statistics on the criterion of DQ, which reports that not all children are ready to use the Internet. This article was very useful for our study, because it describes two optimal methods of preparation children to use the Internet, which are the system of evaluation of DQ, robotics and programming lessons. We believe that these methods can become helpful and effective in conjunction with parental control.

As mentioned earlier, parents play an important role in the development of their children. The safety of children on the Internet begins with their parents, namely with parenting. Very often parents do not realize the consequences of passive attitude to the upbringing of their children. Such parents need to use a variety of methods, tests, programs or pieces of training to prevent problems with the behavior of their children. Ata Ghaderi in her article «Randomized effectiveness Trial of the Family Check-Up versus Internet-delivered Parent Training (iComet) for Families of Children with Conduct Problems» [3] tells about scientific research combined with the two types of family test, namely, the FCU and iComet. The FCU is the second generation of parent training programs. FCU has effects on reductions of externalizing behavior problems, preventing children’s depression. The Swedish parent-training program Comet was highly influenced by principles in the Parent-Management Training-

Oregon Model and the Incredible Years model. Comet was also adapted for delivery through the Internet («iComet») and made available to parents with children who have externalizing problems. Families with a child with conduct problems were randomized to one of the conditions for 10 weeks of treatment. The drop-out rate was significantly higher in the iComet (39%) compared to FCU (23%). The results shown by iComet were better than FCU. This can be caused by interactivity of iComet(iComet is available on the Internet and works with parents via the Internet). We collected this information for our study, since it is logical that the use of iComet can affect the emotional (EQ) and social (SQ) coefficients of the DQ system, as well as the overall parenting.

Our problem is also worth considering from a technical point of view. After all, security on the Internet is not only based on human aspects. A large number of ways of ensuring security at the technical level is given in the article «Safe and efficient use of the Internet» [2] which was written by p. K. Downes. From a large amount of information contained in the article, we took for consideration only the part related to the use of anti-viruses, parental control software, and password guessing.

It is essential that every computer has an installed anti-virus program that will periodically check the system for all-known types of viruses and can either isolate or delete the malicious code. Basically, parental control software is a web filter; it determines where a certain computer user (e.g. a child) can go inside a web browser. Timely change of passwords is able to make an email or social network account more secure. The use of characters in combination with uppercase and lowercase letters and numbers enables to make the password unbreakable.

One part of the articles addresses one of the most popular types of attacks called «Phishing». Phishing is a scam that uses email spam, pop-up messages or fraudulent websites to deceive people into disclosing their credit card numbers, bank account information, passwords or other sensitive information. We believe that the use of the above methods by the parents or the organizer of the computer network will improve the security of the computer user. This user can also be a child.

The problem of information security touches on not only children and even not only PC users. We believe that the most important aspect of the information society is globalization. For a more detailed study of the problem, we have examined the article by Daniel Prince under the title «The Security and Protection Challenges of Our Digital World» [1]. The author draws the reader’s attention to globalization and the way it

influenced our society, markets, gadgets and many other things. Devices, created, for example, in America, can be used throughout the world, in terms of globalization. In addition, it is reported about various ways how Internet services collect information about us. According to the article, such giants as Apple and Microsoft try to provide the maximum protection of user's personal information. It becomes clear that it is wise to use proven services. It is also worth mentioning that several services have parental control.

We were able to better understand the problem of children's security on the Internet after reviewing the articles above. Thereby, we came to the following conclusion. It is wise to start concerning with child online protection and search for ways of reducing risks arising from children's access to the Internet, instead of limiting children from the Internet. The first way is proper upbringing and supervision of the child by the parents, using various programs and training to improve parenting skills. The second step is improving the education of children in the field of programming. And the last point is the installation of anti-viruses, special filtering programs to filter out prohibited information and timely change passwords. These solutions will help to get closer to solving the problem of children's safety on the Internet. But it will not be possible to completely solve this problem since there is no system inaccessible to intruders and which can completely protect the user.

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ABOUT THE SUPERVISED ELECTRONIC MONITORING SYSTEMS IN FOREIGN CONTRIES AND THEIR APPLICATION AND ADAPTAPTAITION IN THE PENITENTIARY SYSTEM OF THE RUSSIAN FEDERATION: PROBLEMS AND PROSPECTS

Abstract: The article presents a comparative review of the Russian and foreign experience in the use of the supervised electronic monitoring systems. The principles of legal use of electronic monitoring devices towards the convicts and the persons in custody are given. The article also contains information about the main developers and suppliers of the supervised electronic monitoring systems. The main problems of legal and technical nature in the functioning of electronic monitoring systems are identified and the prospects for the development of home devices of the kind which contribute to the humanization of criminal legislation and prevent complete isolation of the supervised from society are formulated. The author notes that the full and comprehensive use of the mentioned devices is possible with elimination of existing problems and further modernization of devices, taking into account the existing requirements.

Keywords: electronic monitoring, electronic bracelet, use of the supervised electronic monitoring systems, problems of the supervised electronic monitoring systems, control over the convicts, foreign experience.

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О СИСТЕМАХ ЭЛЕКТРОННОГО МОНИТОРИНГА ПОДКОНТРОЛЬНЫХ ЛИЦ В ЗАРУБЕЖНЫХ СТРАНАХ И ИХ ПРИМЕНЕНИЕ, И АДАПТАЦИЯ В УГОЛОВНО-ИСПОЛНИТЕЛЬНОЙ СИСТЕМЕ РОССИЙСКОЙ ФЕДЕРАЦИИ: ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ

Аннотация: В статье представлен сравнительный обзор российского и зарубежного опыта применения систем электронного мониторинга подконтрольных лиц. Приведены основы правового регулирования применения средств электронного мониторинга к осужденным и лицам, находящимся под стражей. Также в статье содержится информация об основных разработчиках и поставщиках средств электронного мониторинга подконтрольных лиц. Выявлены основные проблемы правового и технического характера в функционировании систем электронного мониторинга и сформулированы перспективы развития отечественных устройств, способствующих гуманизации уголовного законодательства и предотвращающих полную изоляцию подконтрольных лиц от общества. Автором отмечается, что полное и всестороннее использование СЭМПЛ возможно при устранении существующих проблем и дальнейшей модернизации устройств с учётом существующих требований.

Ключевые слова: электронный мониторинг, электронный браслет, применение СЭМПЛ, проблемы СЭМПЛ, контроль за осуждёнными, зарубежный опыт.

The most important challenge outlined in the Russian Federation Penitentiary System Development Concept until 2020 is the humanization of conditions and improvement of criminal justice policy using alternative measures not related to deprivation of liberty. For the crime recidivism

prevention, maintenance of the convicts remote control and control of implementation of the restrictions imposed the supervised electronic monitoring system (SEMS) are used.

With reference to Article 60 of the new version of the Criminal Code of the Russian Federation, the penitentiary system agencies have the right to use in their activities audiovisual, electronic and other controlling technical means, which leads to qualitative changes in the organization of work.

In the agencies of the Federal Penitentiary Service of Russia, these funds were introduced into practice in 2009–2012. The first experimental use of electronic bracelets was carried out with the financial support of the European Union in 2009 in the Voronezh region in the colony-settlement number 10. Currently, SEMS operates in all territorial agencies and facilities of the Federal Penitentiary Service of Russia. Citizens convicted of petty and moderate crimes as the main type of punishment for a period of 2 months to 4 years, as well as persons for whom the court has chosen a measure of restraint in the form of house arrest can be sentenced to wearing an electronic bracelet. Under the data at the beginning of 2018, 14,835 people were under electronic monitoring.

As for the world practice, the global experience of electronic monitoring dates back to the end of the twentieth century. Abroad these devices are usually called electronic ankle tracking devices or electronic ankle bracelets (electronic bracelets). The United Kingdom was the first of the European countries to apply electronic bracelets. This type of punishment has been used in Sweden (since 1994), the Netherlands (since 1995), France (since 1997), Belgium (since 1998), etc. The monitoring functions, which initially consisted in securing house arrest, began to expand to control movement of the convicted using GPS signals [2].

Western practice determines the use of electronic monitoring mainly in relation to convicts who have committed crimes of moderate severity, as well as in relation to juvenile offenders. For example, in Austria, since 2008, electronic bracelets have been applied to parolees sentenced for up to 3 years. In Sweden, citizens who are sentenced to terms of up to 3 months (petty thieves and drivers who caused accidents) can choose home control instead of prison. In Israel, a decision on an electronic preventive measure can be taken by the court even for suspects under investigation [3].

The main suppliers of this special equipment in Europe are the Serco group of companies (United Kingdom), the G4S group of companies

(United Kingdom) and ElmoTechltd (Israel), whose facilities and devices are the most demanded in the world.

In accordance with the requirements of Russian legislation and the peculiarities of the functioning of the penitentiary system, as well as based on foreign experience, a number of domestic companies have also begun to develop an electronic monitoring system for the supervised. Today, the main developers of SEMS in Russia are LLC IT Corporation, CJSC Intellectual Systems and Technologies, LLC Global Search Systems.

At this stage, it is impossible to carry out a detailed comparative analysis of Russian and foreign devices, but such advantages of home manufacturers as the ability to work with the GLONASS system, the lighter devices and constructive adaptation of bracelets to sudden temperature changes should be noted. Another difference from the Western European countries and the USA is the free operation of the bracelet and SEMS devices for the Russian convict. At the same time, the electronic complex costs the state about 111 thousand rubles.

However, there are a number of technical problems encountered in practice:

- false alarm of the electronic belt strap damage;
- opening of the electronic bracelet chain due to a malfunction of the lock;
- the inconvenience caused by the daily need to charge the mobile control device;
- GPS module incorrect operation;
- exposure of the mobile control device housing to opening;
- activation of the control device motion sensor even at minor vibrations;
- a small range of the control device installed permanently;
- lack of detailed maps of the area.

At the same time, there are problems of legal nature: the legislation of the Russian Federation does not provide for the application of criminal law measures in relation to a convicted person who does not charge the control device timely, removes the mobile control device from the established range, removes the electronic device and performs other actions that impede control.

Taking into account the above problems, SEMS modification and improvement is still in progress. The aspects covered in the paper are quite challenging for law enforcement officers. At present IT professionals try to

solve the problems mentioned and design the equipment without any technical and functional drawbacks.

In the future, it is possible to develop models of devices that will not have foreign analogues. For example, engineers plan to equip a stationary monitoring device with a video camera, and a mobile monitoring device with a breathalyzer, so that the supervised breathes into it in front of the camera every evening.

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SPORT ANALYSIS SYSTEMS

Abstract: This article explores various information analysis systems that are used in sports. Some technical features of these systems and basic principles of operation are studied. In the first part, various types of such systems and their scope were analyzed. In the second part of the work, a specific example of the application of a sports analysis system in tennis sports was considered. In the third part, sport analysis systems in TV sports news based on ball detection are studied. An automatic processing of television broadcast is one of the most frequent application of content-based video indexing. TV news and especially TV sports news is one of the most viewed video content on the Web. For effective retrieval of video data not only standard text indexing and retrieval procedures should be used but also more and more sophisticated content-based video indexing and retrieval methods. Because of a huge commercial appeal, sports videos became a dominant application area for video automatic indexing and retrieval nowadays [3].

Keywords: dataset, database, ball detection, video analysis, pattern recognition.

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СИСТЕМЫ СПОРТИВНОГО АНАЛИЗА

Аннотация: В данной статье исследуются различные информационные системы анализа, которые применяются в спорте. Изучаются некоторые технические особенности данных систем и основные принципы работы. В первой части были проанализированы различные виды таких систем и сфера их применения. Во второй части работы был рассмотрен конкретный пример применения системы спортивного анализа в теннисном спорте. В третьей части исследуются системы спортивного анализа в телевизионных спортивных новостях, основанные на обнаружении мяча. Автоматическая обработка телевизионного вещания – одно из самых частых применений контентной индексации видео. ТВ новости и особенно спортивные ТВ новости является одним из самых просматриваемых видеоконтентов в Интернете. Для эффективного поиска видео данных должны использоваться не только стандартные процедуры индексации и поиска текста, но и все более и более сложные методы индексации и поиска видео на основе контента. Из-за огромной коммерческой привлекательности спортивные видео стали в настоящее время доминирующей областью применения для автоматической индексации и поиска видео.

Ключевые слова: набор данных, база данных, обнаружение мяча, видеоанализ, распознавание образов.

One of the difficulties in automated recognition of human activities is classifying a video into a specific action class by selecting among a large number of human actions. Technology for understanding complex and varied human actions is necessary for automated surveillance, sports training, computer games, and human–robot interactions. The difficulty of

classification comes from a dearth of datasets of human actions that are manually categorized and suitable for use as training data for designing action classifiers [3]. The marker-based motion capture system enables precise measurement of human actions for the purpose of analysis. This type of capture systems has several drawbacks, however; in particular, marker-based systems are expensive, intrusive, and complex to use. Despite this, the intensive use of a motion capture system can provide large datasets of human actions, and the datasets may be used to facilitate handling the variety of actions to be classified. Large datasets of human actions measured by motion capture systems are expected to be suitable for the use in classifying video segments into the correct human action category, selecting from among a large number of action categories, and for inferring human postures from video.

Understanding of human action may be approached by different levels of examined details, according to the complexity of each case. Modelling and recognition of human behavior presupposes the labelling and classification of the different kind of actions. According to the action complexity, four basic categories of human action are identified. The first category is the movement of some part of the body, like the rising of a hand (gestures). The second category is characterized by the aggregate movements of one person (actions). Such actions can be walking, jogging, boxing, etc. Interaction is the complex sequence of movements performed by several individuals interfering to each other and may or may not include an object. This comprises the third category while the last one is group activity which actually is a set of activities performed by groups of people. «Queue» is a characteristic example of a group activity.

Marker-based sport analysis systems

Since marker-based optical motion capture systems have been widely used for various applications, such as video games, character animation, sports engineering, and human–robot interaction, a large number of space–time trajectories (more specifically, sequences of positions of markers attached to a performer) have been recorded and accumulated. The positions of these markers can be converted to sequences of joint positions or angles by inverse kinematic computation using a human figure model. The computed scene of a human figure model performing the specific action is projected onto an image plane, and a sequence of images containing the human action can be created by capturing these projections. The association between the sequences of joints positions (or joint angles)

and their corresponding projected images can be used in both action recognition and the recovery of joint positions or angles from a video [3].

Sport analysis system in tennis

Initially, each person repeats each of the above 12 tennis shots 3 to 4 times. This resulted in 660 files of ONI type. Since retention of the relevant data in ONI format files would be qualificatory for wide use, as OpenNI application would be required, conversion of the ONI files to a widely spread format was necessary. Thus, all files have been conversed to AVI format using an algorithm based on OpenNI, developed in our lab. The specific application offers the following features: Isolation of depth data recorded by Kinect's depth sensor. Extraction of the silhouette of the person performing the action. Extraction of the skeleton of the human body through detection of body joints. Illustration of the skeleton relevant data to 2 and 3 dimensions. From every ONI file, 5 synchronized AVI files have been produced:

1. An AVI file that contains the RGB information;
2. An AVI file that contains the depth information;
3. An AVI file that contains the silhouette of the person;
4. An AVI file that contains the movement of the skeleton in 2 dimensions;
5. An AVI file that contains the movement of the skeleton in 3 dimensions.

This results in 3300 AVI files that in following are manually cropped in single actions. The aim of the procedure described above is to receive initial video from every file 3 new ones containing a single repetition of each shot. Thus, 1980 RGB videos, 1980 depth videos and 1980 mask videos (silhouette) have been produced. As far as 2D and 3D skeletons are concerned, these are not always provided for all of the repetitions. This is due to the limitations which appear when one is trying to obtain the skeletons from the initial ONI file. More specifically, each performer has to take initially a calibration pose at the start of the recording. Failing to do so, results in skeleton obtainment failure. Unfortunately, calibration pose was not successful in a few cases and this is something that could have not been checked in advance. Moreover, some of the participants performed some of the shots in extreme high-speed extracting in this way the skeleton, only to later repetitions where the system has managed to calibrate. The number of skeleton videos finally extracted, was 1217 for the 2 dimensions and 1217 for the 3 dimensions accordingly. The summary of the contents of each folder is the following:

1. Video RGB: contains 1980 AVI files;
2. Video Depth: contains 1980 AVI files;
3. Video Mask: contains 1980 AVI files;
4. Video Skelet2D: 1217 AVI files;
5. Video Skelet3D 1217 AVI files;
6. txt: detailed description of the contents of each folder of the dataset [2].

Sport analysis system in TV sports news based on ball detection

Content-based indexing of TV sports news is based on the automatic temporal segmentation, recognition, and then classification of player shots and scenes reporting the sports events in different disciplines. Automatic categorization of sports in TV sports news is a basic process in video indexing. Many strategies how to recognize a sports discipline have been proposed. It may be achieved by player scenes analyses leading to the detection of playing fields, of superimposed text like player or team names, identification of player faces, detection of lines typical for a given playing field and for a given sports discipline, recognition of player and audience emotions, and also detection of sports objects specific for a given sports category.

To discriminate balls from the ball-like objects additional criteria should be applied. These additional filters should be rather restrictive because the sports video categorization does not require to analyze successfully all frames or even all shots of a given scene and to detect an extremely small ball, difficult to see. It is enough to detect even only several frames but with very height probability enabling to recognize the sports category. Detections are assumed to be false if:

1. in one frame three or more objects have been detected as balls;
2. an object detected as a ball is at the same position in more than ten consecutive frames – in sports news the player shots are very dynamic;
3. it is a simple detection in 100 consecutive frames.

The next criterion will be a colour of a ball. The colours of balls in ball sports are defined formally by the sports rules. The tennis balls are yellow, the colour of basket balls is brown. Unfortunately, the colours of small balls in tennis videos are not pure yellow. The colour hue changes because of the changes in lighting and the camera distance. Therefore, it is desirable to determine the range of variation of a ball colour [1].

In conclusion, it is necessary to underline that modern sport analysis systems are important not only for sportsmen and their coaches, sport

achievements and competition results, but also for the development of sport science.

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AUGMENTED REALITY

Abstract: Augmented reality (AR) is a new technology. Very few people know about its development, which began in 1970s from massive and primitive devices. Now AR is at the very peak of its improvement in the form of various software. Augmented reality has its application in the following devices: glasses, phones, tablets. Augmented reality works on the basis of two stages: object recognition and marker tracking. Recognition occurs on the basis of machine learning and tracking of markers by finding certain elements or special markers. The analogue of this principle of operation is SLAM technology (Simultaneous Localization and Map Building). But the best results are achieved with the simultaneous use of two technologies. AR is involved in different areas: education, medicine, entertainment, military training. For education, three-dimensional 3D models are used, which are more visual for students and simplify their studies. In entertainment, AR has found a place for itself in various social networks in the form of masks (Snapchat), games (Pokemon GO) and others. In medicine, in addition to training, AR is used to visualize the internal organs of patients. Augmented reality has great potential for development in practical application in everyday life environments because it does not require high hardware characteristics.

Keywords: augmented reality, virtual reality, HoloLens, ARToolKit, recognition, specialized markers, SLAM, education, medicine.

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ДОПОЛНЕННАЯ РЕАЛЬНОСТЬ

Аннотация: Дополненная реальность, или AR (augmented reality) – новая технология, развитие которой сейчас мало кому известно. Она начала развитие в 70-х годах прошлого века от массивных и примитивных устройств. Сейчас же находится на самом пике своего совершенствования в виде различных ПО. Дополненная реальность имеет свое применение в следующий устройствах: очки, телефоны, планшеты. AR работает на основе двух этапов: распознавание объектов и отслеживание маркеров. Распознавание происходит на базе машинного обучения, а отслеживание маркеров путем нахождения определенных элементов или специальных маркеров. Аналогом данного принципа работы является технология SLAM. Но наилучшие результаты достигаются при одновременном использовании двух технологий. AR заполняет все больше сфер. Для образования используют объемные 3D модели, которые являются более наглядными для студентов и упрощают их обучение. В развлечениях AR нашло себе место в различных социальных сетях в виде масок (Snapchat), игр (Pokemon GO) и других. В медицине, помимо обучения, AR используют для визуализации внутренних органов пациентов. Дополненная реальность имеет большие возможности для развития в практическом применение в повседневных средах жизни, потому что не требует высоких характеристик аппаратных средств.

Ключевые слова: дополненная реальность, виртуальная реальность, HoloLens, ARToolKit, распознавание, специализированные маркеры, SLAM, образование, медицина.

Augmented Reality (AR) is a real-time environment that complements the physical world with digital data using devices (phones, tablets, etc.) and software. People often confuse this technology with Vitrual Reality (VR) and Mixed Reality. Unlike VR, AR does not create the whole artificial environment to replace real with a virtual one. VR interacts with users but AR interacts with all external world. Mixed Reality unites VR and AR.

History

Lyman Frank Baum first mentioned the idea of AR in the novel «The Master Key»; he described a device that could mark people in real-time with letters indicating their character and level of intelligence. In ancient times people had primitive AR-devices, such as roman masks for archers, which helped them to be more accurate, telescopes with distance markings and etc.

In 1968, Harvard computer specialist and professor Ivan Sutherland with his student Bob Sproullom developed the device called «The Sword of Damocles». It was the first system of exactly augmented reality based on the head display. In 1978, Steve Mann invented the first portative device for AR.

The first massive use of augmented reality was made possible thanks to Den Rayton, who in 1982 used a radar and cameras in space to show the movement of air masses, cyclones and winds in weather forecasts. AR is still used in this way. In the 90s, the research for new ways of using continued, and the scientist Tom Caudell first proposed the term «augmented reality».

In 1996, Jun Recimoto and Yuzhdi Ayattsuka developed the Matrix Method (or CyberCode). It described real and virtual objects using flat labels like QR codes (Quick Response Code). It allowed entering virtual things in real world, simply transferring tags.

In 1999, NASA used the augmented reality system in the dashboard of the X-38 spacecraft, which learned how to display objects on the Earth, regardless of weather conditions and actual visibility.

In the same year, Hirokazu Kato created an open library for writing applications with AR-functionality ARToolKit (still on GitHub). It used a system for recognizing the position and orientation of the camera in real time. The modern stage of active development of augmented reality began from the first version of this library.

How Augmented Reality works

Modern AR is a pattern recognition and marker tracking.

Recognition works in the following way: if the application needs to recognize the table, it is enough to upload a table photo library to the server, designate the general structure, colour, arbitrary parameters and assign this action to a specific action when it is detected in the image.

The second part is tracking the markers. Markers can act as a specially printed image. The magazine cover application recognizes the simple form with right angles and a specific pattern, and will track its position in space, noting the offset relative to the background. In this case, the cover itself is the marker. With special markers, everything is even simpler. The application simply imposes the desired image on the surface of a special marker.

SLAM (Simultaneous Localization and Map Building) is a way to recognize the environment and the location of a camera by decomposing a picture into geometric objects and lines. After that, the system assigns a point (or many points) to each individual form, fixing their location in spatial coordinates on successive frames of the video stream. Due to the fact that the algorithm allows us to memorize the position of points in space, returning to the same room from another we will see points in the same places where they were before.

For maximum efficiency, both approaches are combined for a specific task which leads us to the current situation.

Present: from glasses to phones

At the beginning of the development of AR it was clear that success of AR technology would depend on comfort for eyes using special devices.

The most popular event of Augmented Reality in recent years was Google Glass, released in 2013, with which there is a little confusion. When somebody talks about AR most people think exactly about this device, but Google Glass is not related to it.

Microsoft immediately took over the baton, after a couple of years it covertly announced and in 2016 presented the mixed reality glasses Hololens, but only for developers and journalists. The product is complex and it is still being developed.

Now there are about a dozen of the most promising developers and products for augmented reality in the form-factor of glasses: Vuzix, Sony, ODG, Solos, Magic Leap.

Nevertheless, AR is mostly found in phones: convenience, ready-made technical base, the prevalence of devices and ease of writing software.

Education

The prospect of seeing at universities, and after at schools, virtual interactive illustrations, which can be viewed from all sides, with which we can interact and immediately see the result of experiences, seems fine far from bright fantasies about the future. Training at any engineering specialties may become much more visible and easier to understand.

Medicine

Besides the most visual training of students at medical universities, AR can visualize data directly on the patient, instead of screens arranged around doctors' workplace.

HoloAnatomy from Hololens, which is about medicine and education, demonstrates visual anatomy in the augmented space.

Assistants for the blind report about objects and events around them or for the deaf show the subtitles. For example, startup Aira simultaneously offers a neural network assistant that recognizes and speaks everything that a camera of glasses sees, and a live employee of startup, which can help to orient with the same camera in a particulary difficult situation. This system depens on a smartphone application.

Augmented Reality is not just about games and self-masks with virtual masks. This is a huge number of opportunities for commercial use, new horizons in education, industry, medicine, construction, commerce and even tourism.

The commercial growth of AR is astounding. It, unlike VR, does not necessarily rely on specialized hardware and bulky devices. The technology works perfectly on the most mass wearable device – a smartphone.

The next step is a massive exit of AR from the zone of entertainment and social networks to the information support sector. Automakers (so far only Hyundai, BMW and Audi, but the list is growing) are starting to issue attachments to user instructions that help owners visually examine their cars. Amazon thinks about making it easier for buyers: if you like the sneakers on a passerby – point the phone at the person and order immediately the same ones.

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USING EXTRACTED DATA FROM SOCIAL NETWORKS

Abstract: Every day a significant part of the world population spends several hours on social networks. People fill information in their accounts about themselves, regularly updating it, thereby, they create a huge up-to-date database, which can be extracted and analyzed by someone. Such extraction often happened without informing people whose data were extracted. This can be a threat to the personal data of social networks' users. However, users' data can also be used for good purposes, such as to improve existing business processes and social ones, which ultimately can benefit society and can help automate many processes. These aspects will be discussed in this article. The article considers some options for using data from social networks, such as identifying stress based on social interactions in social networks, creating a reliable online survey using personal information from social networks, automated data collection for calculating credit ratings based on financial transactions and social networks, and also features of the Russian legislation in the field of personal data.

Keywords: data, social networks, social media, social interaction, personal information.

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ИСПОЛЬЗОВАНИЕ ИЗВЛЕЧЕННЫХ ДАННЫХ ИЗ СОЦИАЛЬНЫХ СЕТЕЙ

Аннотация: Каждый день значительная часть населения земли тратит несколько часов на социальные сети. Люди наполняют свои аккаунты информацией о себе, регулярно обновляя ее, тем самым создают огромную актуальную базу данных, которую кто-то сможет извлечь и проанализировать. Такое извлечение зачастую может происходить без ведома людей, чьи данные извлекаются, и в корыстных целях. Это может представлять угрозу персональным данным пользователям социальных сетей. Тем не менее, данные пользователей социальных сетей также могут использоваться и для благих целей, для усовершенствования существующих как бизнес процессов, так и социальных, что в итоге может принести благо в общество и автоматизировать множество процессов, которые не были автоматизированы ранее. В данной статье будут рассмотрены некоторые варианты использования данных из социальных сетей, такие как: выявление стресса на основе социальных взаимодействий в социальных сетях, формирование достоверного онлайн-опроса с использованием персональной информации из социальных сетей, автоматизированный сбор данных для расчета кредитного рейтинга на основе финансовых операций и социальных сетей, а также особенности российского законодательства в области персональных данных.

Ключевые слова: данные, социальные сети, социальное взаимодействие, персональные данные.

Introduction

According to Hootsuite statistics (January 2018), more than 42% of the world population are active users of social media and 39% are active mobile social users. If we consider the developed countries separately, these indicators will be much higher.

This topic is relevant, as social networks have become part of everyday life of a modern person. Today social nets contain a lot of relevant information that can be used for different purposes.

The purpose of this article is to consider possible options for using extracted data from social networks, as well as the legal basis for processing data from social networks in Russia.

The purpose of the article defines the following research questions:

- to give a brief description of the extracted data;
- to consider options for using a dataset from social networks;
- to study Russian legislation in the field of using personal data from social networks and describe the problem of data security.

The method of research in this article is the analysis of scientific articles and legislative acts.

Data from social networks

At the moment the most popular social networks in Russia are: Vkontakte, Instagram, Facebook and Odnoklassniki.

Undoubtedly, the personal information contained in social networks may be of interest to third parties. Such information can be divided into three types: Profile data, Social graph and Traffic data.

Profile data. This information includes personal data of users which they upload to their profiles by themselves. Users voluntarily download this data but most of them expect that only friends will see this information. Profile data can include name, surname, date of birth, city of residence, education information, place of work, photos, personal preferences, interests, etc. Also, we can include information about the profile change history that shows the chronology of the user's activity.

Social graph. The peaks of this graph show users. The borders show their friendly relations. Extracting social graphs carries a greater threat, since it is easier to extract a social graph than a complete set of a user profiles. This graph has a wide range of its uses: identifying user communities with similar interests, identifying well connected persons, receiving personal information from friends of a user, etc.

Traffic data. Most social networks collect and store data about the user's location, IP address, used browser, as well as the duration and frequency of sessions. This type of information represents the least danger, since third parties are not likely extract such information.

Options of using a dataset from social networks

Many authors consider the possibility of using personal data from social networks, creating systems that improve or make person's life easier or optimize business processes. Further we compare some of them.

For example, in the article «Detecting Stress Based on Social Interactions in Social Networks» [2], the authors say that the stress state of users is closely related to the state of his social friends. Psychological stress threatens the health of people. It is easy to detect stress in a timely manner, for an early care. With the popularity of social networks, people get used to sharing their daily activities and interacting with friends on social networking platforms, making it possible to use these social networks to identify stress. First, the authors of this article identify a set of stress-related textual, visual, and social attributes from various aspects, and then propose a new hybrid model — a factor graph model in combination with a convolutional neural network for using tweet content and social interaction information to identify stress.

The authors of the article «Generation of a Reliable Online Poll» [1] have developed a tool that will help conduct online surveys using personal information to obtain relevant results.

In the article «Automated Data Collection on Financial Transactions and Social Media» [3], the authors propose to get access to data on social networks in order to get an idea of the general social status of a person, since at the moment the financial reliability of a person is the main factor in approving loans or authorization of credit operations. Today, the person’s “credit rating” is calculated on the basis of the past performance of debt obligations but financial transactions are not the only parameters that can determine the trust in a person. Extracted information from social networks about education, place of work, social status, as well as identifying relatives with credit scores can greatly affect a person’s financial reliability. The authors believe that these factors should be taken into account when calculating a credit score plus additionally read information from SMS messages from the bank about transactions.

Thus, the extracted data from social networks can serve as a basis for a research and development aimed at positive changes in society, including

not only the optimization of various processes but also the improvement of the physical and emotional state of people, which can later reduce the load in the healthcare industry.

Russian legislation in the field of using personal data from social networks

In accordance with the law on the protection of personal data, Federal Service for Supervision in the Sphere of Telecom, Information Technologies and Mass Communications prohibited the free processing of data from open profiles in social networks. Federal Service believes that the extraction of data from social networks violates the law «About Personal Data», because before processing personal information, you must obtain the direct consent of a user because when registering, a user agrees only to the access to the information, which he or she provides on his personal page.

According to the recommendations of the Ministry, personal data is any information relating directly or indirectly to an individual. This list includes last name, first name, middle name, physical address, e-mail, date of birth, telephone number, photo and other data.

Hence, if a company collects, records, stores, depersonalizes, or transmits data, then such actions are considered processing. It turns out that if the company copied to its database the user's information without direct permission from the user, then it violated the information privacy law.

Users may reluctantly allow any organization to have the direct access to their data for uploading, processing, storing and analyzing. This is due to fear of information leaks or tricksters who can use personal information and the results of information for a personal gain. Therefore, access to data collected for processing, storage and analysis must be extremely confidential and must be encrypted in order to avoid illegal use of data. Hence, it is necessary to use reliable data encryption algorithms.

Conclusion

This article describes the types of data that can be extracted from their social networks: Profile data, Social graph and Traffic data.

The options for using a set of data from social networks, described by the authors of scientific articles [1], [2], [3]. Research and development, using information extracted from social networks, can both optimize business processes and provide the basis for positive changes in society.

According to Russian law, those who want to extract data from social networks first need to get consent for an action from users whose data will be extracted. It is also necessary to organize strong encryption and storage of the extracted information so that third parties cannot access it.

To sum up, it is impossible to identify the best way to use the extracted personal data from social networks, because the goals of each research can be completely different and be aimed at improving in different areas of society.

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IMPLEMENTATION OF UX DESIGN TECHNIQUES IN E-COMMERCE

Abstract: The article is devoted to the definition of the basic techniques to simplify the interaction of commercial sites with users. Each technique meets the main trends in modern web technologies. E-marketing strategies are studied and the main criteria for improving the interaction indicators are defined. Based on the results of the criteria, it is concluded that it is advisable to implement a system of simplification techniques in the layout of the web resource.

Keywords: IT, e-commerce, user experience, design, prototyping.

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УПРОЩЕНИЕ ВЗАИМОДЕЙСТВИЯ КОММЕРЧЕСКИХ САЙТОВ С ПОЛЬЗОВАТЕЛЯМИ

Аннотация: Статья посвящена определению основных методик упрощения взаимодействия коммерческих сайтов с пользователями. Каждая методика отвечает основным тенденциям современных веб-технологий. Изучены стратегии электронного маркетинга и определены основные критерии для улучшения показателей взаимодействия. Исходя из результатов критериев, сделан вывод о

целесообразности внедрения системы методик упрощения в макет веб-ресурса.

Ключевые слова: ИТ-технологии, электронная коммерция, пользовательский опыт, дизайн, прототипирование.

The spread of e-commerce motivates competition in online and offline retail sector. To be competitive, it is important to consider the efficiency of marketing tools and design. Nowadays, marketing, web and design quite clearly merge together and fulfill a common goal. When creating a prototype or layout, first of all, it is important to pay attention to marketing indicators, and not be guided only by feelings and emotions. Otherwise, the entire process of creating an electronic product will take a lot of time and will be too expensive which will later be difficult to fix.

Theoretical information about User Experience

User Experience design is a comprehensive concept that includes many disciplines: interactive design, information architecture, visual design, usability, and human-computer interaction. UX design is the process of creating useful, easy and enjoyable products (digital or physical). This is about how to improve the experience of interacting with the product so that customers find value in it. If UX is the experience a user gets while interacting with a product, then UX design is by definition the process by which we determine what kind of experience it will be. UX Design is necessary all the time. Intentionally or not, someone makes decisions and determines how a person will interact with a product. Good UX design is seen when we make decisions so as to understand and meet the needs of users and business [6].

Techniques to improve user experience

The definition of user experience depends on the context and is subjective. Gualtieri[1] described a large user experience in terms of useful and desirable perception when interacting with the system. This

[1]Read more in the article M. Gualtieri, Best Practice in User Experience (UX) Design

description is consistent with non-technical quality elements that create a positive user experience defined by Stokes[1], which has:

Utility – the system gives some value to users;

Ease of use – the system is easy to use;

Desirability – the system gives a pleasant experience to users.

Criteria for improving engagement

Based on indicators of brand and resource loyalty, companies should pay more attention to the usefulness of the site. The main goal is to create an online community of people interested in the brand and use the methods of content marketing. Using metrics from resources and engagement indicators, it is realistic to increase the usefulness of a particular block of information. The companies should develop an e-commerce system with friendly interface. As a result of intuitive user interface design and its ease of use, social media become more popular and attract more customers all over the world. Therefore, social media can be used as a marketing tool for e-commerce to advertise and connect with customers. Moreover, using social media can decrease staff time for system maintenance and respond faster to customer feedback[2]. Finally, customers are familiar with social media and they tend to use it on a daily basis. All in all, social media should be implemented by the companies to effectively connect to their customers without putting too much effort into the system development. This quality is to ensure that system gives a pleasant experience to users. The paper suggests that creating an online community of practice along with developing a good content marketing strategy for e-commerce system could give customers the feeling of usefulness; then they will have more desire to use the system. Furthermore, adopting a social network platform as a part of the e-commerce system gives customers the feeling of ease of use, they will be comfortable and happy to use the system.

The expediency of implementing a system of simplification techniques in the layout of the web resource

To seamlessly and effectively implement simplification elements into the site system, it is necessary to rely on A/B testing of a resource with mixed display to different users of different versions. From the standard practice of modern sites, this approach allows achieving the highest results of implementation.

[1]Read more in the article R. Stokes, E-Marketing: The Essential Guide to Marketing in a Digital World 5th ed.

[2]Read more in the articleS. Neti, «Socialmediaanditsroleinmarketing».

Nowadays, the project designer has to create a place for the online community and a content marketing strategy to create a competitive e-commerce system where people have found their utility, convenience and expediency. Finally, social media should be used as a marketing tool to increase the channel for faster contact with customers.

This paper attempts to identify some of the factors that need to be considered and some of the features that need to be presented at the e-commerce design stage in order to stimulate a positive customer experience. However, this work has some limitations and it needs more empirical work to get a deeper understanding of the field of research.

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APPLYING MODERN INTERACTIVE TECHNOLOGIES IN FOREIGN LANGUAGE STUDY

Abstract: This article touches upon the topic of modern interactive technologies and how their appliance in the process of language teaching, language learning and learning management can help both teachers and learners increase their performance and productivity. To illustrate this, the article is divided into three sections, each describing a different form of interactive media that can be helpful during the teaching and learning process. The first section talks about videogames and how they can be used to study a foreign language; special attention is paid to videogames designed with a sole purpose of aiding language learning. The second section is devoted to various social networks and language study apps and their usefulness in the process of language learning. Finally, the third section describes how various Learning Management Systems (or LMS) can be used by teachers and students to organize their educational environment and find better and easier ways to communicate with each other.

Keywords: interactive technologies, modern technologies, language teaching, language learning, learning management, videogames, online services, social networks, learning apps.

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ПРИМЕНЕНИЕ СОВРЕМЕННЫХ ИНТЕРАКТИВНЫХ ТЕХНОЛОГИЙ В ПРОЦЕССЕ ИЗУЧЕНИЯ ИНОСТРАННОГО ЯЗЫКА

Аннотация: Данная статья посвящена теме современных интерактивных технологий и тому, как их применение в процессе обучения/преподавания иностранного языка и организации учебного процесса может поспособствовать повышению продуктивности как среди преподавателей, так и среди студентов. В целях наглядности статья состоит из трех разделов, каждый из которых затрагивает один из видов современных интерактивных технологий и способы его использования в процессе обучения и преподавания иностранного языка. Первый раздел рассказывает о видеоиграх и их применении в учебном процессе, отдельное внимание уделяется тем видеоиграм, которые непосредственно разработаны с целью обучения иностранным языкам. Во втором разделе говорится о различных социальных сетях и приложениях для изучения иностранного языка, которые могут быть задействованы в процессе обучения. Наконец, в третьем разделе описываются способы применения различных систем управления учебным процессом (LMS), которые могут помочь учителям и студентам упростить коммуникацию друг с другом в ходе обучения и преподавания иностранного языка.

Ключевые слова: интерактивные технологии, современные технологии, преподавание иностранного языка, изучение иностранного языка, организация учебного процесса, видеоигры, онлайн-сервисы, социальные сети, приложения для изучения иностранного языка.

Every language teacher will tell you that one of the hardest things to

do while teaching either children or adults is keeping your students' attention and interest in the subject. Language learning requires a lot of brain activity, and many students tend to get really bored and exhausted with just reading textbooks and repeating after their teachers. This is especially noticeable with children, as their attention span is significantly lower than the one of an adult, thus they are quicker to deem the lesson to be «not fun» and stop listening to their tutor. And while adults are more focused on their studies than children, they also may fall a victim to an overly tedious class, which will impact their performance. That is why many teachers actively add some interactive study breaks into their curricula, like playing games, doing quizzes, watching videos, etc. Moreover, with technologies such as computers, smartphones and the Internet being widespread nowadays, a lot of new interactive means of studying, which succeed in keeping the student's attention and interest arise. Here are some of these means – videogames, online social networks and Learning Management Services or *LMS* – and the ways how both teachers and students can use them in the process of language learning and management of language courses.

Videogames

As it was stated before, interactive learning may help students to better understand the material and be more enthusiastic about the whole learning process. Educational videogames and software offer to bring new level of such interactivity into classes. It is no secret that videogames have become a phenomenon of modern society – Entertainment Software Association (ESA) reports, that four out of five U.S households own a device used to play video games, with each game-playing family having an average of two gamers in it. Videogames attract people of all ages and genders (26% of all gamers are under 18 years old, 30% are 18-35 years old; 44% of all gamer population are female, according to the ESA) [3], as this medium offers all that is required from good entertainment: vivid colours, dynamic action and interesting gameplay (story). Videogames also lower anxiety, making the acquisition of input more likely [2], so, introduction of videogames into the learning process may improve the learners' performance, as they will receive an additional motivation to study – to gain knowledge in an interesting and exciting way. Foreign language learning is no exception, as some modern videogames were designed specifically for this purpose. For example, a game called **Influent**, set in a 3D representation of an average house, allows its players to learn some basic vocabulary through the process of exploration of the

given 3D environment, where every object that you see can be highlighted, prompting an entry with its name, pronunciation and translation to appear on the screen. The object's name is pronounced by native speakers, helping the learners remember the correct pronunciation of foreign words. Some objects also have additional words connected to them, e.g. «*book*» will also have an adjective «*interesting*» and a verb «*to read*» in its entry. Moreover, some objects also have two or more nouns linked to them, like the aforementioned *book* will have both «*book*» and «*novel*» nouns in its entry, or *table lamp* will have «*lamp*» and «*light*». Players can add newly-found words to the dictionaries, knowledge of which will then be tested in various mini-games and quizzes. Thus, the gameplay is challenging, educational and entertaining. Currently, there are 17 language packs available for purchase, including English, German, French, Russian, Italian, Japanese, Dutch, etc, and this list continues to expand with the help from the game's community. Despite the fact that the game is not capable of giving full and deep knowledge of the language on its own, it can serve as a great and exciting way for beginners to learn some basic words.

While educational videogames are designed specifically with the intention to help language students and their teachers in the learning process, other videogames can also be useful. Just like watching foreign films with original voice tracks or listening to foreign songs and reading foreign books, playing foreign videogames helps a language learner to get more acquainted with «alive», contemporary language. Even more so, word count of most modern videogames (especially role-playing games and quests) is astonishing: 2009's title «**Dragon Age: Origins»** contains around one million words, almost as much as the whole Harry Potter saga (which is seven books) [1]. This means that during one playthrough of the game, a language learner can drastically improve their vocabulary, while taking part in an engaging and complex story.

Social networks and language study apps

However, not every learner is able to play videogames due to technical limitations or time constraints. Thus, other means of interactive learning, like different educational apps and internet services, may be of assistance. They may be far less complex than videogames, but they are also much more accessible and easier to work with, as you can study on the move, via your phone or tablet. Various services offer interactive language courses over the Internet, like widely-praised website **Memrise** (also available as an app on both **AppStore** and **Google Play**). It allows its users (among whom there are native speakers of various languages and

professional language teachers) to create educational courses, which then can be passed by other users. These courses vary in their difficulty, so every language learner will be able to find something that will suit them, while teachers can create courses specifically for their students, focusing on some particular topics, and asking their pupils to complete these courses as part of their homework. Students are also able to compete with each other, comparing their progress and achievements, which motivates them to improve their performance.

But, the most important thing language lessons usually lack is communication practice, and the two aforementioned methods of interactive learning cannot offer much in that regard. While learners can converse with each other and their teacher, gaining some communicational skills in the process, or pick up some common expressions while playing videogames or completing interactive courses, it is nothing compared to talking to a native speaker. And in this field, various social networks may prove to be very useful. The notion of «pen friendship» has existed for a long time, but development of the Internet gives it a new beginning, destroying geographical boundaries. For example, various web sites like **GlobalPenFriends.com** helps people seeking for «pen pals» to find them quicker and easier, making international friendship much more possible. Global social networks like **Facebook** or **Google+** attract people from all over the world, so it is not that hard to find some foreign peers there. A number of social networks designed specifically for the purpose of language learning also exist, like **lang-8.com**, a livejournal-style website, built on the principle of «peer assessment»: students select their native language and the language they study, and are then offered to write some entries in said language for their newly-created blog. Then, all registered native speakers of this language see these entries in their newsfeeds, and are able to assess and to grade them, while leaving some comments on the subject matter. This helps the students to master both the language and communication skills, which is exactly what is expected from them.

Learning Management Systems (LMS)

Naturally, educational process consists not only of the language learning itself. Course organization and management of student groups are also essential for creating a productive study environment. This is a daunting task, especially when a teacher has more than one group of learners and more than one course, meaning that they have to constantly switch between various email addresses and group chats to keep their students updated about the course. To help teacher mitigate some of these

problems, the so-called *Learning Management Systems* (or *LMS*) were developed. One of the most prominent of them is the **Google Classroom**. Another notable LMS are **Microsoft Classroom**, **Edmondo** and **Schoology**.

Typically, classroom management services like Google Classroom allow teachers to create an online page for their course or courses and invite students to join it. By using these platforms teachers can easily organize all their groups and courses in one platform and have a quick way to communicate with their students, notify them about any changes to the scheduling of their classes, post various course-related materials, and, most importantly, give the learners online assignments. This effectively eliminates the very old problem of some students coming unprepared for their classes because they have been absent from the previous one and never got the home task or assignment that the teacher was orally giving to the group. Moreover, the teacher can set deadlines for their assignment to let students know when they should hand them in. Students can send completed assignments to the teacher via the same platform, allowing the teacher to check their tasks, grade them and return completed assignments to students with any necessary corrections and comments.

All in all, classroom management services like Google Classroom can help teachers transfer most of their menial organizational tasks to an easily-accessible and simple online platform and devote more of their time to the language teaching itself.

So, it is not possible to cover all the options that modern technologies provide in the field of interactive language study in a single paper. However, this article makes it clear that these technologies do offer brand new means of studying, both educational and entertaining, and that these opportunities should not be ignored. Furthermore, by employing modern technologies in the process of learning management teachers can focus on their most important tasks without spending much time on insignificant ones. Therefore, language teachers and learners alike must pay more attention to these innovative ways of studying.

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INTERPRETABILITY OF MACHINE LEARNING MODELS

Abstract: As machine learning algorithms have been used in many areas of our lives, for example, self-driving cars, healthcare, and the financial industry, the problem of trust is becoming even more urgent. To trust the decisions that the algorithms adopt, we need to understand the nature of their occurrence, so often we need not only a theoretical understanding of their work, but also special tools that would explain the origin of the findings within the algorithms themselves and present the withdrawn information in an informative and accessible form.

This article will list some problems related to the interpretation of machine learning algorithms, as well as the desired properties of interpreted models that can improve the perception of algorithms and increase people's confidence in the decisions made. In the following, some visual analytics tools will be discussed, as well as one of the model-agnostic methods, LIME, which studies the model locally around the prediction and explains any classifier.

Keywords: machine learning, explanation, model interpretability, predictions, transparency.

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ИНТЕРПРЕТИРУЕМОСТЬ МОДЕЛЕЙ МАШИННОГО ОБУЧЕНИЯ

Аннотация: Поскольку алгоритмы машинного обучения стали применяться во многих сферах нашей жизни, например, беспилотные автомобили, здравоохранение, финансовая индустрия, то проблема доверия становится все более актуальной. Чтобы довериться решениям, которые принимают алгоритмы, мы должны понимать природу их возникновения, поэтому часто требуется не только теоретическое понимание их работы, но и специальные инструменты, которые бы объяснили происхождения выводов внутри самих алгоритмов и представили изъятую информацию в информативном и доступном для человека виде.

В этой статье будут перечислены некоторые проблемы, касающиеся интерпретации алгоритмов машинного обучения, а также желаемые свойства интерпретируемых моделей, способных улучшить восприятие алгоритмов и увеличить у человека доверие к принятым решениям. В дальнейшем будет рассказано про некоторые инструменты визуальной аналитики, а также один из модельно-агностических методов – LIME, который изучает модель локально вокруг предсказания и объясняет любой классификатор.

Ключевые слова: машинное обучение, объяснение, интерпретация моделей, предсказания, прозрачность.

In connection with the increasing availability of computing power to machine learning, there is an increasing range of applications in our daily life. Along with the growing amount of information in the information age, algorithms become even more relevant and in demand. The knowledge stored in the data is simply not extracted because of their

multidimensionality and large volume. With proper selection of the model, preprocessing of the input data and some other important steps, the algorithms cope well with the tasks. But the question arises: can we trust the predictions?

Interpretability

Interpretation of machine learning is most often understood as information accessible to humans, which gives a greater degree of understanding of the internal workings of the model. Interpretability of models generates an increase in confidence in the built models from a person who at least does not make mistakes where people do not make mistakes.

There are several basic properties that the interpreted model would preferably possess:

1) **Transparency**. Ideally, transparency should be applied at the level of the learning algorithm to adjust the parameters in real time, but modern deep learning algorithms do not have this degree of transparency. On the other hand, transparency is often hampered by either corporate protection or unreadable code.

2) **Comprehensibility**. The main share of misunderstanding arises because of the complexity of the perception of information at the output or its absence. Associations studied using controlled learning algorithms do not guarantee reflection of cause-effect relationships. But even with complex conversion of functions it may be less clear than the original one.

3) **Informativeness.** If the goal of machine learning is to reduce the number of errors, then the goal of the real world is to obtain useful information for its further use. The degree of informativeness is not quantified because everything depends on the ability to perceive information and the level of development of intuition in a group of people who directly interact with algorithms. But often there are situations when there is not enough information for logical conclusions.

Visual analytics systems

This subsection will be devoted only to two systems of visual analytics:

1) **Prospector** – an interactive visual analytics system that allows for a better assessment of interpretability. The features of this system are interactive diagnostics of partial dependence and local verification of a specific data prediction. Through interactive customization, users can interact with models at a deeper level than with conventional tools.

2) Rivelo. Creating an interpretable model is a laborious task and also reduces performance, and testing the model behavior on a previously known dataset often does not provide a sufficient level of understanding due to the lack of transparency in the operation of the algorithm. A visual analytics interface was created to solve problems – Rivelo, allowing analysts to understand better predictions at the instance level. First, the system generates explanations for each data element and creates a list of functions with which the user further interacts for more detailed study, visual presentation and comparison with other data elements.

LIME

Confidence in predictions by the user is one of the important indicators of the model, otherwise blind faith can lead to disastrous consequences. The developers of the LIME method purposefully stop at this problem, offering a solution in the form of several predictions and explanations, explaining the predictions of any classifier or regressor by local approximation of the interpreted model. The main task of the algorithm is to provide the user with information about when the system is mistaken in order to generate more user confidence and avoid stupid mistakes. Thus, the LIME method generates a qualitative understanding of the interaction of the instance in a textual or visual form.

Model explanations make it possible to make a better choice between models, train unreliable models, increase user confidence, and obtain more detailed information about forecasts. But you need to find a compromise between the complexity of the algorithm and its interpretability. By increasing the quality of the predictive characteristics of the models, the internal structure and complexity increases, so such models are more difficult to understand. Therefore, when using or creating special tools for interpretation, one should always find a certain balance between these characteristics, maximally achieving the main goal - to understand the reason for which a certain decision was made.

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GUIDELINES FOR DEVELOPERS OF HOSPITAL INFORMATION SYSTEMS

Abstract: Currently, many medical institutions are implementing information systems in their work that improve the quality of medical care and patient care, improve communication and speed of decision-making. This not only increases the effectiveness of the treatment, but also helps to reduce the number of errors of doctors and medical staff. The constant availability of information about the patient's health is very useful to ensure the continuity of their treatment. In addition, electronic systems help better manage finances, making all monetary transactions more transparent. Thus, there is a big need for the implementation of medical information systems. If you have a task to design or develop a system for a hospital, you should know the generally accepted standards and understand which set of subsystems is better to implement in the final product. This article can help a software architect or programmer quickly gain insight into the tasks of medical information systems, learn about standards such as Health Level 7 (HL7) and DICOM, and understand how to get started on a project.

Keywords: hospital Information System, HL7, DICOM, HIS Components.

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РЕКОМЕНДАЦИИ ДЛЯ РАЗРАБОТЧИКОВ МЕДИЦИНСКИХ ИНФОРМАЦИОННЫХ СИСТЕМ

Аннотация: В настоящее время многие медицинские учреждения внедряют в своей работе информационные системы, которые повышают качество медицинской помощи и обслуживания пациентов, улучшают коммуникацию и ускоряют принятие решений. Это не только повышает эффективность лечения, но также помогает уменьшить количество ошибок врачей и медперсонала. Постоянная доступность информации о состоянии здоровья пациента очень полезна для обеспечения непрерывности его лечения. Кроме этого, электронные системы помогают лучше управлять финансами, делая более прозрачными все денежные операции. Таким образом, появляется большая потребность во внедрении медицинских информационных систем. Если перед вами стоит задача спроектировать или разработать систему для больницы, вы должны знать общепринятые стандарты и понимать какой набор подсистем лучше реализовать в конечном продукте. Данная статья может помочь архитектору программного обеспечения или программисту быстро получить представление о задачах медицинских информационных систем, узнать об общепринятых стандартах, таких как Health Level 7 (HL7) и DICOM, а также понять, с чего начать работу над проектом.

Ключевые слова: медицинская информационная система, HL7, DICOM, Компоненты МИС.

Hospital information system (HIS) is an integrated information system that improves patient care, simplifies financial operations and provides service control. To develop information systems for hospitals we

should follow certain rules. The purpose of this article is to review the main recommendations for the construction of information systems for the medical sphere.

Hospital information systems requirements

The most important tasks of the HIS are:

- Storage of information about the patient's state of health and providing easy access to it (maintenance of electronic medical records of patients, sending notifications about non-specific results of research, collection of statistical data of observations of the patient)
- Support for the automated exchange of patient data, often including graphical diagnostic images, between different medical departments
- Effective financial management

High quality of data storage, speed of data transmission, ease of access to data are essential conditions for the effective operation of hospital information systems.

In addition, such systems should provide information only to authorized persons. Therefore, access to the hospital information system should be restricted. Currently, it is better to use role-based access control (RBAC).

Two basic standards for the development of hospital information systems are described below.

1. HL7 standard

The HL7 (Health Level Seven) standard was published in 1987 by a group of medical equipment manufacturers in order to create uniform rules for the transfer, exchange and storage of information provided in medical institutions. «Level 7» in the name indicates that this standard refers to the seventh level of the OSI (Open Systems Interconnection) model, called the application layer. Therefore, medical applications can use multiple communication protocols, and at the application level they will communicate using the HL7 standard. The most used set of communication protocols for HL7 is TCP/IP.

HL7 specification based on RIM (Reference Information Model), which includes Use Case Models, Information Models, Interaction Models, Message Models, and Implementable Message Specifications. The RIM is an object model and large, visual representation of the HL7 clinical data (domains) and identifies the life cycle of a message or groups of related messages. RIM uses graphical UML notation.

In 1994, ANSI (American National Standards Institute) officially recognized it as an industry standard. Currently, HL7 is used all over the world.

2. Dicom standard

With the increasing use of CT scanners and other image-based diagnostic devices and the need to transfer this information between different software applications, ACR (American College of Radiology) and NEMA (National Electrical Manufacturers Association) developed the DICOM (Digital Imaging and Communications in Medicine) standard for medical digital information in 1983. It allows the exchange of data including digital medical images between devices manufactured by different companies and the development of Picture Archiving and Communication Systems (PACS).

The DICOM standard describes the transmission procedure, command semantics, syntax, and the format of information that can be transmitted using the protocol. Unlike HL7, which covers more general aspects of medical digital data processing, DICOM is mainly dedicated to medical imaging.

In a heterogeneous system for the integration of medical equipment supplied by different manufacturers, the use of DICOM and HL7 standards is mandatory.

3. Main components of the HIS

In addition to the knowledge of standards, it is necessary to understand what components should be included in the developed system.

Table 1 presents some of the modules that are recommended for use in hospital information systems.

Table 1 – Modules of hospital information system

Module	**Description**
Admission subsystem	information about the patients' admissions
Bed Management subsystem	control of admission and discharge of patients
Blood Bank	blood donation information
Decision Making Support subsystem	assistance in decision-making
Dietary subsystem	planning the provision of food to inpatients in accordance with the instructions of the dietitian
Electronic Medical Record (EMR)	storage of information about the patient, the conducted receptions and researches
Financial Accounting subsystem	control of income and expenses
Laboratory subsystem	record and provide results of medical tests
Outpatient subsystem	registration of new patients and provision of information about them
Personnel and Scheduling subsystem	storage of information about personnel and its

	employment, payroll
Pharmacy subsystem	monitoring the availability of drugs in a medical department
Resource Management subsystem	inventory of goods and property for medical purposes
Security Service	information security and access restrictions
Telemedicine Service	provision of remote medical services
Terminology Service	support coordination with international organizations through the clinical coding of diagnoses, procedures and observations

The deployment of information systems in hospitals is necessary to improve the accuracy and speed up the provision of services to patients and paperwork, quick search for information. DICOM and HL7 standards form the basis of information integration of medical software processes, provide the necessary tools and technologies for the development of software applications. Focusing on the set of components that are recommended to be included in the hospital information system, you can create a good software product.

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TEACHING THE FUTURE LINGUISTS HOW TO WORK IN COMPUTER-ASSISTED TRANSLATION SYSTEMS SUCH AS SDL TRADOS AND SMARTCAT: PRACTICAL RECOMMENDATIONS

Abstract: Modern translators constantly face the new challenges, driven by globalization and worldwide integration. Nowadays it is almost impossible to find a professional translator who would not use a computer and electronic tools. The translator also requires the ability to efficiently use previously completed assignments on the same theme, and the employer, in turn, expects a noticeable time and cost saving in translating similar fragments of text. These rigid, often contradictory, conditions can be met only if the translator not only perfectly knows native and foreign languages and has thoroughly studied the chosen subject domain, but also feels confident in modern computer technologies and translation systems. Among those are computer-assisted translation systems or CAT-systems such as SmartCAT or SDL Trados. This article discusses the main electronic tools used by professional linguists to improve their speed, efficiency and quality of translations. The authors made an attempt to create a set of recommendations for teaching future translators to work with CAT-systems such as SDL Trados and SmartCAT, resulting mainly from the author's practical experience with students; give a clear idea of the possibilities of using information technologies by future translators.

Keywords: translation memory, computer-assisted translation, machine translation, cloud computing, linguistics, information technologies.

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ПРАКТИЧЕСКИЕ РЕКОМЕНДАЦИИ ПО ОБУЧЕНИЮ ЛИНГВИСТОВ-ПЕРЕВОДЧИКОВ РАБОТЕ В СИСТЕМАХ АВТОМАТИЗИРОВАННОГО ПЕРЕВОДА ТИПА SDL TRADOS И SMARTCAT

Аннотация: Современные переводчики постоянно сталкиваются с новыми вызовами, продиктованными условиями всеобщей глобализации и интеграции. В настоящее время практически не осталось профессиональных переводчиков, которые работали бы без использования компьютеров и того или иного набора информационных инструментов. От переводчика также требуется умение эффективно использовать ранее выполненные заказы на ту же тему, а работодатель, в свою очередь, рассчитывает на заметную экономию средств и времени при переводе повторяющихся или похожих фрагментов текста. Эти жесткие, зачастую противоречивые условия можно соблюсти лишь в том случае, если переводчик не только в совершенстве владеет родным и иностранным языком и глубоко изучил выбранную им предметную область, но и уверенно ориентируется в современных компьютерных инструментах перевода. Одними из таких инструментов являются CAT-системы SDL Trados и SmartCAT. В данной статье рассматриваются основные электронные средства, которые используются профессиональными переводчиками для повышения скорости, эффективности и качества выполняемых переводов. Авторами была предпринята попытка создать набор рекомендаций по обучению будущих переводчиков работе с системами автоматизированного перевода типа SDL Trados и SmartCAT; дать четкое представление о возможностях использования информационных технологий будущими переводчиками.

Ключевые слова: память переводов, автоматизированный перевод, машинный перевод, облачные вычисления, лингвистика, информационные технологии.

In the modern world, the influence of electronic and computer technologies that contribute to the instantaneous spread of information flows is observed in all spheres of human life. A tremendous increase of information volumes, the expansion of international contacts, the emergence of new branches of science and technology set brand-new tasks for modern translators: increased volumes of translated texts, reduced deadlines, and higher quality demands form the cornerstone. In this regard, the computerization of the translation process becomes an integral part of the translation industry. For instance, A.N. Usacheva stresses the fact that modern translators have acquired a unique opportunity to access the global information network and obtain data from everywhere. It has changed the whole industry and made the profession of translators unrecognizable [5].

For more than a century, scientists have been trying to create automatic machine translators that function without human intervention [3]. Although, at this stage of development, full automation of the translation process is impossible, the work of translators of the new millennium has become unthinkable without the use of new information technologies and electronic tools aimed at speeding up and facilitating the translation process, which include automated translation systems (CAT-systems) [1].

Today, such systems are actively used by translators as a useful auxiliary tool for solving certain problems. Automated translation is a translation of texts using computer technologies. It differs from machine translation in a way that the whole process of translation is carried out by a human, the computer only helps it to produce a completed text either in less time or with a better quality [4].

Zvereva N.S. and Terekhova E.V. [2, 4] agree that the advantages of using CAT-systems are as follows:

– possibility of a preliminary translation of the entire text;

– complete re-translation of the modified document is practically excluded;

– complex mathematical mechanism for searching similar expressions and terms makes it possible to find more variants, for example, without case endings;

– uniformity of the translation is ensured, thereby reducing the time spent on editing, and the editing process makes a quantum leap;

– automation of all routine operations (for example, automatic replication of similar fragments of the source text) significantly reduces the labor costs of translators and allows to pay more attention to the translation as such;

– minimal labor effort for the execution of work within the time limit.

Given the relevance of the use of CAT systems in the modern world, we attempted to create a set of practical recommendations for teaching the future linguists.

1. Before embarking on the process of learning computer-assisted translation systems directly, it is necessary to acquaint students with the concept of machine translation, the principles of its operation and the scopes of application. It is very important to tell them that the computer-assisted translation is fundamentally different from the machine translation. CAT-systems do not translate anything by themselves, they computerize some routine translation operations but the whole process is performed by a translator. Thus, the CAT-system is a kind of universal translation environment, including the function of machine translation. A teacher should constantly remind students about the leading role of the human translator when working with CAT-systems.

2. Little attention should be paid to the theoretical foundations of automated translation systems while teaching. It is much more expedient to show the sequence of work and the main functions of these systems (on a technical but still simple text) such as creating a project, choosing a language pair, using the translation database, phrasal search in the translation database, completing the project and outputting the desired translation format.

3. For a more proficient assimilation of the new information, each student should be asked to choose a small text for the translation practice. At this stage, students become familiar with various settings of the translation project, try to connect to external resources, and create terminological databases. The role of the teacher is reduced to helping students with difficulties while working in the system.

4. Giving enough time to students to master the basic functions of a CAT-system, a team translation project should be organized with the distribution of the roles such as the project manager, translators, editors and proofreaders.

5. A teacher should encourage students to use CAT-systems to translate other projects that are not directly related to the objectives of the course.

6. It is very important to show students how to contact technical support systems to clarify issues arising during the work on translation projects, as well as online learning opportunities, such as the certification system in SDL Trados and SmartCAT webinars.

Thus, the more self-sufficient a student will be in mastering a computer-assisted translation system, the stronger their skills in using the latest translation technologies will become.

CAT-systems have become irreplaceable helpers for the translator because they, in fact, perform all the routine work: conform the use of the terminological glossary, avoid the re-translation of the same material, herewith reducing the time required for translation. This algorithm of comparing the performance capabilities of working in CAT-systems can serve as a material for future studies on similar themes, as well as the basis for creating a comprehensive practical course on the basics of working in such systems for students.

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USAGE OF SOCIAL NETWORKS: PERCEPTIONS AND OPINIONS OF RUSSIAN UNIVERSITY STUDENTS

Abstract: This paper presents the results of the study aimed at identifying Russian students' opinion with regard to social networks and their place in people's life. The main findings of this study are: more than half of the respondents rated social networks very positively, Russian students really like them. Even those who do not like social networks periodically use them. The majority of respondents use social networks a few times a day and spend online from one to two hours. The most frequently visited and most popular social networks are VK, Instagram and YouTube. The most important functions of social networks for Russian students are communication, sharing photos and videos, learning and exchanging information. However only a small part of the respondents knows how their personal information is used in social networks. These results have raised the important problem, emphasizing the fact that people do not think about how social networks protect their personal information.

Keywords: social networks, communication, survey, university students, Russia, Internet privacy, security, personal information.

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ИСПОЛЬЗОВАНИЕ СОЦИАЛЬНЫХ СЕТЕЙ: ВОСПРИЯТИЕ И МНЕНИЕ РОССИЙСКИХ СТУДЕНТОВ

Аннотация: В данной статье представлены результаты исследования, направленного на изучение мнений студентов российских университетов о социальных сетях и их значимости в жизни людей. В результате данного исследования были получены следующие выводы: более половины респондентов положительно относятся к социальным сетям и даже те, кто не любит социальные сети, периодически их используют. Большинство российских студентов посещают социальные сети несколько раз в день и проводят там от одного до двух часов. Наиболее посещаемыми и популярными социальными сетями среди респондентов являются VK, Instagram и YouTube. Среди наиважнейших функций социальных сетей российские студенты выделяют: общение, обмен фотографиями и видео, обучение и доступ к различной информации. Однако лишь очень малая часть респондентов имеет представление о том, как социальные сети обрабатывают и используют их личные данные. Полученные результаты подняли важную проблему, подчеркнув тот факт, что люди редко задумываются о собственной безопасности в Интернете и социальных сетях.

Ключевые слова: социальные сети, общение, опрос, исследование, студенты, Россия, конфиденциальность в интернете, безопасность, персональные данные.

1. Introduction

Social networks have become one of the most important parts of our lives. The recent study shows that 60% of adults using the Internet are registered in at least one social network [1], [2], [5]. People spend an

enormous amount of time on social networks, which allows users to voluntarily publish personal information, send and receive messages, stay in touch with their «offline» friends, share photos, videos, join groups, and make new friends. Social networks provide many opportunities for users to facilitate their socialization.

However, people do not think about what huge amounts of personal information they publish on social networks. Studies show that most people do not know how social networks collect and process their confidential information [3].

The purpose of this article is to find out the attitude of Russian students to the usage of Social networks and their awareness about privacy on Social networks.

To achieve this goal, the article solves the following tasks:

— explore the usage of Social networks by Russian students;

— find out the opinion of respondents about various Social networking websites;

— determine the reasons of using Social networks by Russian students;

— examine the information about privacy and security on Social networks.

2. Method and Procedure

To obtain statistical data the study was conducted in the form of an online survey. The questionnaire included 13 different questions. It was completed by 138 university students. Of these, 82 are from the Ural Federal University, 34 from the Ural State University of Economics and 22 from the Higher School of Economics in Moscow. According to sex, 78 / 56.6% of girls and 60 / 43.5% of boys participated in the study. According to the level of the educational programme, 102 / 73.9% of the students were enrolled in the master's degree and 36 / 26.1% entered the bachelor's program.

For the processing and analysis of research data, statistical analysis software called Deductor and Microsoft Excel were used.

3. Research questions

3.1 The Frequency of Using and the Time Spent on Internet

Analysis of the question «How often do you use the Internet?» showed that even 126 / 91.3% of students use the Internet several times a

day, 9 / 6.5% – once a day, only 3 / 2.2% – several times a week, and none of the students every two weeks or less.

It is useful to know the average time students spend on the Internet during one visit (Table 1).

Table 1 – Time spent on the Internet (N/%)

Time	N	%
Less than 10 minutes	2	1.4
From10 to 30 minutes	11	8.0
From 30 minutes to 1 hour	30	21.7
From 1 to 2 hours	42	30.4
From 2 to 3 hours	29	21.0
More than 3 hours	24	17.5
Total	**138**	**100**

It can be seen that 42 / 30.4% of respondents spend from one hour to 2 hours on the Internet during one visit, 30 / 21.7% – from half an hour to one hour and 11 / 8.0% – from ten to thirty minutes. 29 / 21.0% of respondents spend from 2 to 3 hours on the Internet and 24 / 17.5 – more than three hours. Since most students use the Internet several times a day, this means that young people spend quite a lot of time on social networks.

3.2 Frequency of using Social Networks

As for the question «How often do you visit social networks?». The analysis showed that 114 / 82.6% of respondents visit them at least several times a day, 12 / 8.7% – at least once a day. Only a small part visits the Internet several times a week or less (Table 2). To the question «What is the average time you spend on social networks during one visit?» 64 / 46.4% of respondents stated that from ten minutes to half an hour and 30 / 21.7% less than ten minutes.

Table 2 – Frequency of use of social networks

Visiting frequency	N	%
A few times a day	114	82.6
Once a day	12	8.7
1-3 times a week	9	6.5
Less	3	2.2
Total	**138**	**100**

Compared with the time spent on the Internet as a whole, it is possible to think that students often use the Internet only because of social networks. Students were asked if they liked social networking sites. Data analysis showed that the majority of respondents (89 / 64.5%) really like social networks and willingly use them. 35 / 25.4% of respondents partly like social networks, and only 14 / 10.1% dislike them (Figure 1).

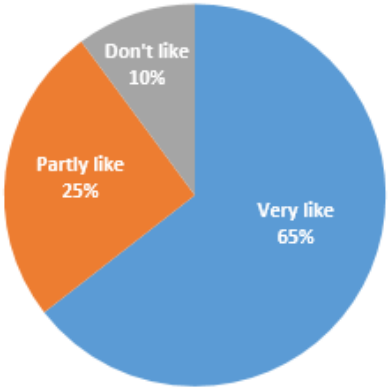

Figure 1 - Attitude to social networks

3.3 Usage of Social Networks

The total number of 9 social networking sites, known to researchers, was presented in the questionnaire, and respondents were asked how often they used in them. Nine social networks that are visited by Russian students are presented in Table 3.

Table 3 – Russian students about the usage of social networks: frequency of use (N / %)

Social networks	Daily		Once a week		Once a month		Less than once a month		Do not use	
VK	135	97.8%	1	0.7%	0	0%	0	0%	2	1.4%
Instagram	104	75.3%	18	13.0%	0	0%	0	0%	16	11.6%
YouTube	77	55.8%	24	17.4%	12	8.7%	3	2.2%	22	15.9%
Facebook	36	26.1%	11	8.0%	4	2.9%	2	1.4%	85	61.6%
Twitter	17	12.3%	8	5.8%	10	7.2%	5	3.6%	98	71.0%
Google+	6	4.3%	3	2.2%	5	3.6%	5	3.6%	119	86.2%
Tumblr	5	3.6%	3	2.2%	2	1.4%	1	0.7%	127	92.0%
Mail.ru My World	1	0.7%	1	0.7%	0	0%	2	1.4%	134	97.1%
Odnoklassniki	0	0%	0	0%	1	0.7%	1	0.7%	136	98.6%

The most visited social networks: VK, Instagram and YouTube. All other social networks are rarely visited, and not all respondents

used them, but there is no a social network, unknown and not used, at least by several respondents. On these Internet resources, each consumer can create their own profile, make friends and communicate in interesting groups, and so on.

3.4 Social Networks Functions

Respondents were asked to evaluate the functions of social networks in accordance with their importance to them. 10 functions were presented, and they were asked to rate using a 5-point rating scale from 1 - absolutely unimportant to 5 - very important. According to the importance, functions are presented in Table 4.

Table 4 – Students' opinion about the importance of social networks functions (N = 138)

	Functions	**Value**	**SD**
1	Communication	4.40	1.13
2	Sharing photos, videos and so on	3.95	1.11
3	Learning and exchanging information	3.52	1.17
4	Friend search	3.22	1.21
5	Chatting	3.05	1.36
6	Spending leisure time	2.92	1.32
7	Conversations in groups	2.58	1.20
8	Advertisement	2.24	1.21
9	Online games	2.12	1.11
10	Flirting	1.87	1.10

The most important functions are: communication (value = 4.40, SD = 1.13), sharing photos, videos and so on (value = 3.95, SD = 1.11), learning and exchanging information (value = 3.52, SD = 1.17) and searching friends (value = 3.22, SD = 1.21).

Among students are also popular chatting, (value = 3.05, SD = 1.36), spending leisure time on the Internet (value = 2.92, SD = 1.32) and conversations in groups (value = 2.58, SD = 1.20). Not a big part of the respondents admires online games (value = 2.12, SD = 1.11) and flirting on the social networks (value = 1.87, SD = 1.10) got the lowest evaluation.

3.5 Students' Opinion about Social Networks

22 statements were presented in the questionnaire about social networks and respondents were asked to evaluate them. Also, participants were asked to evaluate the statements using a 5-points ranking scale from 1 (completely disagree) to 5 (completely agree). The results of the evaluation are presented in a decreasing order of mean values in Table 5.

Table 5 – Opinion of Russian students about social networks

	Statements about social networks	Value	SD
1	Communication in social networks will never substitute direct people's relationships	4.37	1.03
2	Social networks are a very good communication tool	4.11	0.97
3	Social networks are a good opportunity to learn various news	4.04	0.92
4	You can find a lot of useful information in social networks	3.82	0.86
5	Most people using social networks do not know with whom they share information about themselves, their hobbies and life	3.61	0.88
6	Social networks make a lot of money using free personal user information	3.54	0.89
7	Social networks provide national and international knowledge	3.48	0.78
8	Social networks have a negative impact on learning and the ability to concentrate	3.39	0.94
9	Social networks distract people from real life	3.22	0.87
10	Social networks help make new friends	3.18	0.92
11	This is a good opportunity to learn, improve yourself and communicate with the whole world without leaving home	3.11	1.03
12	Social networks are a good way to relax	3.05	0.81
13	Social networks are a good way to spend your free time	2.98	0.94
14	Social networks save time and allow you to more efficiently distribute your time	2.93	0.79
15	Information transmitted by social networks can have a negative impact on the behavior and health of adolescents	2.77	0.81
16	Constantly staying in a virtual environment is detrimental to human socialization	2.63	1.02
17	Communication in social networks gives more opportunities	2.61	0.88
18	Social networks are good for those who do not know what confidentiality of information is	2.45	0.95
19	Social networks encourage the alienation of people from reality	2.28	0.98
20	Social networks dehumanize society	2.12	0.84
21	Social networks are mainly used by people with low levels of education	2.01	1.04
22	Social networks can encourage young people to commit suicide	1.88	1.06

Students really believe that communication in the virtual space will never replace the direct relationship of people (value = 4.37, SD = 1.03). In their opinion, social networks are a very good communication tool (value = 4.11, SD = 0.97), and social networks are a good opportunity to study various news (value = 4.04, SD = 0.92). Negative features of social networks are also underlined: the majority of people using social networks do not know with whom they share information about themselves, their hobbies and life (value = 3.61, SD = 0.88), social networks distract people from the real life (value = 3.22, SD = 0.87), and social networks have a negative impact on learning and ability to concentrate (value = 3.39, SD = 0.94). However, students do not agree that social networks are mainly used by people with a low level of education (value = 2.01, SD = 1.04) and doubt whether social networks can encourage young people to commit a suicide (value = 1.88, SD = 1.06).

It was interesting to know the respondent's opinion about people who use social networks. Participants were asked to rate 4 statements about people who tend to use social networks, using a 5-point rating scale from 1 – totally disagree with 5 – fully agree. The results of the evaluation are presented in Table 6.

Table 6 – Students about people who tend to use social networks

	People who tend to use social networks are	**Value**	**SD**
1	Enjoying communication	4.20	0.77
2	Enjoying new technology	4.15	0.73
3	Looking for something new	3.56	0.80
4	Having communication problems in real life	3.20	1.12

Another question relates to the relationship between the usage of social networks and the improvement of respondents' communication skills. The answers showed that only 34% of respondents firmly believe that the usage of social networks improves their communication skills (Figure 2). The largest percentage – 55% believe that social networks partly improve their communication skills, and 11% believe that the usage of social networks does not affect on their communication skills.

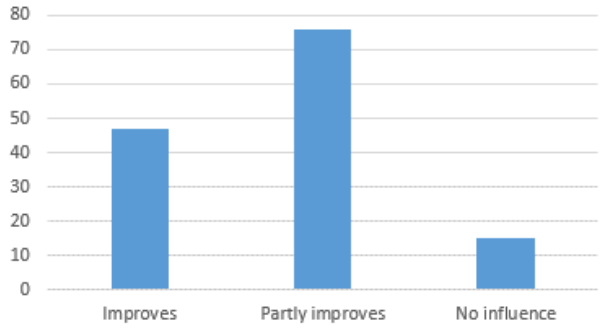

Figure 2 – The influence of the use of social networks to improve communication skills

3.6 Personal Information Used By Social Networks

Respondents were asked whether they know how social networks use their confidential information. The results are shown in Figure 3.

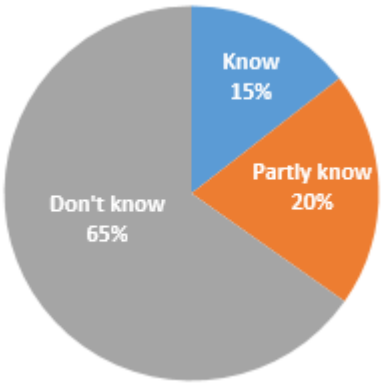

Figure 3 – The level of knowledge about how social networks use personal or other type of information published by users

The answers showed that only 15% of respondents know how social networks collect and process their personal information, 20% partly know, and most of them (65%) do not know where and how their information is used. And this problem is one of the most negative aspects of social networks in particular, and the Internet as a whole.

4. Conclusion

Social networks have become an important part of people's daily lives. They were designed to enable people to interact with those who they are already familiar in real life but are located at a distance from each other. However, now social networks are also an effective tool for finding new friends in different parts of the planet. People turn to them because they are an effective way to communicate and get information.

Analysis of the data shows that the majority of respondents use the Internet several times a day and spend online from one to two hours

daily, more than half of them visit social networks several times a day as well. Thus, it is obvious, the usage of the Internet and social networking sites are closely and directly interrelated.

In this article, we have found that almost half of the respondents rated social networks very positively, they really like them. Only a small part of students does not create their personal profile in social networks.

The most frequently visited and most popular social networks among Russian students are VK, Instagram and YouTube. The most important functions of social networks for them are communication, sharing photos, videos, learning and exchanging information, friend search and chatting.

Although social networks were rated as an excellent means of communication, a great opportunity to learn different news and find new friends, students firmly believe that virtual communication will never replace the real relationships of people [4].

Students really believe that social networks improve their communication skills and just make their lives easier.

However, Russian students have little knowledge of how personal information is used in social networks. The issue of confidentiality and security raised an important question, emphasizing the distrust of users to the way how their personal data is processed in social networks.

Thus, the final goal of the work is achieved, the attitude of Russian students to social networks was studied, and raised an important problem, emphasizing the distrust of users in how their personal data is collected and processed in social networks. Indeed, these findings are confirmed in G. Udo's study [6] which shows that privacy protection is the biggest problem for Internet users.

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THE POSSIBILITIES OF MOBILE LEARNING BY TEACHING GERMAN TO PRIMARY SCHOOL STUDENTS IN THE SYSTEM OF ADDITIONAL EDUCATION

Abstract: The article is devoted to a question of lexical skills formation at primary school by training German by the use of distance (mobile) learning in the system of additional education. It is noted that integrative purpose of learning German in primary school is formation of elementary foreign language communicative competence that means formation of communicative behavior skills, speech etiquette. The importance and impact of game activity as one of the ways of younger school students' training motivation is specified when studying new lexical material at German lessons. The possibility of potential use of multimedia and digital technologies is revealed for increase in learning efficiency at primary school. The use of mobile applications in the educational sphere has an educational function, facilitating educational process, doing it more fascinating, interesting and effective. It is proved that the use of game mobile applications at German lessons in institutions of additional education promotes reduction of time for studying new vocabulary, allows to solve a problem of insufficient differentiation of training, teaches students to work independently with new lexical material. Introduction of mobile applications in learning German through gamification of education promotes not only to increase pupils' interest and motivation, but also to favor the development of primary school student's creative thinking.

Keywords: additional education, foreign language, primary school students, the distance and combined training, mobile application, gamification in education.

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ВОЗМОЖНОСТИ МОБИЛЬНОГО ОБУЧЕНИЯ ПРИ ПРЕПОДАВАНИИ НЕМЕЦКОГО ЯЗЫКА МЛАДШИМ ШКОЛЬНИКАМ В СИСТЕМЕ ДОПОЛНИТЕЛЬНОГО ОБРАЗОВАНИЯ

Аннотация: Статья посвящена вопросу формирования лексических навыков младших школьников при обучении немецкому языку посредством дистанционного (мобильного) обучения в системе дополнительного образования. Отмечено, что интегративной целью обучения немецкому языку в начальных классах становится формирование элементарной иноязычной коммуникативной компетенции, что подразумевает формирование навыков коммуникативного поведения, речевого этикета. Уточняется важность и влияние игровой деятельности как одного из способов обучения на мотивацию младших школьников при изучении нового лексического материала на уроках немецкого языка. Раскрывается возможность потенциального применения мультимедийных и цифровых технологий для повышения эффективности обучения в младшей школе. Использование мобильных приложений в образовательной сфере носит обучающий характер, облегчая учебный процесс, делая его более увлекательным, интересным и эффективным. Доказывается, что применение игровых мобильных приложений на уроках немецкого языка в учреждениях дополнительного образования способствует сокращению времени на изучение новой лексики, позволяет решить проблему недостаточной дифференцированности обучения, учит самостоятельно работать обучающихся с новым лексическим материалом. Внедрение мобильных приложений в обучение немецкому языку через геймификацию образования способствует не только повышению заинтересованности и мотивации учащихся, но и благоприятствуют развитию творческого мышления, креативности младшего школьника.

Ключевые слова: дополнительное образование, иностранный язык, младшие школьники, дистанционное и комбинированное обучение, мобильное приложение, геймификация образования.

The psychological nature of the coherent speech at primary school age providing the detailed, logical, consecutive and figurative statement of any content, a problem of its formation and development were considered in Russian scientists' numerous researches (L.S. Vygotsky, N.I. Zhinkin, I.A. Zimnyaya, A.A. Leontyev, A.M. Leushina, A.K. Markova, S.L. Rubenstein, A.G. Ruzskaya, F.A. Sokhin, D.B. Elkonin, etc.). At primary school age the main characteristics of informative processes are fixed and develop. There is perception, attention, memory, imagination, thinking and speech. Primary school students are able to use various syntactic constructions which mastered, copying as an example, the speech of adults or the book text. In children's oral speech simple sentences prevail, in the speech of first graders compound sentences are observed up to 10%, to the third class they are 25-35%.

The German language is one of the important subjects in the system of learning modern primary school students in the conditions of the multicultural and multilingual world. Along with other foreign languages, Russian and Literary reading, German is among subjects of a philological cycle and it forms the school student's communicative culture, contributes to his/her general speech development, expansion of an outlook and education. German working programs for primary school allocate several important problems of training [The working program for German for the 2nd class 2010: 4]:

– formation of language understanding as means of communication allowing to try to obtain mutual understanding with people;

– ensuring communicative and psychological adaptation of primary school students to the new language world;

– development of the primary school student's personal qualities, attention, thinking, memory and imagination;

– introduction to new social experience due to playing of various roles in the game situations typical for family, household, educational communication.

Integrative purpose of learning German in primary classes becomes the formation of elementary foreign-language communicative competence of the main types of speech activity: listening, speaking, reading and

writing. In the conditions of modern education, the issues of intercultural communication development within learning German are relevant. The concept «intercultural communication» of primary school age means formation of skills of communicative behavior, knowledge of rules and traditions (ability to greet, to say goodbye, to thank), i.e. speech etiquette [5]. In this regard normative documents of primary education provide for primary school students' speech competence in speaking conducting elementary etiquette dialogue in typical situations of communication with the use of the studied lexical cliches (question and answer and/or dialogue – motivation to action) (The information and methodical center. Educational standards: http).

All psychophysiological processes, happening in the child's organism, by the end of primary school age, according to L.S. Vygotsky, from «natural» have to become «cultural», i.e. turn into the highest mental functions which are connected with the speech, arbitrary and discursive [2]. This is facilitated by the main activities which mostly the child of this age is doing in school and at home: learning, communication, work and game. Process of appearance and use of a game allows to speak about its value for children's development and self-realization. Game is the primary spontaneous school presenting to the child access to traditions of people's behavior [2]. Let's remind that introduction to new social experience happens also due to playing of various roles in game situations.

The primary school student's motivational sphere is many-sided and means informative, social motives and the need for «positive» communication. At this age it is still difficult to estimate the true value of knowledge and skills for further activity of the personality. Therefore, the task of the teacher consists in constant motivation of the primary school student, expansion of his/her outlook, vocabulary, development of the competent speech. Therefore, in primary school age by learning foreign language (in our case – German) it is necessary to give preference to those ways of training which have the developing potential. One of such ways is game activity.

We think that by teaching German to primary school students in the system of additional education it is necessary to consider the potential of mobile learning. The uniqueness of mobile learning in comparison with traditional and modern methods is that students first of all are not tied to certain time and the place, having access to a training material at any convenient time [6].

Due to the fact that today the advantage of multimedia and digital technologies in increase of learning efficiency of a foreign language is accepted by most of researchers-methodologists, introduction of mobile learning will help to solve several problems in the sphere of teaching German in institutions of additional education, in particular: the reduction of time lag between the acquaintance with new lexical units from pupils and control results of training from the teacher; the solution of the problem of insufficient differentiation of learning; the accounting of specific features of pupils when studying vocabulary; the establishing process of purposeful training of pupils in methods of independent work during the work with new lexical material [3].

Multimedia and digital resources, including mobile, give pupils access to the accumulated knowledge which is presented in a wide range of formats. Today the fact that figurative information is acquired better, than text, and in this regard multimedia resources have huge potential is unquestionable. Combining text with verbal and graphic information, dynamics and sound, such resources do process of learning more effective due to impact on several channels of perception at the same time, and the results of training are stronger [1].

Today mobile applications are used in all fields of activity: culture, communication, transport, entertainment, finance, sport. In the educational sphere they have the training character, not only facilitating educational process, but also doing it for users more fascinating, interesting and effective. Introduction of mobile applications in the German language teaching is possible by gamification, i.e. using games technology and thinking in non-game context for the purpose of increasing pupils' interest and motivation in the course of training [7]. Game activity will allow to support the aspiration of primary age students to become more adult, will help to assign some responsibility to the pupil, doing growing process notable for the child [4].

In additional education institutions, it is possible to solve similar problems successfully with the help of game mobile applications at German lessons. In this way, potential opportunities of mobile learning can compensate in terms of a technique some complexity of learning German at such age category as primary school students. Creation of similar models of learning German favors primary school student's creative thinking development.

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MACHINE LEARNING IN THE PROCESSING AND ANALYSIS OF TEXTS

Abstract: Natural language processing technologies have made great progress today, and considerable merit in this belongs to machine learning, which is used, particularly, for understanding texts. Neural network technologies can be used in any task where text classification is necessary, whether it is spam filtering, fraud defining or credit scoring, determining the mood of a text, or even the author’s tendency to be depressed, etc. In almost every paper in the collections of leading linguistic conferences, neural network methods are mentioned. Their popularity is largely due to their ability to find complex, sometimes hidden relationships in the data. However, in order for neural networks to fully demonstrate their practical effectiveness, large amounts of textual data are needed for training. This article tells about the language models used before the neural network revolution, whether it is possible to transfer the text to the computer's memory without losing its structure and semantics, and how a smartphone tells us words in messages, as well as about the use of neural network technologies in linguistics.

Keywords: machine learning, automatic text processing, text markup, neural networks.

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МАШИННОЕ ОБУЧЕНИЕ В ОБРАБОТКЕ И АНАЛИЗЕ ТЕКСТОВ

Аннотация: Технологии обработки естественного языка сегодня шагнули далеко вперед, и немалая заслуга в этом принадлежит машинному обучению, применяемому, в частности, для понимания текстов. Нейросетевые технологии могут быть использованы в любой задаче, где необходимо классифицировать тексты, будь то фильтрация спама, определение мошенничества или кредитный скоринг, определение настроения текста или даже склонности автора текста к депрессии. Почти в каждой статье в сборниках ведущих лингвистических конференций используются нейросетевые методы. Популярность нейронных сетей во многом вызвана их способностью находить сложные, порой скрытые зависимости в данных. Однако для того, чтобы они могли в полной мере продемонстрировать свою практическую эффективность, необходимы большие объемы текстовых данных для эффективного обучения сетей. Данная статья рассказывает, какие языковые модели использовали до нейросетевой революции, возможно ли передать текст без потери структуры и семантики в память компьютера и каким образом смартфон подсказывает нам слова в сообщениях, а также о применении нейросетевых технологий в лингвистике.

Ключевые слова: машинное обучение, автоматическая обработка текста, разметка текста, нейронные сети.

The idea of artificial neural networks belongs to W. McCulloch and W. Pitts. In a joint study of the early 1940-ies, they proposed a formal model of the human brain – artificial neural network, and F. Rosenblatt later generalized their work and created a neural network model on the

computer. The use of textual data allows for effective training of networks and further use of them for automatic text processing.

Automatic text processing. The area of automatic text processing (ATP) emerged from the mix of computer (or mathematical) linguistics and machine learning. One of the main problems of the ATP is text presentation models: how to transfer the text to the computer memory so that its structure and semantics are preserved?

There are two fundamentally different approaches to this problem: a linear-algebraic vector model and a probabilistic language model. The first one is to a certain extent simpler: it implies that any document is represented by the frequency vector of the words contained therein. It is thanks to this model, which appeared in the mid-1970s and has not yet lost its relevance, that it became possible to use methods of traditional machine learning, such as a random forest method or a support vector method, and clustering algorithms – the k-means or hierarchical clustering methods [5].

A significant disadvantage of the vector model is that it does not allow to preserve the same word order. The language model was created precisely to solve it. It helps to answer two questions: what is the probability of a given sequence of words and which word is most likely to be seen after a given sequence of words? Before the neural network revolution, the parameters of the language model were, as a rule, estimated using the Markov chain apparatus. Markov language models are also imperfect: they can remember a small fixed number of previous words (for example, one or two), which, however, does not limit their applicability in such practical tasks as machine translation or speech synthesis.

Another problem that exists in the ATP is the representation of the meaning of the word. In traditional (cognitive) linguistics, it is believed that a person understands the meaning of words by context, that is, by the surrounding words. So, linguists came to the conclusion that the meaning of a word is represented by a vector of contexts showing which words could be encountered next to the given one.

Thus, in modern ATP, there are three structures: vector models of the document and words and language models – methods of both traditional and deep machine learning. The fundamental difference between traditional and in-depth machine learning is how to define the attribute space for to describe documents or words. In case of using traditional machine learning, it becomes necessary to use complex linguistic features that are often extracted from specialized knowledge bases, such as WordNet or FrameNet, or specialized (e.g. affective) dictionaries. It took

dozens of years to create such knowledge bases and dictionaries only for English, and in Russia these developments today are actively under way.

In case of in-depth training, specialized external resources are rarely attracted, and this significantly simplifies the work. However, since very large amounts of data are still needed to train the neural network, another problem arises, namely the markup of this data. Now virtually every particular task implies marking up new collections of documents. This process involves manual text processing: in each sentence the annotators need to highlight the words for the neural network to learn to extract. For a person, this task is simple and meaningful but time-consuming, so the markup is often conducted on crowdsourcing platforms, where you can attract for relatively small financial reward a lot of anonymous annotators that do not have a professional linguistic education.

Speech recognition technology. Today, most research or practical projects in the ATP uses the neural network technology (not necessarily a deep one) in one way or another. Particularly widespread are models of distributed word vectors allowing representing a word with such vectors, on which arithmetic operations, such as adding or subtracting, can be performed. A classic example is shown in the works of Th. Mikolov, where he demonstrated how the solution of the equation «king - man + woman = queen» using such vectors. These equations are also valid for morphological analogies, e.g.: «good - good + bad = bad». Since then, not only the complexity of the architectures used in the ATP tasks has increased many times, but alternative training paradigms have also been used, e.g., reinforcement learning, which allows to teach a neural network not to predict the correct values but to behave in a certain way (say, to generate texts of a particular genre or maintain long dialogues). Apparently, it is because of the lack of large markings that this interest in depth learning came to the ATP rather late as compared to computer vision: in 2003, a paper on neural language models by J. Benjo was published, and in 2011, the work by R. Collobert and J. Weston was issued. In both papers, relatively simple neural network architectures were used to solve standard tasks – predicting the next word in Benjo's work and determining the part of the word's speech and extracting named entities (names of country, company, and people) in Collobert and Weston's work. However, a significant leap was shown in the quality of their solution [2].

Machine learning in linguistics. Another architecture that shows standard results on the order of 90% correct answers in a variety of tasks,

from allocating named entities to machine translation, is a two-layer recurrent network with long short-term memory cells (biLSTM). It can read input sentences from right to left and from left to right and transfers the meaning of each individual word and the entire sentence into separate vectors. It is for these vectors that the neural network makes a decision whether, for example, the word is a city name or a surname, or learns to generate a translation into another language This architecture often uses the so-called attention mechanism: it turns out that when adding a very simple add-in to the recurrent layers, the neural network can be taught to focus on the important elements in the sentence. This mechanism is interesting for two reasons: firstly, despite its simplicity, it gives a tangible increase in quality indicators, and secondly, it helps to exactly understand how the neural network is learning and makes it more transparent.

Analysis features. There are different types of neural networks, but when working with textual data, two of them are used most often: convolutional and recurrent neural networks (recursive neural networks are used less often).

Convolution is a special kind of operator that assigns a scalar to several vectors. As a rule, several convolutions are used, and several scalars are obtained on the output.

Convolutional neural networks came to ATP from computer vision. The motivation for using the convolution layer there is quite natural: the image usually contains pixels similar in color, so there are areas of a certain color, the color of each particular pixel being irrelevant. When working with texts, the convolution layer is interpreted differently: it helps to find stable n-grams, i.e., sequences of *n* words that are significant to the problem being solved; e.g., for the problem of thematic classification, such n-grams may be terms, names, and stable collocations [1].

The idea of using n-grams as attributes has been widely used before, but, as with language models, neural network methods require explicit indication of the value *n*, and using convolutions allows to overcome this constraint by means of specifying *n* implicitly. Convolutional neural networks are mainly used in various classification tasks: thematic classification, definition of a paraphrase and extraction of relationships between words. In the first case, for a pair of sentences, the neural network must decide whether their meaning is the same (e.g., if the sentences *«The son of Mary is 18 years old»* and «*He was born in 2000, and his mother is Maria»* are the same in meaning), and in the second case the neural network has to determine whether a pair of objects is in a particular

relationship (e.g., whether the words *«engine»* and «*machine»* in the sentence: *«After washing the car, the engine stopped starting»* are in the «part-whole» relation).

Convolutional neural networks. If convolutional neural networks allow to find short dependencies between words, then recurrent neural networks are created in order to take long dependencies (e.g., within the same sentence) into account. The recurrent network reads the sentence and calculates vectors representing each word separately and the sentence as a whole [3].

Until recently, these architectures had rarely been used for texts. The reason is quite simple: the text is a collection of discrete features, that is, words or even letters. Despite the fact that each word or letter can be represented by a vector consisting of numbers, these numbers cannot be slightly changed to obtain another word or another letter. Over the past couple of years, many research projects dedicated to the adaptation of these architectures for working with textual data have emerged.

Computational linguistics. When using in-depth training in ATP, the problem of transfer of training is particularly acute: a neural network trained to solve a specific task on one body of texts may not cope with the same task on another body. Unfortunately, the neural networks trained in good academic buildings can show very poor results in practice, and it is not due to their bad architecture or ideology itself, but because the real user texts are far from those used in network training [5].

Nevertheless, we can certainly say that the use of neural network technologies has greatly improved the quality of solving many problems, in particular, the problems of determining the part of speech and parsing the sentence, and led to the creation of new research directions. So, now different schools of machine translation are distinguished: statistical machine translation and neural network translation.

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«SMART HOME» TECHNOLOGIES

Abstract: This article is devoted to the description of the «Smart home» system as a whole and its constituent components, the consideration of the principles of building these systems, identification of potential security threats and evaluation of the usefulness for humans. The relevance of researching automation systems, economic benefit from its installation and the possibilities of the system were identified during the study. Three methods of building systems and its differences and features were considered. Various ways of implementing the system (from buying a ready-made solution to the self-build) their advantages and disadvantages, the technical possibilities were described. The attention was paid to the methods of the remote work with the system and emerging security threats.

Keywords: smart home, system engineering, automation.

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ТЕХНОЛОГИИ «УМНОГО ДОМА»

Аннотация: Данная статья посвящена описанию системы «Умный дом» как в целом, так и её составляющих компонентов, а также рассмотрению принципов построения таких систем, выявлению потенциальных угроз безопасности и определению оценки полезности системы для человека. В ходе работы были

выявлены: актуальность изучения системы автоматизации, экономическая выгода от её установки, а также возможности системы. Рассмотрены три метода построения систем, их отличия и особенности. Описаны различные способы реализации системы (от покупки готового решения до самостоятельного построения), их плюсы и минусы, технические возможности. Описаны методы удаленной работы с системой и возникающая при этом угроза безопасности.

Ключевые слова: умный дом, инженерные системы, автоматизация.

1. Introduction

We live in the age of information technologies that simplify our lives and make it more comfortable. Every year new technologies and methods of their application in everyday life are invented. One of the manifestations of this phenomenon can be observed in the «Smart home», which is a modern type of a residential house organized for people's living with the help of automation and high-tech devices [1].

The development of «Smart home» technology has led to a qualitative change in the place and role of automation and building management systems. More and more people think about the concept of interconnection of various engineering equipment of buildings and organizational and technical solutions for operation using automation and control systems. The purpose of this technology is to create a system capable of maintaining safe and comfortable working or living conditions as well as to provide a simplified system of management of services and subsystems of the building. The modern system built on the «Smart home» technology can include subsystems of climate control and lighting, security alarm and video surveillance, water supply, remote monitoring and others.

2. Technologies of «Smart home» system

Nowadays there are three options for building a system of «Smart home»:

1. Centralized system. The centralized method of the implementation of «Smart home» technology is a combination of various sensors and

controllers in a single complex telecommunications network with a Central controller. A server, which is used as any modern computer and software with support for the necessary software and protocols, can be used in the role of the Central controller. This controller is the «brain» of the «Smart home» automation system. All main and auxiliary units are connected to the Central controller of the system and all components are equipped with their own microcontrollers, but they interact exclusively with the help of the Central controller.

The telecommunication network is the main element that ensures the functioning of the life support system. Through the network, information is taken from various sensors and transmitted to the main server for processing. After processing the information, the server transmits control signals to the actuators (water overlap sensors, switching on fire extinguishing means, door locks, etc.). Through the Central server, the «Smart home» is set up and managed by an authorized user as well as through it, if necessary, the transfer of the specified information to the owner of the apartment (office) in their absence (for example, unauthorized entry, leaks, fire). Such a telecommunication network can be built using both wired and wireless communication channels, for example, using Wi-Fi, Bluetooth, or 3G.

Using this approach allows combination of devices from different manufacturers which in turn reduces the cost of deploying the entire system. The main drawback is a large dependence on the work of the Central controller. Also, the user can connect the Central controller to the Internet for the purpose of controlling and monitoring, thereby, exposing the entire system to various threats and attacks. Another drawback is laying a large number of wires, so such work can be carried out only during the overhaul of the room.

2. Decentralized system. A decentralized approach involves deploying a system with distributed logic. In this case, the system consists of sensors, sensors and activators, and control is carried out within these devices; whether they are transmitters or receivers, devices communicate with each other directly and exchange information on a common channel – EIB bus and do not have a Central controller. The scheme of decentralized management has a simple and clear structure. It is completely autonomous and independent on the computer, reliable in operation, multifunctional, and allows you to flexibly reprogram the system to the user's wishes. With decentralized approach, in case of failure of one of the components, the system is broken only by the functional part which is the responsibility of

this component. Therefore, such systems are more secure and reliable compared to the systems implemented by the centralized method. Another advantage of using decentralized equipment is the ability to reduce the cable system. A significant drawback of this approach is that the design of the system requires high qualification and a lot of experience which in turn affects the cost of deploying the system. Prices for decentralized equipment are also higher as each device operates autonomously and has its own microprocessor — «mind».

3. X10 is a method and Protocol of transmission of control signals-commands for power wiring to electronic modules. The data are transmitted by short pulses of high frequency and synchronized with the moment of zero current passing. Messages sent from the device via the X10 network contain two information fields: the address of the device to which this command is addressed and the command itself. The X10 devices connected to the power supply receive messages, decode the recipient's address field, and, if it matches their own address, issue a command. Therefore, each controller of the «Smart home» system receives a signal regardless of who it was intended for [3].

3. Ways to build a «Smart home»

For the end user, it is important that with all the abundance of tasks that the system «Smart home» can perform, there are two main approaches to its implementation:

1. Buying a ready-made home automation system;
2. Organizing such a system on one’s own.

Both methods have their pros and cons. The economic benefits of building a «Smart home» with your own hands is obvious, but the quality and capabilities of the homemade version will depend on the knowledge of digital technology and the skills of its creator. The finished project will require less time and effort for installation and further maintenance. Companies engaged in the installation of «turnkey» systems as a rule issue a warranty of one year or more on the equipment installed by them as well as provide service. However, the installation of «Smart home» turnkey system can be rather expensive [2].

4. Remote work with the controller

One of the main functions of the smart home system is to monitor the stable condition of the house. In the event of any critical situation, the system should notify people about the incident wherever they are. There

are several methods of remote work with PLC, for example, e-mail communication, communication via SMPP Protocol (for sending SMS-messages) [5].

Meter readings, data processed by the microcontroller and a complete picture of the home can be uploaded to a web server updating the data as often as required by the host. Such readings are convenient for remote monitoring of the system. The user, in turn, can work with the web server data through the application on their device.

Messages about the system operation can be sent to the end user directly from the microcontroller, if it has the Internet access. The controller can manage all phases of network communication, from establishing a physical and logical connection to managing network addressing to negotiating protocols such as SMTP or HTTP. However, it should be taken into account that in this case the PLC is exposed to network threats.

To provide a network connection, you may need to configure the microcontroller and connect the network interface card. So, for Arduino devices you can use ready-made shields: shield for wireless communication, shield Ethernet and others.

5. Conclusion

Smart home is a fantastic technology gradually turning into reality. Such companies as Google, IBM and Microsoft are developing technologies for smart homes in their laboratories, but only recently, thanks to the powerful development of technologies and the cheapening of various sensors, the «Internet of things» is becoming a reality. It will take a little more time, and our homes will have their own intelligence and the Central node of their nervous system will have and roll such arrays of data that we never dreamed of.

The introduction of an automatic building management system will significantly reduce the cost of maintaining the premises, provide comprehensive protection of life and health of people, prevent serious accidents, significantly reduce the damage from them, and provide comfortable living conditions [4]. All this indicates the effectiveness of the system implementation, especially in the modern world. Technology is designed to make people's lives easier and a smart home is able to control every detail.

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RADIO COMMUNICATION IN URBAN AREA

Abstract: This article focuses on different types of communication in urban environments. Analyzing all sorts of data from experiments conducted in different cities, we will understand where and under what conditions to use this type of radio communication. We will discuss such types of communication as open-trench drain, which is commonly used in places such as caves, coal mines, passageways and others. We will also study the type of communication transmission of MIMO (Multiple Input Multiple Output), an example of which is considered in the warehouse. But since we examine these types of communication in urban environments, we should deal with the loss of communication in urban environments.

Keywords: open-trench drain, radio communication, MIMO type, loss model.

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РАДИОСВЯЗЬ В ГОРОДСКОЙ МЕСТНОСТИ

Аннотация: В этой статье повествуется о разных типах связи в городских условиях. Анализируя всевозможные данные из экспериментов, проведенных в разных городах, мы поймем, где и при каких условиях использовать данный тип радиосвязи. Мы

рассмотрим такие типы связи, как открытый траншейный сток, который обычно используется в таких местах, как пещеры, шахты по добыче угля, подземных проходах и в других похожих структурах. Также мы изучим тип передачи связи MIMO (Multiple Input Multiple Output), пример которой рассматривается в помещении склада. Поскольку данные типы связи представлены в городских условиях, то нам следует учитывать потери связи, поэтому в данной статье этот вопрос также будет освещен.

Ключевые слова: открытый траншейный сток, радиосвязь, MIMO тип, модель потерь.

When planning a cellular-phone network, the most important objective is to provide homogeneous coverage at any place where a subscriber could need to establish a telephone call. However, our experience as consumers tells something different: the quality of service of cellular-phone systems in groves and parks, in mines, in warehouses and in other buildings connected with the activities of people who need radio communication, commonly seems to be worse than in open areas. This fact has been confirmed by means of experimental work. This defines the rationale of the research paper.

To solve this problem, attempts are being made from all over the world. But it is not so simple to solve this problem because it would be better to use different types and methods of radio communication propagation in different places of the city: in the parks, in the underground and so on.

The purpose of this study is to find the best methods and types of communication in urban areas. The research questions are as follows:

1. To study the first type of communication;
2. To study the second type of communication;
3. To compare the existing well-tuned radio communication in open areas of the city with the radio communication in problem areas;
4. To draw a conclusion.

The effect of open-trench drains

Taking into consideration real scenarios of using open trench drains that were conducted in several Asian cities, we modeled a narrow L-

shaped structure and, by comparing the ray-tracing simulation with the actual 2.4 and 5.8 GHz field measurements, we can conclude that by means of this method, mobile communication in difficult conditions such as caves, coal mines, etc. can be highly improved [1].

MIMO type in a warehouse

The next type of communication propagation is the MIMO (Multiple Input Multiple Output) type, which is considered in the warehouse. We have developed a comprehensive statistical distribution model based on the extraction of high-resolution multipath components and the subsequent spatial-temporal clustering analysis. This model reveals all the advantages of using this type of connection, as it allows to qualitatively calculate all the signal parameters caused by abrupt dispersion along the aisles in the warehouse [2].

Propagation loss in urban areas

Although radio communication is currently very well developed, we should not forget about communication losses in the cities. One of the reasons for such losses is due to vegetation zones of the city, such as parks, solitary trees or planted trees along the streets. The solution to this problem is the loss model of the vegetation path obtained from measurements made in the park area in the center of the city of Rio de Janeiro, Brazil. This model works well with different types of vegetation and considers changing parameters, such as seasonal fluctuations, changes in the position of foliage, etc. [3].

Based on the information presented in this article, we can conclude that at present, radio communication technologies are very well developed, however, due to the above-mentioned problems they are not used all over the world, but only in some localities. Therefore, we need to find ways to implement all the existing technologies and make radio communication accessible around the world.

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MODERN INTERNET OF THINGS FOR SMART CITIES

Abstract: The IoT concept combines a network of physical devices, transceivers and software which allows a user to manage these devices to perform various actions that will solve everyday problems of city residents. It allows exchanging data between devices, store and process data.

Creating common IoT architecture is a difficult task since there is a problem of connecting heterogeneous devices with heterogeneous data transfer protocols. The challenge will be to create the right architecture for urban IoT and methods that will solve the common problem with heterogeneous data.

This paper focuses on the practical use of IoT in an urban environment. Smart cities are based on the use of modern technologies for the implementation of certain administrative services. This practice allows creating unique services that allow city authorities to reduce costs, optimize and automate typical city processes. IoT allows municipalities to make citizens' life better. In addition, this paper addresses the example of the IoT technical implementation in Padova Smart City.

The urban IoT main goal is to make the Internet wider and more convenient for the life of people.

Keywords: Internet of Things (IoT), Smart City, heterogeneous data, heterogeneous devices, XML, EXI, web service, constrained protocol stack (HTML, TCP, IPv4, IPv6), unconstrained protocol stack (COaP, UDP, 6LoWPAN).

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СОВРЕМЕННЫЙ ИНТЕРНЕТ ВЕЩЕЙ ДЛЯ УМНЫХ ГОРОДОВ

Аннотация: Интернет Вещей (IoT) объединяет сеть физических устройств, транспортных узлов, программного обеспечения. Данная парадигма позволяет пользователю программировать устройства на выполнение определённых функций, которые позволят решить повседневные проблемы жителей города. Эта сеть позволяет обмениваться данными между устройствами, хранить и обрабатывать эти данные.

Создание общей архитектуры IoT является сложной задачей, так как существует проблема подключения разнородных устройств с разнородными протоколами передачи данных. Будет затронута проблема создания правильной архитектуры для городского IoT и методов, которые позволят решить распространенную проблему с разнородными данными.

Данная статья будет посвящена практическому использованию IoT в городской среде. Таким образом реализуется концепция Умных городов. Умные города основываются на использовании современных технологий для осуществления разнообразных административных услуг. Данная практика позволит создать уникальные сервисы, которые позволят городским органам снизить расходы, оптимизировать и автоматизировать типичные процессы города. IoT позволит муниципалитетам сделать жизнь граждан лучше. Кроме этого, данная статья затронет пример технической реализации IoT в городе Падуя.

Основная цель IoT - сделать Интернет более широким и удобным для жизни людей.

Ключевые слова: Интернет Вещей, Умный Город, разнородные данные, разнородные устройства, веб сервис, ограниченный стек

протоколов (HTML, TCP, IPv4, IPv6), неограниченный стек протоколов (COaP, UDP, 6LoWPAN).

The Internet of Things is the future of modern and smart cities. It is a new interaction paradigm. Its essence is that everyday objects come with microcontrollers and corresponding protocol stacks that allow devices to communicate with each other and with clients. In addition, IoT can interact with a wide range of devices, such as surveillance cameras, control sensors, household appliances and etc. It contributes to the development of applications that use a large heterogeneous data flow. The IoT paradigm finds application in many areas, such as industrial automation, assistance to the elderly, vehicles, intelligent energy management, road traffic management and others.

However, there is a problem in many areas of activity to which the concept of IoT can be applied. This difficulty led to the proliferation of incompatible technologies. Therefore, there is no clearly established strategy implementation of IoT because of the novelty paradigm. This makes it difficult to get investment for the implementation of these technologies.

The IoT paradigm has several advantages when used in an urban environment, as this strategy responds to a strong push in the management and automation of public affairs. Urban IoT has several advantages in managing and optimizing traditional public services. Examples of such services include transportation, lighting, video surveillance, garbage collection, air purification and others.

Currently, the most serious problem is the heterogeneous devices and technologies that are used. The situation is worsened by the economic component. In recent years investments into public services have been reduced. This situation prevents the IoT implementation from widespread use.

A possible way out of this situation is the development of services that combine social utility with an economic advantage for the city administration in terms of reducing operating expenses.

Examples of such services include the following services.

- Waste Management. Urban IoT can reduce the cost of waste collection, improve the quality of waste recycling, and optimize the tracking of garbage trucks.

- Air Quality. Urban IoT can provide air quality monitoring in areas, parks, highways, etc.
- Noise Monitoring. Urban IoT can collect noise statistics in the streets of the city. This approach allows building a noise map to affect citizens to be quieter.
- City Energy Consumption. Urban IoT can collect energy consumption statistics for the whole city. This approach allows building an energy map of the area to optimize energy consumption.
- Smart Lighting. Urban IoT can optimize the intensity of street lighting depending on the time of day, weather conditions, the presence of people and vehicles.

The IoT architecture

We conclude from the above examples that the Smart City services are based on the architecture with a control center consisting of heterogeneous devices located in whole city. These devices transmit data to the control center where data is processed, stored and managed. A key characteristic of urban IoT is the ability to work with various technologies, combining them into one extensive network.

Three main parts that make up the city IoT are a web-based approach, link layer technologies and devices (Fig. 1).

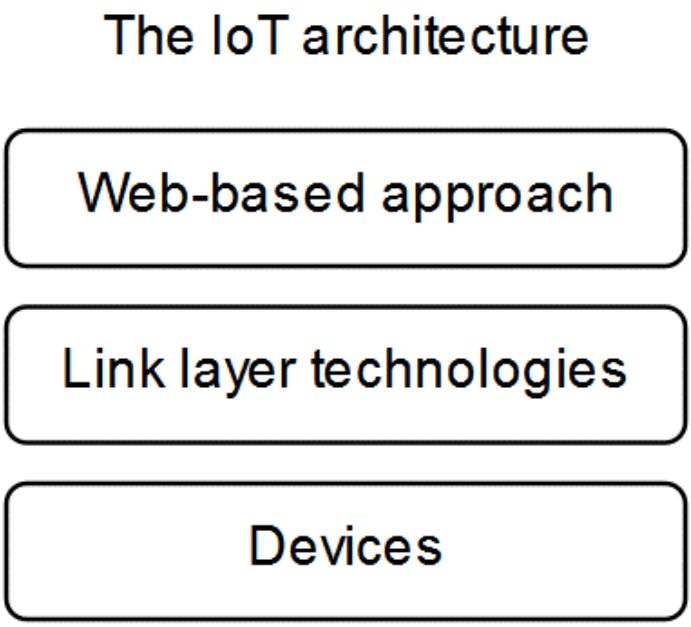

Fig. 1–The IoT architecture

IoT services, developed according to the REST web paradigm, are similar to web services. This approach makes it easier for users and

developers to work with IoT, as it allows reusing most of the web knowledge. This paradigm is supported by international organizations, IETF, ETSI and W3C and research projects by SENSEI, IoT-A and Smart Santander.

The web-based approach supports both constrained and unconstrained protocol stacks. Their structure is standard and consists of data, application / transport layers and network.

Unconstrained stack consists of HTML / XML data, HTTP / TCP layers and IPv4 / IPv6 network protocols. This stack is the standard de facto on the traditional Internet. This stack has analogues in a constrained stack consisting of EXI data, CoAP / UDP layers and IPv6 / 6LoWPAN network protocols.

Data is exchanged with the description of transmitted content using specific languages, like XML. The disadvantages of the XML language include the large size of messages and the need to decrypt messages. Therefore, the W3C Consortium working group proposed the EXI format, which allows very limited devices to send and receive messages using an open XML-compatible data format.

Most of the global traffic uses the protocols HTTP, TCP. The complexity of the HTTP protocol and the weak scalability of the TCP protocol make them unsuitable for use in IoT. There is a CoAP protocol that is devoid of these shortcomings. This is a binary format transmitted via UDP.

It is possible to use HTTP and COaP devices on the network using a cross proxy that can directly translate requests and responses between the two protocols.

IPv4 and IPv6 protocols are widely used on the global Internet. The disadvantages of the IPv6 protocol include high resource consumption. This problem can be solved by the 6LoWPAN protocol, which is an IPv6 and UDP compression protocol in networks with limited capacity.

Urban IoT spans a wide area of a city and supports a large amount of data consisting of small data streams. Link layer technologies can be divided into unconstrained and constrained technologies. The first technology consists of LAN, MAN and WAN, LTE, Ethernet, WiFi, fiber optic network. Their features include high reliability, high data transfer rate and high energy consumption. Unconstrained technologies are characterized by low power consumption and low data transfer rates. Among the limited technologies are Bluetooth, NFC and RFID.

There are three types of devices. They are backend servers, gateways and IoT peripheral nodes. Backend servers collect, store and process data, ensuring the operation of the service. Gateways integrate end devices into a single infrastructure. IoT peripheral nodes are responsible for preparing the data sent to the control center.

Results

The architecture described earlier found its application with IoT implementation in Padova. This was made possible through the cooperation of municipalities and private companies. The main objective of this project is to facilitate the early implementation of IoT in the management of city life. The main services provided by Padova Smart City are the collection of data on the environmental situation and the management of street lighting.

These sensors collect environmental data such as carbon dioxide, noise, air humidity, vibrations, air temperature, and others.

The sensors are connected to the IoT node which provides power to the sensors and receives and sends data. The IoT node sends data to the control center. The control center processes this data and commands the sensors to perform certain functions. The control center can be connected to ordinary operators which are given the access to the sensor statistics and the ability to control certain functions (Fig. 2).

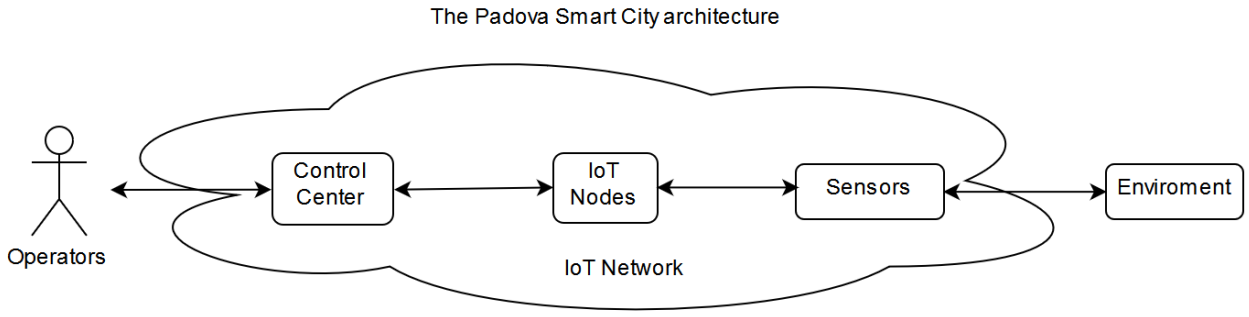

Fig. 2–The Padova Smart City architecture

Consider this architecture on the example of controlling the level of illumination in the city. The proper operation of the illumination in the city is provided with the help of sensors called photometers. Those sensors measure the intensity of light emitted by lamps at regular intervals or on request. IoT nodes are powered by small batteries and take up little space. Often, they are placed in a special casing that protects against atmospheric phenomena such as rain, wind and others.

The control center server collects data from the sensors. Information about this data can be presented in the form of a website or a mobile application.

For example, operators of municipal services using a mobile application quickly identify a faulty flashlight that requires an immediate call to a repair team. This system can be extended with additional IoT nodes that will be visualized in a mobile application. Such services include a sound map of a city, a map of energy consumption of a city, rate of temperature sensors in the whole city for the last seven days, etc. This allows citizens and municipality to see the whole situation, analyze certain changes in the city after rains, droughts, riots, catastrophes and etc.

In this paper were discussed in detail IoT, Smart Cities, the typical problems of interaction between heterogeneous devices in the IoT network, an example of the most profitable IoT architecture.

The tasks posed by this article are related to the urban IoT practical implementation. These tasks include choosing the right IoT architecture, testing this architecture using the example of Padova Smart City, summing up this experience and evaluating the application of this technology in the future.

The technologies that were discussed are currently close to standardization. The final problem is that industrial players become interested in the development of urban IoT to bring investment in these projects and make peoples' lives better.

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NEUROECONOMICS

Abstract: Neuroeconomics, or neurobiology of decision-making is a new discipline, more precisely, a branch of neurobiology that attempts to understand the neurobiological basis of decision-making. It is an interdisciplinary scientific direction located at the intersection of psychology, neurobiology and economic theory. It is aimed at studying the decision-making process during the selection of alternatives, risk and reward distributions. This science uses economic models to study the brain and advances in neuroscience to create economic models. The article describes the basics of Neuroeconomics. Studies of decision-making mechanisms in different social contexts are presented. It shows the relationship between Neuroeconomics and neurobiology, mentions which areas of the brain are involved in decision-making, and what can lead to further study of Neuroeconomics.

Keywords: neuroeconomics, neurobiology, making decisions, neurons, value solutions, study, brain region, rationality.

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НЕЙРОЭКОНОМИКА

Аннотация: Нейроэкономика, или нейробиология принятия решений, — это новая дисциплина, точнее, раздел нейробиологии,

который пытается понять нейробиологические основы принятия решения. Она является междисциплинарным научным направлением, находящимся на стыке психологии, нейробиологии и экономической теории. Для изучения мозга эта наука применяет экономические модели, а для создания экономических моделей – достижения в области нейробиологии. В статье излагается основы нейроэкономики. Приведены исследования механизмов принятия решений в различных социальных контекстах. Показывается взаимосвязь нейроэкономики и нейробиологии. Говорится о том, какие области головного мозга участвуют в принятии решений, и о том, к чему может привести дальнейшее изучение нейроэкономики.

Ключевые слова: нейроэкономика, нейробиология, принятие решений, нейроны, ценности решения, исследование, области головного мозга, рациональность.

Neuroeconomics is an interdisciplinary direction in science at the intersection of the subjects of economic theory, neurobiology and psychology. Neuroeconomics aims at creating a new model of decision making. The main objectives of the direction are an explanation of the choice when making decisions, the distribution of risk and remuneration. The methodology of Neuroeconomics includes laboratory observations of the economic behavior of the tested people with simultaneous study of the activity of their brain [4].

A surge of interest in Neuroeconomics began in the late 1990s and early 2000s, the first interdisciplinary meeting was organized in 1997 at Carnegie Malone University, organized by the economists Colin Camerer and George Loewenstein. Then, two meetings were held in 2001. One was organized by the Gruter Foundation at Squaw Valley and was dedicated to the intersection of neuroscience and economics. The other was organized at Princeton University by the neuroscientist Jonathan Cohen and the economist Christina Paxson. It was the meeting that laid the foundation for the future creation of a community of Neuroeconomists. In 2003, neuroscientists, economists, psychologists and other specialists who worked in the newly-emerging discipline gathered at Emory University for a three-day meeting, and it was then that they identified themselves as neuroeconomists.

Neuroeconomic research

First Neuroeconomic Studies

The first neuroeconomic studies were conducted by a research with making the simplest perceptual decisions of monkeys by an outstanding neurobiologist William Newsom in the USA. According to this «diffuse model» the process of perceptual decisions begins with neuron detectors that receive information («evidence») about possible alternatives. Then, the information goes to the neuron-integrators, accumulating with time and actually making the decision. In general, the activity of the integrator system reflects the difference between the evidence in favor of each alternative. The decision is made when the activity level of one of the integrator neurons exceeds the «decision threshold» [6].

The first neuroeconomic studies of perceptual decision mechanisms revealed the presence of similar integrator neurons in the temporal regions of the monkey brain cortex (LIP).

Breakthrough neuroeconomics

The breakthrough of Neuroeconomics was connected with the research of Brian Knutson, a professor at Stanford University, who showed how decision-making values are encoded in the brain. He proposed a very simple research paradigm: the subject had to press a button, while on the screen he was presented some keys, information indicating how much money he could get if he performed the task correctly. It turned out that there are areas of the brain that encode the expected value of the solution, the activity there is proportional to the remuneration that a person expects to receive. This seemingly trivial observation has linked neuroscience with economics because in economics, values, or rather, subjective values or usefulness, are the key concept for the decision theory.

Thus, if we understand how value is coded, if we can discover the subjective value of an option for someone, we can predict their decision - they will choose the option with the highest subjective value.

Moreover, neuroeconomic studies have shown that when choosing alternatives, the subjective value was encoded by the neurons of the nucleus accumbens, and the comparison and integration of subjective values takes place in the orbitofrontal cortex.

It turned out that neurobiology gave economists some ways to look into the brain and directly look at internal values when making decisions. It is important as in economics, there are two fundamental theories of value when making decisions, the ordinal value and the cardinal value. The theory of cardinal value suggests that we can award each of the

options a suitable value and choose the option with the maximum value, and this value can be characterized by absolute numbers [2].

Neuroscientists gave economists the opportunity to look into the so-called cardinal values, absolute values, for a neurobiologist, the value of decision making is the total activity of the brain's neurons.

Research by Antonio Damacio

The next important stage in the development of Neuroeconomics was the research of Antonio Damacio. He studied patients with damage in the orbitofrontal cortex. It turned out that the studied group of patients had a high IQ, above average, they were very intelligent people, but they had destroyed these areas of the brain and made very strange decisions. For example, they invested in companies that went bankrupt, invested again and again in these companies, these people often lost their jobs, had problems with their families and friends. Antonio Damacio often characterizes the problems of such people with high intelligence, but with violations in the orbitofrontal cortex as an example of choosing a meeting place in a restaurant with friends. For us, this is a very simple task as we choose the place that is interesting for all participants. A patient with disturbances in the orbitofrontal cortex begins with an endless rational search for alternatives. This is a hyper-rational person who cannot make a quick optimal decision. It turned out that the orbitofrontal cortex is important for the integration of information about alternatives, our memories and our emotional sensations about this alternative. The orbitofrontal cortex integrates information for and against the decision and people with disabilities in this area, despite a high IQ, cannot make optimal decisions [1].

The Impact of the social environment on decision making

The social environment also plays an important role in decision making. We use the example from the work of Vasily Klyucharev in 2009 where people were asked to rate the attractiveness of several individuals and then they were shown what other subjects thought about these faces. Suppose a person says: «This person pulls on 6 on a 10-point scale». And the group said it was 8 out of 10, that is, in their opinion, a very attractive face. Having learned about this, a person changes their assessment from 6 to 7. This is a very good example of social conformity: after you learn what the group thinks about something, you change your point of view [3].

California University of Technology Studies on the Prefrontal Cortex

The final line of research that formed Neuroeconomics is a study conducted at the California University of Technology on the prefrontal cortex, the frontal areas of the cortex. It turned out that they are able to engage and be responsible for self-control.

For example, these areas are particularly active for people who are on a diet and can resist the temptation. It turned out that these areas affect the orbitofrontal cortex and areas associated with the neurotransmitter dopamine which encodes values [5]. Self-control can modulate the values encoded in other areas of the brain.

Thus, the conducted researchers within this area have shown the dependence on the greatest activity of various brain areas (cognitive or limbic), decisions can be made either rationally or emotionally.

A rational system of the brain presents opportunities for making optimal decisions when there is a certain amount of time and the emotional system facilitates making faster and more adequate decisions.

Neuroeconomics tries to fulfill the next functions: explain decision-making as the activity of our brain, explain some evolutionary trends in our behavior, find similarities in decision-making by man and animals with which we dispersed millions of years ago, understand how our decision is influenced by genes, hormones to create some integrative new theory of decision-making.

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ALGORITHM FOR THE FORMATION OF AN ARRAY OF BILLING INFORMATION BASED ON THE STATISTICAL-EVENT MODEL OF THE BEHAVIOR OF CELLULAR SUBSCRIBERS

Abstract: As part of ensuring information security on cellular communication channels, search and analysis systems, such as I2, January, and others, are being used and actively developed, using sophisticated algorithms for searching for interrelationships of elements of modern telecommunication systems. To test the correctness of the implementation of analytical algorithms in systems of various types, arrays of billing information are required. Similar arrays should be used to ensure the educational process in the study of information and analytical security systems.

In order to form students' practical skills in searching and analyzing the interrelationships of elements of modern telecommunication systems, software has been developed for generating billing information arrays consisting of background billing and situational tasks (tests). The report provides statistical characteristics of the generated arrays of background billing.

The article reviewed a software package for the synthesis of billing information based on the developed spatial-temporal statistical-event model of user interaction in the networks of Telecom operators in order to obtain arrays suitable for testing the correctness of the implementation of search-analytical algorithms of information-analytical security.

Keywords: synthesis of arrays of billing information, Petri nets, information-analytical security systems.

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АЛГОРИТМ СИНТЕЗА МАССИВОВ БИЛЛИНГОВОЙ ИНФОРМАЦИИ С ИСПОЛЬЗОВАНИЕМ СТАТИСТИЧЕСКО-СОБЫТИЙНОЙ МОДЕЛИ ВЗАИМОДЕЙСТВИЯ АБОНЕНТОВ СЕТЕЙ СОТОВОЙ СВЯЗИ

Аннотация: В рамках обеспечения информационной безопасности на каналах сотовой связи применяются и активно разрабатываются поисково-аналитические системы, такие как I2, «Январь» и др., использующие сложные алгоритмы поиска взаимосвязей элементов современных телекоммуникационных систем. Для тестирования корректности реализации аналитических алгоритмов в системах различного типа требуются массивы биллинговой информации. Аналогичные массивы должны использоваться для обеспечения образовательного процесса в рамках изучения информационно-аналитических систем безопасности.

С целью формирования у студентов практических навыков по поиску и анализу взаимосвязей элементов современных телекоммуникационных систем разработано программное обеспечение для генерации массивов биллинговой информации, состоящих из фонового биллинга и ситуационных задач (тестов).

Рассмотрен программный комплекс для синтеза биллинговой информации на основе разработанной пространственно-временной статистико-событийной модели взаимодействия пользователей в сетях операторов связи, в целях получения массивов, пригодных для тестирования корректности реализации поисково-аналитических алгоритмов информационно-аналитических систем безопасности.

Ключевые слова: синтез массивов биллинговой информации, сети Петри, информационно-аналитические системы безопасности.

Within the framework of information security on cellular communication channels, search and analytical systems, such as I2, «January», etc., are used and actively developed, using complex algorithms for search of interconnections of elements of modern telecommunication systems. To test the correctness of the implementation of analytical algorithms in systems of various types, arrays of billing information are required. Similar arrays should be used to ensure the educational process in the study of information and analytical security systems on the flows of master's degree in the direction of «Information security» and on the flows of the specialty «Information security of telecommunication systems».

In order to develop students' practical skills in search and analysis of interconnections of elements of modern telecommunication systems, the software for generation of billing information arrays consisting of background billing and situational tasks (tests) has been developed. The report presents the statistical characteristics of the generated background billing arrays.

An array of billing information is a set of records ordered by a time stamp. Each record (row) is a data structure that includes 12 fields, which can be either filled or empty. The main significant fields for generation are: AbonentIMSI (subscriber's SIM card number), AbonentIMEI (subscriber's device type and serial number), AbonentPhone (MSISDN phone number), LAC and CellID (fields indicating binding to the base station), BillTime (event time), CallDuration (connection duration) and BillingType (event type).

The software package allowing generating an array of billing information on the basis of available statistical distributions is developed. As a basis for the generation of the array selected population of subscribers in the amount of 100 thousand people living in a fictional area, moving according to the rules during the generated period of time and interact by making calls and sending SMS-messages.

Modeling of subscribers' behavior is based on two strategies – the model of subscribers' movements within a given period of time and the model of connections.

The displacement model simulates a human settlement, which is modeled by a square consisting of 16 cells. For each cell of the square, symbolizing a part of the map of the settlement, unique parameters of Lac and CellID of the base stations serving it are set, which can be modified by means of application of lists of base stations.

Movement of the subscribers can be modeled in two superposed regimes: on the basis of frequency distributions of the popularity of specific areas or based on patterns in displacements. In the first case, the movement of subscribers are more random, the ability to quickly edit the nature of the movement of subscribers by changing the priorities of specific zones (map cells), in the second movement is predictable and directed (the user can change the routes of subscribers and specify specific points of the route at its discretion).

When generating a billing array, records are generated alternately for each subscriber, taking into account the connection model assigned to it.

Connection model is a statistical model that takes into account the distribution of events by time of day and duration, as well as the number of subscribers committed their actions for the period.

When forming a connection model, both sociological characteristics and statistical data were used.

The developed software package allows you to create arrays of background billing by statistical characteristics identical to the billing arrays of real networks of Telecom operators, which makes it possible to use these arrays for testing search and analytical systems and providing practical training on the study of information and analytical security systems.

An example of the IASB in the analysis of the created array is shown in Fig. 1.

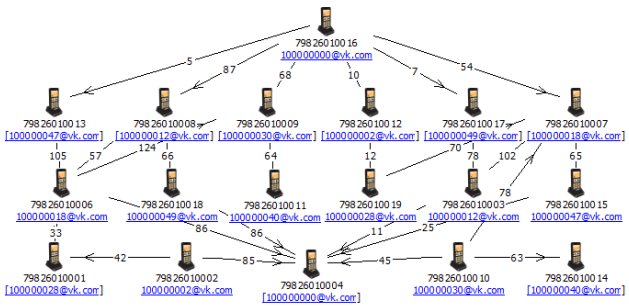

Figure 1 – Example of a search task to find the most related items

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THE COMMONPLACE OF INFORMATION TECHNOLOGY FOR YOUNG PEOPLE

Abstract: Information technology is an actively developing process in many aspects of human life. It is not just a process as information technologies are also methods of search, collection, storage, processing, provision and dissemination of information. In other words, it is all that surrounds us in everyday life. The article presents a survey of young people aged 20-27 years, consisting of 22 questions about modern IT through social networks and messengers**.**

Keywords: IT, computer technologies, social networks, messengers, research, survey, youth.

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ОБЫДЕННОСТЬ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ ДЛЯ МОЛОДЕЖИ

Аннотация: Информационные технологии – это активно развивающейся процесс во многих аспект человеческой жизни. Точнее, это не просто процесс, информационные технологии – это процессы, методы поиска, сбора, хранения, обработки, предоставления, распространения информации. Другими словами, это всё то, что окружает нас в повседневной жизни. Всё то, что молодые

люди внедряют в свои привычки, не замечая этого. В статье представлен опрос молодежи в возрасте от 20-27 лет, состоящий из 22 вопросов о современных ИТ-технологиях, через соц.сети и мессенджеры.

Ключевые слова: ИТ-технологии, компьютерные технологии, социальные сети, мессенджеры, исследование, опрос, молодежь.

Nowadays, most people find it difficult to imagine their lives without a smartphone, smartwatch, TV and, most importantly, without a computer or rather without a laptop. Every minute a person is in a large flow of information that comes from different resources. Young people are bearers of such information because young people are always surrounded by computer technology and instantly introduce them into their lives, not noticing how commonplace it becomes. In today's world, the presence of a laptop/tablet and Internet access play an important role in all spheres of human activity both for work and study and for fast communication regardless of location. It can be noted that a few decades ago few people used a laptop or computer and people did not have any inconvenience. However, today the world does not stand still and in order to be on the same wavelength and to be competitive it is necessary to keep up with the times and use modern technologies.

At the moment, computer technology is understood as information technology, namely, the use of computers and software for storing, processing, transmission protecting and information acquisition.

In order to determine what resources are used by young people and what social networks are most popular for communication between peers, parents, and colleagues, it is necessary to conduct a survey and understand what role modern technologies play in the lives of young people.

First, you should understand what information technology is and who they relate to in the modern world. To do this, consider two definitions: the first definition is taken from the resource «Wikipedia», the second from the portal «My education».

— **Information technologies (IT, also — information and communication technologies)**-processes, methods of search, collection, storage, processing, provision, dissemination of information and methods of implementation of such processes and methods (FZ № 149 — FZ);

techniques, methods and methods of application of computer equipment in the performance of functions of collection, storage, processing, transmission and use of data (GOST 34.003-90); resources necessary for the collection, processing, storage and dissemination of information (ISO/IEC 38500:2008).

— **Information technology (IT)** is a set of methods and tools used to collect, store, process and disseminate information.

Currently, human activity has become highly dependent on these technologies, they need constant development.

It is worth noting that this type of technology is a rapidly changing environment that always has a lot of innovations. Therefore, almost every day, a variety of projects and developments appear. For example, in the field of telecommunications there are multi-service networks, mobile networks of the third generation which will lead to its noticeable progress in the future. Analysts predict a clear specialization in the development and production of technologies in the field of IT and it is clearly seen now on the gradation of programmers in various fields.

Information technology covers all the resources needed to manage information, especially computers, software and networks for the creation, storage, management, transmission and information search.

Information technology is grouped as follows:

— technical means;
— communication tool;
— organizational and methodological support;
— standardization.

At present, young people are the most mobilized to new technologies. This article presents the results of a survey conducted on the Google Forms platform. The survey involved 40 young people aged 20- 27 (Fig. 1). The survey consists of 4 sections and includes 22 questions.

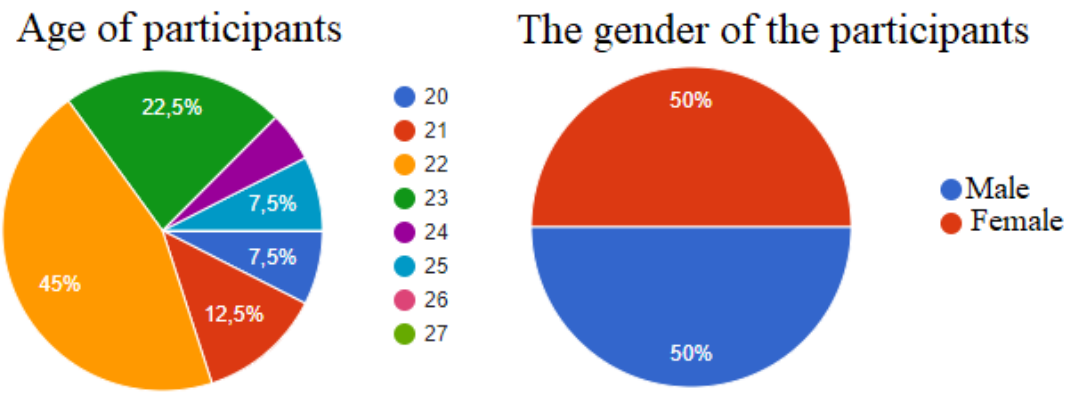

Fig. 3- Information about participants[1]

Section 1 consists of the following questions:

— What Internet search engine do you prefer to use?

— What domain do you use for emailing?

— Do you use cloud storage?

— What cloud storage do you use?

Section 2 contains questions about social networks and messengers of the following type:

— Do you have a profile/account on a social network?

— What social network or messenger do you use most often? (Choose 2 answers).

— How much time do you spend on watching the news or photo feeds?

— How much time do you spend on online chat?

— Does correspondence affect your productivity in your opinion?

— How do you keep in touch with your parents and family?

— What social network or messenger do you use most often to communicate with parents and acquaintances?

— How do you keep in touch with your friends?

— What social network or messenger do you use most often to communicate with friends?

— What social network or messenger do you use for communication with colleagues at work?

Section 3 includes 5 questions related to a habit or attachment to social networks:

— If you could choose only one social network which one would you prefer?

[1]Made by author Slinkina O.V.

— If you could choose only one messenger which one would you prefer?

— Are you ready to stop using social networks and use only calls and SMS?

— How often do you look at photos carefully and read the captions?

— Are you comparing your life with the «life pictures» from the social nets?

Section 4 contains information about the participant's:

— Gender;

— Age;

— Happiness level.

After analyzing the responses of the participants, the following conclusions were made:

— most often used Internet search engine is Google 77,5% (31 participants) and Yandex 42,5% (17 participants);

— the most popular domain for email is Google 65% (26), the second place – Yandex 42,5% (17), on the third place Mail is 15.5% (11);

— cloud storage usage: 80% (32) use cloud storage. The most popular storage is Google drive 47.5% (19), Yandex drive 32.5% (13) and iCloud 27.5% (11). Cloud storage is not used only by 20% (8);

— 97.5% (39) have a profile on social networks;

— top 2 frequently used social networks: Vkontakte-92.5%(37) and Instagram - 65% (26);

— on the average, young people spend up to 3 hours a day on watching news feed, namely, 1-3 hours – 47.5% (19) and less than 1 hour-45% (18);

— more time is spent on messaging: 40% (16) spend 1-3 hours, 30% (12) are constantly in touch and find it difficult to name the exact number of hours, 17.5% (7) spend less than 1 hour a day ;while 20% (8) are constantly distracted by messages, 42.5% (17) are distracted but not always, 37.5% (15) - communication by messages does not distract;

— 57.5% (23) prefer to call their parents and relatives, 25% (10) are contacting during the day using What's up 77.5% (31) and Vkontakte 37.5% (15);

— communication with friends is supported by messengers 82.5% (33), most often in Vkontakte 82.5% (33) and Telegram 40% (16);

— communication with colleagues is mainly by What's up - 60%(24) and less by email 30% (12).

The survey raised the issue of abandoning and the choice of one of the social networks. 67.5% (27) are not ready to abandon social networks and use only SMS and calls. Young people prefer to leave the social network-Vkontakte 60% (24), and 50% (20) chose What's up from messangers (Fig. 2).

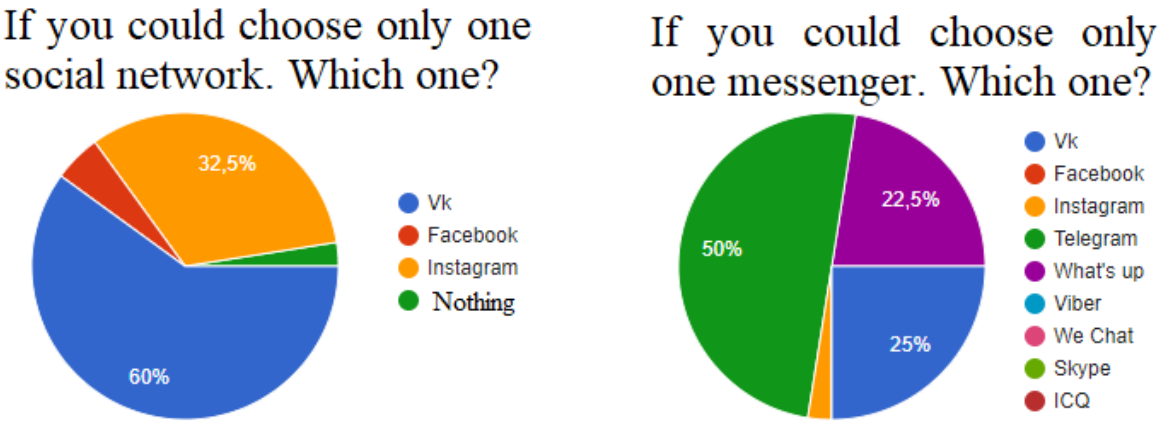

Figure 4 – The result of the survey

In conclusion, survey revealed that young people often use Google not only for Internet search, but also as the mail domain and cloud storage. The most popular social network among Russian youth is Vkontakte, a popular messenger is What's up as a means to communicate with parents and colleagues. Communication and instant interaction play a big role in the modern world and it is the social networks that help people to stay in touch.

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THE OVERVIEW OF ADDITIVE MANUFACTURING

Abstract: Additive Manufacturing (AM) belongs to a class of manufacturing processes that are based on the idea of adding layers of material at each other. These processes are inherently very different from subtractive processes. Subtractive processes, such as milling, turning or drilling, use careful tool movement to remove material from the workpiece to form the desired shape of the product. And so lately you can hear how someone made jewelry for himself, a key chain, dishes, home accessory, phone case or something else using 3D printing. Despite the fact that the younger generation has grown up with information technologies, few of them understand that thanks to such technologies, not only original accessories can be printed, but also larger-scale items that belong to such industries as the automotive, aviation and aerospace industries, as well as in instrument making and medicine. On the Internet, there can hardly be found a sensible article in which a person can understand additive technologies. But to understand this area you need to read a few articles to understand the fundamentals of additive technologies. Therefore, in this article, the author will help future specialists in the initial stages of learning to sort it all out and give a base to put their knowledge on. We will tell the story of the emergence of additive technologies, how to classify production and where this technology is being used today.

Keywords: additive manufacturing, additive fabrication, 3D printing.

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ОБЗОР АДДИТИВНЫХ ТЕХНОЛОГИЙ

Аннотация: Аддитивные технологии относятся к классу производственных процессов, которые основаны на идеи добавления слоев материала друг на друга. Эти процессы по своей сути сильно отличаются от субтрактивных процессов. Субтрактивные процессы, такие как фрезерование, токарная обработка или сверление, используют тщательное перемещение инструмента для удаления материала из заготовки для формирования желанной формы продукта. И поэтому в последнее время можно услышать, как кто-то себе сделал бижутерию, брелок для ключей, посуду, аксессуар для дома, чехол для телефона или еще что-нибудь с помощью 3D печати. Несмотря на то что молодое поколение выросло на информационных технологиях, мало кто из них понимает, что благодаря таким технологиям можно напечатать, не только оригинальные аксессуары, но и более масштабные предметы, которые входят в такие отрасли как автомобильная, авиационная и аэрокосмическая промышленности, а также в приборостроение и медицину. В интернете мало можно найти толковую статью, в которой человек может понять аддитивные технологии. Но чтобы разобраться в этой сфере нужно прочитать несколько статей для понимания основ аддитивных технологий. Поэтому в данной статье автор поможет будущим специалистам на начальных этапах обучения разложить знания по полочкам и дать базу, на которую будут класть свои знания. Расскажет историю возникновения аддитивных технологий, как классифицируют производство и где используется эта технология на сегодняшний день.

Ключевые слова: аддитивные технологии, 3D печать, объемная печать.

Additive technologies from the past to today

Additive manufacturing (AM) is the process of manufacturing a product, by adding material in layers in various ways based on a digital model.

The prerequisites for AM were invented at the end of the 19th century. These were volume maps (90s of the XIX century. Joseph Blancher) and a photosculpture (Francois Villiers). Joseph has added melted wax layer by layer so that volumes and cavities on the maps were obtained. And Francois created 3D models of his future sculptures, placing an object in the middle of a circle of 24 cameras, and then taking pictures at the same time. After that, he has projected photos on a piece of granite and has excised the extra material.

And only in the 80s of the last century, Charles Hull invented and patented the world's first 3D printer, which was based on stereolithography technology. At about the same time Scott Crump invented his FDM printer because a printer using stereolithography was expensive.

And only a few years ago (2012), 3D printer for home-use was invented by Hull's company, 3D Systems.

Technology

For today, many-layered technologies have been invented. The hierarchy of 3D printing (Figure 1) is divided by production technology and materials (photopolymer, plastic, powder and polymer).

As can be seen in Figure 1, at first, additive technologies are separated by the printing method, then by technologies, and after that by the properties of the finished product. For example, HP manufactures printers use MJF, technology – melting powders, which is used as a production material, and the finished product is plastic.

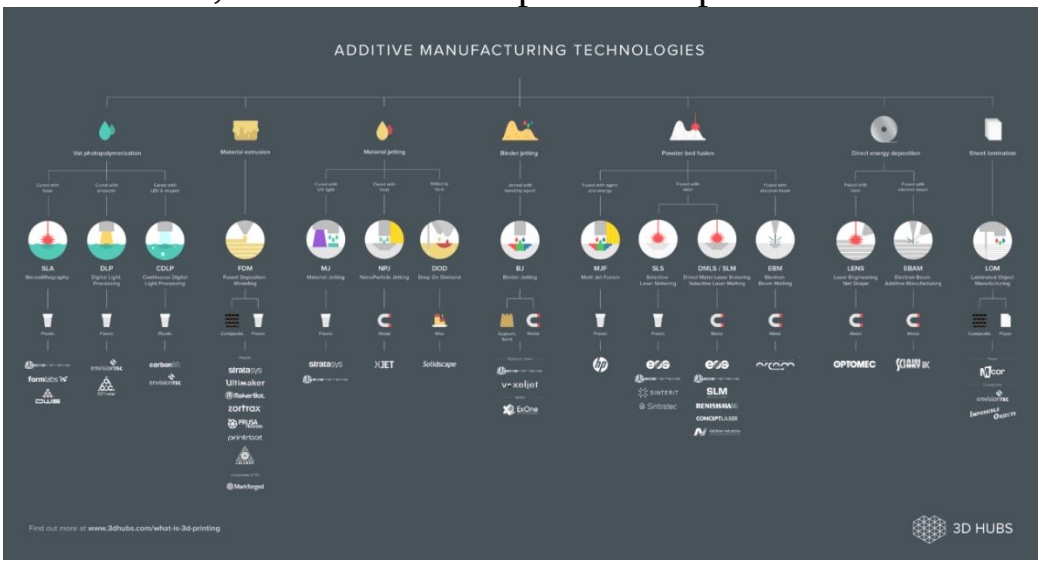

Figure 1 – Additive manufacturing technologies

The use of AM today

Each manufacturer seeks to reduce the products cost, to create reliable and high-quality products. And the use of additive technologies allows you to create such products.

One of the promising areas in additive technologies is the creation of three-dimensional models of metal-powder materials, nickel, cobalt, aluminum and titanium. Molds and original parts of complex configuration, which cannot be obtained by casting or machining, are «grown» from metal powders. A striking example is an operation in 2015 to insert a new titanium hip joint, which was individually manufactured on a 3D printer for the patient.

3D printing is used in construction. To date, unfortunately, only one-story houses can be built. So, in China with the help of additive technologies 10 houses were built for 24 hours. Additive technologies are used in construction for several reasons: it is economically beneficial, environmentally friendly, you can reproduce any geometric shape and the production speed is higher.

Nowadays, confectionery manufacturers are trying to produce products of unusual and attractive shape. To achieve this goal, it is not uncommon for them to resort to layered addition technology. Ordinary sugar cubes are replaced by unusual shapes.

In the aerospace industry, additive technologies are used to test new parts, so as not to spend a large budget on manufacturing parts for traditional manufacturing. But it may happen that the item will not work out efficiently, but the money is spent on it. The American company Boing has more than 22 parts out of 300 produced for 10 types of airplanes using volumetric printing.

Most scientists believe that additive manufacturing (AM) are the future of the manufacturing process. However, they can also find their use in the home use. Therefore, in this article, the technology of layer-by-layer production was considered for a better choice of printer for certain purposes. Also, the history of the AM emergence of this technology for people who are interested in this aspect. And there was shoved also examples where additive technologies are used to select the necessary equipment for a novice employee in an enterprise in order to introduce new technologies.

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DESIGNING OF HUMAN-MACHINE INTERFACES

Abstract: The history of human communication with the first computer begins with punch cards inherited from the 19th century. It is unlikely that someone could have imagined how the development of the computer industry would go, and that today everyone would use laser mice, Bluetooth-keyboards, virtual reality helmets and dream of achieving the «full presence effect» soon.

Nowadays, the level of automation of industrial enterprises is constantly increasing. The functioning of a modern automated control system depends on the coordinated work of its parts. High quality of interaction within the hardware and software complex has been provided by high-performance computing facilities that support open data exchange protocols and unified control and management signals. The proper level of communication between this complex and the operating personnel is achieved employing Human Machine Interface. The importance of Human Machine Interface is difficult to overestimate: in automated control system, regardless of the degree of automation, operators play a crucial role. The regular functioning of the entire automated technological complex and the adoption of important decisions depend on them.

In the modern world most enterprises are automated, which means that there is a constant interaction – «operator-equipment». In order for production to go without fail, it is important to «communicate» with the machine comfortably. Therefore, this paper studies the existing technical means of control and management, considers their possible modernization, as well as gives the answer to the question: «Is it possible to create a universal human-machine interface?».

Keywords: computer industry, automated control system (ACS), human-machine interface (HMI), hardware complex, software complex, control and management signals, technological complex, designing.

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ПРОЕКТИРОВАНИЕ ЧЕЛОВЕКО-МАШИННЫХ ИНТЕРФЕЙСОВ

Аннотация: История общения человека с первым компьютером начинается с перфокарт, унаследованных из 19-го века. Вряд ли тогда кто-то мог предположить, как пойдет развитие компьютерной индустрии, и что сегодня все будут пользоваться лазерными мышами, bluetooth-клавиатурами, шлемами виртуальной реальности и мечтать о скором достижении «эффекта полного присутствия».

В наше время уровень автоматизации промышленных предприятий постоянно возрастает. Функционирование современной автоматизированной системы управления (АСУ) зависит от согласованной работы ее частей. Высокое качество взаимодействия внутри программно-аппаратного комплекса обеспечивают высокопроизводительные вычислительные средства, поддерживающие открытые протоколы обмена данными, и унифицированные сигналы контроля и управления. А должный уровень связи между таким комплексом и оперативным персоналом достигается с помощью средств человеко-машинного интерфейса (Human Machine Interface, HMI). Степень важности HMI переоценить сложно: в АСУ, независимо от степени автоматизации, именно операторы играют ключевую роль. От них зависит штатное функционирование всего автоматизированного технологического комплекса и принятие важных решений. [1]

В современном мире большинство предприятий являются автоматизированными, а это значит, что происходит постоянное взаимодействие – «оператор-оборудование». Для того чтобы производство шло без сбоев, важно, чтобы человеку было комфортно «общаться» с машиной. Поэтому в этой статье мы займемся изучением существующих технических средств контроля и управления, рассмотрим их возможные модернизации, а также дадим

свой ответ на вопрос: «Возможно ли создать универсальный человеко-машинный интерфейс?»

Ключевые слова: компьютерная индустрия, автоматизированная система управления (АСУ), человеко-машинный интерфейс (ЧМИ), аппаратный комплекс, программный комплекс, технологический комплекс, сигналы контроля и управления, проектирование.

Human Machine Interface is a set of technical tools designed to provide direct interaction between the operator and the equipment, and it allows the operator to manage and control the operation of the equipment. And the success of the entire automated control system ultimately depends on how convenient, reliable, understandable and functional these tools are [2].

The problem of designing an HMI

The human-machine interface (HMI) used in commercial, industrial, and consumer systems evolves to incorporate modern technologies like touch screens, voice activation, and gesturing while simultaneously attempting to accommodate diverse functions and making the result intuitive and easy to use. Taken together, they are enormous challenges combining hardware, software, psychology, and sometimes cognitive neuroscience. Even consumer products that are at the forefront of user interface design have to achieve a fully satisfactory solution. Fortunately, the solutions for the shortcomings of current HMIs throughout the world are developed.

One of the greatest impediments to modern HMI design is the belief that HMI has to recreate familiar analog controls by digital means. This makes sense but imposes strict limitations on what can be achieved, as well as the tools that can be employed to realize it. Consequently, some designers have effectively started with a «clean sheet of paper» and many come from people targeting automotive telematics and infotainment systems that have some of the most complex HMIs [1].

The HMI in an automobile is defined as a mission-critical system. It accommodates not just a few different functions, but potentially dozens while making them easy to invoke without distracting the driver. The auto industry has attempted to achieve these goals using multiple techniques,

usually together, and the results until recently have mostly been unsatisfactory. It is also an example of nonoperational analog controls using advanced digital user interface techniques to replicate functions formally orchestrated.

It is unfair to be too harsh on this industry though because the users of its equipment are from technically proficient (who are probably already trying to figure out how to jailbreak their car's infotainment system) to downright antagonistic and fearful. Trying to serve such a diverse user community is a challenge for anyone. Consider also the number of completely independent systems that an automotive HMI must control, which include all entertainment functions, display of vehicle status (speed, distance, engine RPM, tire pressure, door ajar and many others), alerts for traction control, overheating, and other potentially serious events, heating and air-conditioning, and navigation [4].

Selecting components for HMI

Designers today face a truly astonishing range of choices in electromechanical components that encompass not only the type of device, electrical specifications, environmental sealing, and mounting and termination styles, but also ergonomic considerations such as configuration, size, illumination, and tactile feelings.

Electromechanical devices, including switches, keypads, keyboards, and other elements such as indicators and alarms, are critical aspects of the human-machine interface (HMI) for controlling equipment and systems. HMI component technology has been adapted over the years to serve the increasingly specialized needs of industrial, transportation, telecommunications, audio/visual, public access/security, and lifting/moving applications.

Today's advanced HMI components are precisely crafted devices, made to exact design specifications with very close tolerances using high-grade plastics, metals and meticulously calibrated springs. To achieve reliable, long service lives, they are engineered like fine watches with the performance, feeling, and look required in modern HMI systems.

Ergonomics play a key role in modern switch design, assuring the right switch for each application—whether it is a flush-mount design to avoid inadvertent actuation or an emergency-stop switch with a mushroom actuator for fast palm-slap shutdown and safe twist or key release. When designing an HMI system for demanding applications, design engineers must carefully select the appropriate HMI components to ensure the safety, longevity, and ergonomic appeal of their equipment [6].

HMI design

HMI design is not just about being creative; it has to take into account who will be seeing it on a regular basis and what it will be used for [3].

A proper interface between a machine and its human operator impacts efficiency greatly and is easy for the use and should promote a harmonized connection between them two. This tutorial provides guidance on how to build that connection best through a human-machine interface (HMI).

A highly reliable HMI system that delivers safe, cost-effective, consistent and intuitive performance relies on the application of engineering best practices throughout design, panel layout, production, testing, and quality assurance processes. Just as critical, in-depth knowledge of and compliance with all relevant ergonomic, safety, and industry standards must inform each step of the design and manufacturing cycle. Clear definitions of the functional requirements, the operator's level of expertise, and any communications/interactions with other systems provide the starting point in the knowledge-intensive design process.

Before the development, it important to decide how many functions are controlled by this interface; what kind of visual, auditory, or tactile feedback will best serve the operator in performing the defined functions; what is the planned complexity of the input; what environmental factors should be taken into account; how do distribute items on the control panel and so on [5].

When designing HMI, it is necessary to take into account that the user has been working with the system for a long time, so it is important to feel tension. The choice of the right color design is vital to do this. For the convenience of work with the transferred parameters on the screen, there has to be a scale with admissible values. It is better to set up several layers of the screen for quickly switch between functions [3].

The study of human-machine interfaces (HMI) is an actively developing field that combines the achievements of several sciences, such as ergonomics, cognitive psychology, psychology of work, computer science, theory of automatic control, usability engineering, technical aesthetics, industrial design, etc.

With the right choice of the interface and its configuration, users can control technological processes with greater accuracy and carry out diagnostics and preventive maintenance, seeking to increase equipment availability and productivity by reducing downtime.

Every HMI application is different and therefore the same the solutions will be to modernize them ultimately. In each case though, the best approach will be the one that not just performs every required function but does so in a way that is highly intuitive, fast, and most important, easy to use. While advanced technologies such as face and voice recognition, large touchscreens, and gesturing may represent many of the leading-edge technologies being applied to HMI, in some cases they simply may not be necessary.

On the one hand, it can be assumed that it is impossible to create one universal HMI used in all spheres of life because some systems simply do not need more than a reasonably large display, a few buttons, and perhaps a few knobs [4]. On the other hand, it may be resort to Light Touch technology. Recreate all sensors, switches, indicators in electronic form and project on any surface, organize a variety of downloadable programs and in each case run your own.

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THE IMPROVEMENTS OF PERSONAL HEALTH INFORMATION SYSTEM WORKING WITH CLOUD COMPUTING

Abstract: There are rare cases when people address specialists on time if they have a disease or a routine examination or go to the same hospital. This creates a problem of incomplete indicators about the patient, since the stored information in hospitals is rarely synchronized with each other. This article discusses the use of cloud technologies in medicine. The research examined two systems for storing medical data: a lifetime medical record system and a system where a smartphone fulfills the function of a personal healthcare system using cloud storage. In order to expand the stored medical data about patients and expand the functionality of the systems, a number of measures were proposed for the improvement. Thus, for every person a whole database of information is formed, which allows specialists to monitor the human state and predict diseases.

Keywords: medical indicators, medical diagnostics, cloud technologies, biological indicators, disease prevention.

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УЛУЧШЕНИЯ ИНФОРМАЦИОННОЙ СИСТЕМЫ ЛИЧНОГО ЗДОРОВЬЯ, ИСПОЛЬЗУЮЩЕЙ ОБЛАЧНЫЕ ВЫЧИСЛЕНИЯ

Аннотация: Редки случаи, когда люди обращаются вовремя к специалистам при возникновении какого-либо заболевания или на обычный осмотр, или в одно и то же лечебное учреждение. Это создает проблему неполноты показателей о пациенте, так как хранимая информация в больницах редко синхронизируется друг с другом. В данной статье рассматривается применение облачных технологий в медицине. В ходе были рассмотрены две системы по хранению медицинских данных: система пожизненных медицинских карт и система, где смартфон представляет собой личную систему здравоохранения с использованием облачного хранилища. С целью расширения хранимых медицинских данных о пациентах и расширения функционала систем был предложен ряд мер по их улучшению. Таким образом, на каждого человека формируется целая база информации, которая позволяет специалистам мониторить состояние человека, предугадывать заболевания.

Ключевые слова: медицинские показатели, медицинская диагностика, облачные технологии, биологические показатели, профилактика заболеваний

Cloud computing is the technology of distributed data processing in which computer resources and capacities are provided to the user as an Internet service. Cloud computing can be used in the form of Storage-as-a-Service (SS). This is the simplest of the SS services which presents disk space on demand. Storage-as-a-Service allows storing data in an external storage, in a «cloud».

Database-as-a-Service provides the ability to work with databases as if the database was installed on a local resource, helping to save computer power and licenses required for the proper use of the database in a large or even medium-sized organization. Information-as-a-Service allows people remotely use any kind of information that may be changed every minute or even every second.

Cloud computing helps to save resources and increase the productivity of enterprises, so the development and design of new ways of their applications are useful for a society. Moreover, particular attention should be paid to the health system. According to the latest surveys, only a small part of Russian population seeks medical advice at the first signs of discomfort. The reason for this phenomenon is lack of time, distrust of doctors and long queues in hospitals. As a result, people go to private clinics or other health care facilities. Patients' data is often stored in paper form and is not synchronized between different health facilities. Therefore, the problem is the incompleteness of data about the patient and their medical history. The purpose of this article is to study the system with the use of cloud technologies in medicine for storing patient data and propose measures for improvements.

To achieve this goal, the existing methods of patient data storage were studied, the existing systems were analyzed, their shortcomings were identified, a number of measures were developed to improve data storage systems and prospects for development in scaling were found.

Literature review

According to the results of the research, the industry that had the largest expenditure on cloud computing in 2018 was health care, where the amount of $12.1 billion was spent on the relevant services.[4] In their article, Pieter Van Gorp and Marco Comuzzi describe one of the technologies of cloud application in medicine: lifelong storage of personal data of patients in the cloud (MyPHRMachines), using the technology «database as a service». [1] Thus, a personal medical card of the patient is formed and cannot be lost. The use of technology allows restoring the full history of the patient's diseases and makes it available from a conventional smartphone at any time. The results of the analysis and the snapshot can be viewed using special software without installing it on the device. It is proposed to include in the patient's medical record only the results of examinations and analyses carried out in medical institutions excluding daily human indicators.

The introduction of a complete personal information system for the storing of human data in cloud computing was proposed by Wan-Young Chung and Ee May Fong [3]. The study is based on the technology of non-contact ECG measurement integrated with the mobile system. Experiments have shown that heart rate measurements conducted with the usage of the new device are quite accurate and do not differ from those which are made on a conventional ECG device in a hospital. The experiment involved men and women aged 21-52. In that case smartphone was used as a personal health information system that displayed the state of human health, body mass index, a reminder of medication and doctor's appointments. The patient's health data is transmitted to the cloud data storage, which is accessible to the patient, their relatives and medical staff, the data is provided in keeping with the patient. This system allows remote monitoring of the health state which contributes to the effective use of the personal health system. The implementation of such systems is really useful and necessary as it will reduce the rates of disease recurrence and help to prevent them. At the same time, patient's relatives can be constantly in contact with them, find out if a disease has repeated and respond timely. The mobile health system is a good invention but it is open for improvements. The full functionality of the system will not only inform about the state of the person but present the information about the whole regions.

Adding a number of functions to the application will increase its usefulness and allow extension for a large target audience, increase the population base and the expansion. It is necessary for the patient to add the ability of entering information individually about daily routine. Thus, keeping records about the amount of consumed water, activity, amount of food (calories) and general condition of a person will allow prediction what diseases they may be exposed to. For example, detect diabetes or depression at an early stage. Analyzing the daily indicators of a person and their activity, the system can give advice on one’s health, which a person will follow and take care of personal health or finally decide to see a doctor for a consultation. To get more accurate data, such as heart rate, body temperature, it is possible to wear a bracelet, a heart rate monitor, which is integrated with the main system. It does not change the usual way of a patient’s life while providing relevant and accurate information. Measuring the anomalies, the system sends an alert to the person who has been chosen as an authorized representative of a patient. Deviations from the norm are written as an electronic medical record of the patient

application MyPHRMachines in a separate section, which is also stored in the cloud service. This will allow physicians to predict the consequences of the disease and their dynamics more accurately.

The introduction of the new functionality is also focused on ordinary people who do not suffer from acute diseases. Due to the statistics of the application, based on the results of the patient's tests, a person can track the overall health. On the basis of the collected data it is possible to create medical geographic information systems for monitoring diseases of a region or city. According to the obtained data, it will be possible to determine the lack of specialists in any region or redistribute resources. In comparison with the existing methods, access to relevant data will be fast, it will be possible to monitor the disease level of population in real time and provide additional resources timely in case of exacerbation of a disease or epidemic.

Combining two principles of the above systems will ensure the long-term storage of patient data, his medical history, as well as the integrity of information about the diagnosis and daily health of the patient.

Results

The introduction of additional functionality in the mobile medical system will increase the importance of the application and expand its area of implementation. It will reduce the stroke risk of people suffering from chronic diseases. The spread of such systems will remind people to take care of their health and contact doctors in time. The introduction of additional gadgets, such as a separate heart rate monitor and thermometer will achieve the most accurate measurements. The integration of the mobile health system and the MyPHRMachines cloud-based electronic health card system will improve the quality of health care and predict the development or treatment of diseases. Having a full history of medical patient indications doctors will be able to identify the causes of the disease more accurately and quickly. Moreover, Geo-information maps created on the basis of information will clearly show the real state of health of the population in the region.

Thus, in this paper we have described two systems for the collection and storage of personal medical data of the person: MyPHRMachines and personal health systems. Combining the functionality of these applications and a number of measures to improve them will expand the functionality provided and ensure the completeness of the patient's medical data. The new system of data collection and storage can not only dynamically monitor the information related to health at any time, but also act as a

medical assistant: remind about the time of medication, doctor's appointments, warn against possible diseases. ECG results, General indicators, information entered by a person, location data are controlled by a mobile device that is synchronized with the cloud storage. The information can be viewed by the attending physician, who can immediately give recommendations. The introduction of such systems in the near future will automate the processes of the health care system and can be applied to all the inhabitants of the planet, primarily to people suffering from cardiovascular diseases.

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METHODS TO PREVENT SPAM ATTACKS IN SOCIAL NETWORKS

Abstract: This paper deals with the phenomenon of spam in social networks and shows effective methods of preventing spam. In the first part, the concepts of spam, social networks are studied, and the history of the appearance of spam is described. The second part provides brief information about renaming a user account, account markets where the user account data is exchanged for a fee or other limited services. It is revealed that this operation and the use of the services of these markets can be a direct source of spam. In the third part, the methods of the authors of some articles are investigated. It is described in details how to deal with different types of spam. Three spam detection modules are analyzed: a COMPA system that helps to identify a compromised account; S3D – a spam detection module based on four light detectors; and FRAppE – a rigorous Facebook application evaluator. In addition, this part provides information on the results of various experiments conducted with these modules. Based on the studied information about modules and types of spam, the final part concludes on the effectiveness of their use and provides the results.

Keywords: spam, social network, name capture, account markets, spam detector.

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МЕТОДЫ ПРЕДОТВРАЩЕНИЯ СПАМ-АТАК В СОЦИАЛЬНЫХ СЕТЯХ

Аннотация: В данной работе исследован феномен спама в социальных сетях и изучены эффективные методы предотвращения спама в социальных сетях. В первой части изучены понятия спама, социальных сетей, а также исследована история появления спама. Во второй части дана краткая информация о переименовании аккаунта пользователя, а также о рынках аккаунтов, которые предоставляют подписчиков в обмен на плату или другие ограниченные услуги в обмен на данные учетной записи пользователя и выявлено, что данная операция и использование услуг таких рынков могут стать прямым источником спама, который будет сыпаться на пользователя, допустившего ошибку. В третьей части исследованы методики авторов некоторых статей, в которых подробно разобрано, как справляться с различными видами спама. Изучены три модуля обнаружения спама: COMPA – система, которая поможет определить скомпрометированный аккаунт; S3D – модуль обнаружения спама, основанных на четырех легких детекторах; и FRAppE – строгий оценщик приложений Facebook. Здесь же приведена информация о результатах различных экспериментов, проведённых с данными модулями. На основе изученных модулей и видов спама в заключительной части делается вывод об эффективности их использования и дается информация о полученных результатах.

Ключевые слова: спам, социальная сеть, захват имени, рынки аккаунтов, детектор спама.

It is difficult to imagine modern reality without social networks. A social network is a platform that is designed to provide relationships

between people or organizations on the Internet. This is a unique platform for communication, sharing news, getting information and just for relaxing. However, spam can block the user to get the desired function in social networks.

Spam is a message that is sent to people who did not consent to receive it. Obviously, it would be unpleasant to miss an important letter in a heap of spam. Usually such messages are sent for advertising, distribution of malicious programs and phishing. It is interesting to note that the word spam is derived from the name of canned meat, which was annoyingly advertised after the end of the Second World War.

Previously, spam was mainly distributed via email, as it was the main communication tool. It was easy to collect email addresses through chat rooms, websites, and customer lists. In the end, email filters have become more fastidious and more effective in terms of detecting spam emails. However, scammers have found a new target: social networks. So, spam appeared in social networks – a phenomenon that is characterized by hacking accounts or entering into the trust of the user to spread unwanted information.

The rationale of the problem of spam in social networks is beyond doubt. 40% of accounts in social networks are currently spam. Such fake accounts are the main key to the spread of spam in social networks. To gain trust, attackers try to become «friends» or join already verified accounts, for example, accounts of celebrities or public figures. If you join such an account, spam will start pouring on you. Another way to attack – hacking account, managing it by distributing fake messages from the user. So, you may receive a message with a link from your friend or unfamiliar person. When you walk through it out of curiosity or carelessness, you can get caught in the trick of the fraudster. Of course, this does not mean that it is necessary to «block» all the links that are sent to you, but you should pay attention to the content of the message, punctuation, grammar, because spam messages usually have problems with these aspects.

So, the problem of this work is the lack of effective ways to protect users from spam in social networks.

Purpose: to study effective methods of protection from spam of ordinary users.

1. Unusual type of spam in the network.

As it turned out, to become a victim of spam is quite simple. One wrong mouse click or one wrong link click as spam immediately begins to pour on you. However, if many people realize that clicking on unknown

links from unknown users is wrong, then some other types of spam are not available to everyone.

It would seem that an innocuous operation – changing the account name, but this is a great operation for intruders on the Internet. By freeing your «past» name, you give the attacker the chance to publish advertisement, share malicious links on your behalf.

Capture the name lies in the fact that the attackers set the profile names similar to names of popular accounts. Thus, they can attract a large number of victims to spread malicious links, aggressive content and advertising. Of the 10% of public tweets per month, 3% of the accounts selected are potentially malicious. There is only one way to combat this – to tighten the security rules on Twitter, including prohibiting the use of the account name [1].

There is another unusual type of spam. This spam through accounts, bought market accounts. These are markets that promise their subscribers to provide subscribers in exchange for a fee or limited services free, but in exchange for Twitter user account credentials. The services of such markets are often associated with abusive behavior and compromised Twitter profiles. There are some criteria by which you can identify accounts that have been purchased by the Twitter account market. This includes, for example, posting unrelated updates on trending topics or so-called spam mentions where a large number of tweets mention users that have no relation with the account that sends the tweets. The way these markets operate directly violates Twitter's terms of service [2].

2. Some real ways to protect against spam.

If you cannot cope with spam on your own, good helpers will be developed. One of these, for example, is a semi-supervised spam detection framework, named S3D.

S3D utilizes four lightweight detectors to detect spam tweets on real-time basis and update the models periodically in batch mode.

The spam detection module consists of four lightweight detectors:

1. Blacklisted domain detector labels tweets containing blacklisted URLs;
2. Near-duplicate detector labels tweets that are near-duplicates of confidently prelabeled tweets;
3. Reliable ham detector labels tweets that are posted by trusted users and that do not contain spammy words;
4. Multiclassifier-based detector labels the remaining tweets.

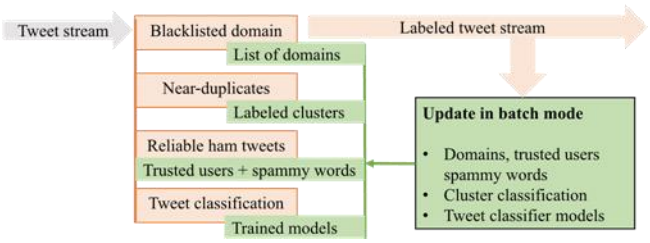

Figure 1 – System overview of the S^3D framework.

The information required by the detection module is updated in batch mode based on the tweets that are labeled in the previous time window. Experiments on a large-scale data set show that the framework adaptively learns patterns of new spam activities and maintain good accuracy for spam detection in a tweet stream [3].

This module will help the user to recognize spam even where it is not visible to the naked eye, but the creators of the COMPA are based on identifying accounts that are hijacked by attackers and spamming.

COMPA is the first detection system designed to identify compromised social network accounts. COMPA is based on a simple observation: social network users develop habits over time, and these habits are fairly stable. A typical social network user, for example, might consistently check the posts in the morning from the phone, and during the lunch break from the desktop computer. Furthermore, interaction will likely be limited to a moderate number of social network contacts. Conversely, if the account falls under the control of an adversary, the messages that the attacker sends will likely show anomalies compared to the typical behavior of the user. If the message does not match the normal user behavior, the system marks it as a possible attack by intruders [4].

There is also another way to deal with unwanted mailings – FRAppE. FRAppE (Facebook's Rigorous Application Evaluator) is the first tool focused on detecting malicious apps on Facebook. To develop FRAppE, the information is collected by observing the posting behavior of 111K Facebook apps seen across 2.2 million users on Facebook. First, it is analyzed a set of features that help to distinguish malicious and benign applications. For example, it is discovered that malicious apps often share common names with other apps and typically request fewer permissions than secure apps. Secondly, using these distinctive features, it is shown that FRAppE can detect malicious applications with an accuracy of 99.5%, without false positives and with a high true positive rate (95.9%). The Facebook ecosystem of malicious apps has also been studied and the mechanisms that these apps use for distribution have been identified.

Interestingly, many applications collude and support each other; in the dataset, 1,584 applications have been found allowing the viral spread of 3,723 other applications through their messages. In the long term, FRAppE is seen as a step towards creating an independent watchdog to evaluate and rank apps to alert Facebook users before installing apps [5].

Thus, using the above modules is very useful and effective for the average user in the network. The problem of this work is partially solved. This article will help users to find the difference between the types of spam, teach users not to succumb to malicious attacks, and use useful and necessary modules to combat spam.

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VI. SPORT AND WELLBEING TECHNOLOGIES
VI. СПОРТ И ЗДОРОВЬЕСБЕРЕГАЮЩИЕ ТЕХНОЛОГИИ

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BUILDING A TRAINING PROCESS FOR ATHLETES (MEN) IN THE OLYMPIC TRIATHLON DISTANCE USING COMBINATIONS OF EXERCISES OF VARYING INTENSITY

Abstract: The article is devoted to the topical problem of developing the most rational approaches to managing the training process in the Olympic sport «Triathlon». The Olympic triathlon is a sport with a predominant manifestation of endurance; it consists of three types of cyclic activities: open-water swimming (1.5 km), cycling (40 km) and running (10 km). The effectiveness of the training process in a triathlon depends on finding and determining the most effective means and methods of training, as well as rational approaches to managing the training process and taking into account individual characteristics of a person. The decisive factor in improving sports performance in triathlon is physical performance in three types of cyclic activity. In accordance with this, the article will present methods of management and control of sports adaptation in a complex sport within the framework of an eight-month training of an athlete. Triathlon is one of the youngest sports and is becoming increasingly popular in the world. The system of training of athletes in triathlon is based on the principles of gradual change, from simple to complex.

Keywords: triathlon, Olympic distance, training process, adaptation.

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ПОСТРОЕНИЕ ТРЕНИРОВОЧНОГО ПРОЦЕССА ДЛЯ СПОРТСМЕНОВ (МУЖЧИН) В ОЛИМПИЙСКОЙ ДИСТАНЦИИ ПО ТРИАТЛОНУ С ИСПОЛЬЗОВАНИЕМ УПРАЖНЕНИЙ РАЗЛИЧНОЙ ИНТЕНСИВНОСТИ

Аннотация: Работа посвящена актуальной проблеме, которая заключается в разработке наиболее рациональных подходов к управлению тренировочным процессом в Олимпийском виде спорта «Триатлон». Олимпийский триатлон является видом спорта с преимущественным проявлением выносливости, который состоит из трех видов циклической деятельности: плавание на открытой воде (1.5 км), велосипедная гонка (40 км) и легкоатлетический бег (10 км). Безусловно, эффективность тренировочного процесса в триатлоне зависит от нахождения и определения наиболее эффективных средств и методов тренировки, а также рациональных подходов в управлении тренировочным процессом и учете индивидуальных особенностей человека. Определяющим фактором повышения спортивной результативности в триатлоне является физическая работоспособность в трех видах циклической деятельности. В соответствии с этим в работе будут представлены методы управления и контроля спортивной адаптации в комплексном виде спорта в рамках восьмимесячной подготовки спортсмена. Триатлон является одним из молодых видов спорта и пользуется всё большей популярностью в мире. Система подготовки спортсменов в триатлоне основывается на принципах постепенности: от простого к сложному.

Ключевые слова: триатлон, Олимпийская дистанция, тренировочный процесс, адаптация.

In recent years, complex sports have become increasingly popular. One of the leading places in this list has summer and winter triathlon. The versatility and availability of the components included in it allows almost any athlete who specializes in one of the three sports to prepare and overcome the distance. Triathlon is a multisport race with three continuous and sequential endurance races: swimming, cycling and running. There are various modifications of triathlon, but currently the most popular and the only one included in the Olympic program is the one that contains swimming (1.5 km), cycling (40 km) and running (10 km).

This research work is devoted to an actual problem, which will be considered in the framework of eight-month preparation of athletes (men) for the Olympic distance in triathlon. Throughout the study, various methods will be studied with the purpose to correctly compile and adjust the athlete's training process.

The aim of the study is to build a rational approach to managing the training process, as well as to develop and substantiate methods of sports adaptation in a complex sport as part of eight-month training of an athlete.

As a rule, the triathlon engages people who have previously been involved in sports, as they have functional reserves, and their body is adapted to intense physical activity. In accordance with this, the object of research is the training process of athletes in triathlon, and the subject of the research is the structure and content of training load in triathlon.

To achieve the goal of this research the following tasks were set:

1) to analyze theoretical approaches to building a training process in a triathlon for athletes;

2) to study the effect of training load of varying intensity, the nature of energy supply on the dynamics of indicators of special physical fitness in the micro and mesa structure of the eight-month cycle;

3) to develop and substantiate a methodology for assessing the level of special physical fitness of athletes in the Olympic Triathlon;

4) to identify the effectiveness of the use of experimental methods.

The hypothesis of this research work is that targeted increase in special physical fitness of triathlon athletes in the eight-month cycle requires the gradual development of the leading components of physical fitness and the usage of the correct approach to training load, based on the individual capabilities of each athlete. Research methods are analysis of literature and scientific and methodological material; analysis and synthesis of the pedagogical experience of building the training process in

the Olympic triathlon; pedagogical testing; pedagogical experiment, questioning athletes; biomedical research methods.

Based on the general theoretical and practical principles of managing the process of sports training, the following interrelated fragments are distinguished:

- setting goals and time required to achieve it;
- identification of individual features and functionality of the athlete;
- setting intermediate goals and specific training objectives for the period, cycle, occupation;
- periodization of training, the determination of the magnitude of the load and their dynamics in periods and cycles, the definition of criteria for the quality of problem solving;
- drawing up programs and training plans;
- practical implementation of the planned programs;
- control, and if necessary – correction in training programs and plans.

The final outcome of this work is a ready-made training plan for athletes, which will be designed for eight-month training for a triathlon, allowing giving excellent results during participation in competitions in the Olympic triathlon.

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SPORT - ARÈNE POLITIQUE?

Résumé: Cet article est consacré à plusieurs aspects de la sphère sportive de la vie humaine. Les raisons du choix de ce sujet et sa pertinence, le rôle du sport et son importance sont étudiés. La première partie traite des technologies qui sauvent la santé et leurs approches. L'histoire du développement du sport, son impact sur la vie humaine sont décrits. La partie principale est consacrée à la réflexion sur les grands sports professionnels, on parle du point où le sport est devenu politisé. Une attention particulière est accordée à la langue et à la communication, en tant que moyen de prévenir et d'éliminer les situations litigieuses dans le sport. Des exemples de la vie sont considérés comme arguments aux affirmations ci-dessus. L'objectif principal est d'analyser l'état des Jeux Olympiques actuels. Cet article présente le point de vue des auteurs sur le sport et sa place dans notre vie, en utilisant le minimum de sources supplémentaires.

Mots clés: technologies préservant la santé, technologies sanitaires, langue, communication, politique et sport, sports olympiques.

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СПОРТ – ПОЛИТИЧЕСКАЯ АРЕНА?

Аннотация: Данная статья посвящена нескольким, аспектам спортивной сферы жизнедеятельности человека. Рассмотрены причины выбора данной темы и её актуальность, роль спорта, его важность. В первой части рассмотрены здоровье сберегающие технологии и их подходы. Далее описывается история развития спорта, его влияние на жизнь человека. Основная часть посвящена размышлениям о большом профессиональном спорте, о том, насколько сильно он стал политизированным. Особое внимание уделяется языку и коммуникации, как к средству предотвращения и устранения конфликтных ситуаций в спорте. Рассмотрены примеры из жизни как аргументация к вышеизложенным положениям. Основная цель – проанализировать состояние современных Олимпийских Игр. В данной статье представлен авторский взгляд на спорт и его проявления в нашей жизни, с использованием минимального количества дополнительной литературы.

Ключевые слова: здоровьесберегающие технологии, язык, коммуникации, политика и спорт, спортивные Олимпийские Игры.

Le vingt et unième siècle. L'époque de la société de l'information. Une société qui dépense de moins en moins d'énergie et de travail pour assurer sa propre survie. Des appareils électroménagers à la maison jusqu’à la production robotique dans les entreprises industrielles. Le progrès scientifique a apporté de nombreux changements dans notre vie, à la fois positifs et négatifs. Mais quels sont les facteurs négatifs? Ceux-ci comprennent que la pollution de l'environnement, les changements climatiques, et le changement du travail manuel conduisent à un mode de vie sédentaire. Tout cela a un impact sur la santé humaine. À part ces

aspects, cet article examine les technologies préservant la santé / des technologies sanitaires, ainsi que les problèmes modernes du grand sport.

Les technologies préservant la santé / les technologies sanitaires

Qu'est-ce qu'une technologie sanitaire? Il s'agit d'un système de mesures visant à promouvoir une culture de vie saine et à préserver la santé [2]. Les technologies qui préservent la santé peuvent être considérées comme un certificat de sécurité sanitaire et comme une combinaison des principes qui complètent les technologies traditionnelles [1].

Il existe plusieurs approches de la santé des technologies sanitaires:

1. Éducatif (formation et développement des capacités sportives des nouvelles générations).
2. Médical (technologies de prévention des maladies).
3. Social (organisation d'un mode de vie sain, abandon des mauvaises habitudes, formation d'un mode de vie actif).
4. Psychologique (technologies de prévention et d'aide psychologique).

Pour le succès d'une personne dans le système des structures sociales modernes, ces technologies doivent être appliquées de manière combinée.

La santé des technologies sanitaires est une partie intégrante de la composante sportive de notre vie. Cette composante est étudiée dans la partie suivante de cet article [3].

Sport. Son rôle dans la vie de l'humanité

De toute façon, chacun de nous a une relation directe ou indirecte avec le sport. En faisant de la gymnastique le matin, en visitant un club de gym, en jouant au bowling avec des amis, nous devenons des athlètes amateurs. Le rôle de l'activité physique dans la vie de l’homme est difficile à surestimer. S'engageant dans n'importe quel type de discipline sportive, une personne aide son corps, renforce les muscles, développe des qualités de volonté, reçoit un effet positif sur les processus mentaux.

Dans les temps anciens, le sport n'était pas nécessaire pour nos ancêtres, car leur mode de vie supposait une activité physique constante du plus jeune âge. C'était la clé de la survie. Pour maintenir la forme physique, nos ancêtres faisaient les exercices dans le lancement du javelot et le tir à l'arc, et les anciennes tribus australiennes participaient à la course à longues distances et à la levée d'objets lourds, car c'était la clé de bonne chasse qui était la poursuite de la proie jusqu'à ce qu'elle soit épuisée.

Ainsi, les premiers jeux de sport ont commencé à apparaître. Plus tard, ils recevront un nouveau statut et deviendront des jeux olympiques de sport.

Mais qui est à l'origine de la création et de la formation d'une belle création sportive? Pour répondre à cette question, vous devez vous tourner vers un pays magnifique. La France, ce pays a une histoire riche, originale, elle a ses génies. Dans l'histoire du sport, Pierre de Fredy de Coubertin, militant sportif et social français, devient un tel génie. Il est l'initiateur de l'organisation des Jeux Olympiques modernes, qui se tiennent depuis 1896, le Président du Comité International Olympique.

Selon Pierre de Coubertin, le mauvais état physique des soldats français était l'une des raisons de la défaite des Français dans la guerre franco-prussienne de 1870-1871. Il a cherché à changer la situation en améliorant la culture physique des Français. Dans le même temps, il a voulu vaincre l'égoïsme national et apporter sa contribution à la lutte pour la paix et la compréhension internationale. La «Jeunesse du monde» devait mesurer sa force dans les compétitions sportives et non sur les champs de bataille. L'apparition des Jeux Olympiques lui paraissait la meilleure solution pour atteindre ces deux objectifs.

Cependant, la contribution de la France ne s'arrête pas là. Après tout, la langue officielle des Jeux Olympiques et du Comité International Olympique est le français. L'annonce des résultats, les cérémonies d'ouverture et de clôture des jeux sont effectuées en français et après traduites en anglais international.

Sport en tant qu'arène politique

Les Jeux Olympiques de l'an 1900. Le début d'un long et difficile chemin pour l'histoire des Jeux Olympiques en Russie. Le chemin qui sera marqué par ses hauts et ses bas. La force de l'esprit, l'endurance, le patriotisme, la persévérance, et maintenant, ce ne sont pas que des mots. Répondre aux attentes, présenter dignement le pays, atteindre le plus haut prix sont l'objectif principal de chaque athlète. Dans le grand sport professionnel, il n'y a pas de place pour les erreurs, à la fois pour les athlètes et pour les juges. Pour identifier le vrai champion, il est nécessaire d'être un juge honnête, juste et impartial.

Maintenant, faisions attention à la place particulière de la langue dans le domaine de la communication sportive. Pour cela, rappelons le conflit sensationnel entre deux biathlètes russe et français. Du 8 au 19 février 2017, le cinquante-deuxième Championnat du monde de biathlon a eu lieu à Hochfilzen, en Autriche. Pendant le relais mixte, lors du transfert

du relais de 3 à 4 étapes, par hasard ou non, Martin Fourcade a poussé le biathlète russe Alexander Loginov. C'était l'élan d'un conflit grandissant.

Après la course, lors de la cérémonie de la remise des prix, Anton Shipulin et Alexander Loginov ont serré la main de tous les athlètes de l'équipe de France, à l'exception de Martin Fourcade, après quoi il a quitté le piédestal, mais il est revenu vite.

En conséquence, deux jours plus tard, un geste public de réconciliation a eu lieu au stade. Anton Shipulin et Martin Fourcade se sont serré la main. Le conflit a été réglé.

Un événement sans précédent dans l'histoire du biathlon mondial. Cependant, les événements pourraient évoluer dans une direction différente. Et la communication a joué le rôle important dans le règlement de ce conflit, car il est important de pouvoir discuter des moments difficiles. Si les participants des deux équipes pouvaient parler, découvrir la cause du conflit, ils trouveraient une solution pacifique à ce problème et il ne pourrait y avoir aucune aggravation de la situation. Selon le biathlète français, lui et A. Shipulin ont commencé une correspondance, après quoi leurs relations amicales ont repris. Cela confirme l'importance de la capacité de parler, de négocier et de discuter des situations difficiles et litigieuses.

Ainsi, nous sommes convaincus que la langue, non seulement dans le sport, mais aussi dans n'importe quel domaine est un facteur qui détermine l'attitude des gens les uns envers les autres. Le processus de communication, y compris en tant que forme d'interaction, est l'un des fondements de la vie humaine et de la société.

Malheureusement, ces dernières années, les Jeux Olympiques ont atteint un nouveau niveau politique. Des distorsions sont apparues dans le système sportif. Aujourd'hui, le grand sport ne suscite plus d'admiration.

Il est impossible d'identifier le plus fort de la compétition, si quelqu'un des participants triche, ne respecte pas les règles. Et si avant, de telles violations étaient arrêtées par les juges, les participants étaient disqualifiés, alors après ces dernières années, on peut être convaincu du contraire.

«Le sport est devenu très sale. Si auparavant, il y avait une sorte de rêve, vous croyiez en pureté du sport et les intentions pures des gens. Je pensais que le sport et la politique étaient deux choses différentes, que nous pouvions montrer à quel point nous étions forts. Maintenant, il y a deux poids, deux mesures, alors je ne veux pas être humilié, être accusé et passer à autre chose». Ces mots appartiennent au biathlète russe, champion

olympique Anton Shipulin. Sans avoir réalisé son potentiel, il a mis fin à sa carrière sportive: «Ma carrière professionnelle se termine. Il y a plusieurs raisons. Le plus important est la situation de l'année dernière où nous n'avons pas été invités aux Jeux Olympiques».

Et pourtant, pourquoi, aujourd'hui, on parle des Jeux Olympiques politisés? L'hymne et le drapeau sont des symboles officiels de l'État. Il s'agit d'un signe distinctif d'un État particulier, personnifiant sa souveraineté et son identité nationales. Le 5 décembre 2017, la déclaration du Comité international olympique a été publiée sur la suspension de la Russie des Jeux d'hiver de 2018 à Pyeongchang, mais après la décision des contrôles antidopage indépendants, certains athlètes ont été autorisés à se présenter sous un drapeau neutre et sans utiliser l'hymne du pays. Ces circonstances ont renforcé notre équipe et ont renforcé son esprit de combat. Le pays a soutenu et souhaité bonne chance aux participants aux Jeux Olympiques d'hiver de Pyeongchang 2018.

On espère qu'à l'avenir, la politique et le sport n'auront pas de points de contact communs. Le niveau de communication sportive entre les délégations atteindra un niveau élevé. Le sport devrait être la promotion d'un mode de vie sain, un exemple de concurrence loyale mais pas un moyen de manipulation. Le sport, à travers la langue et la communication, devrait aider des personnes du monde entier à faire partie d'un ensemble unique.

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PSYCHO-PEDAGOGICAL CONDITIONS OF DEVELOPMENT OF SELF-EFFICACY IN YOUNG ATHLETES AT THE INITIAL STAGE OF TRAINING

Abstract: The relevance of the study is connected with the study of the phenomenon of self-efficacy in sports. Having studied foreign and Russian literature, the authors found that self-efficacy is the belief of a person in the ability to successfully act in a given situation, the belief in the success of these actions, which is accompanied by a choice of more complex tasks, setting difficult goals and showing perseverance in achieving them. The data of foreign studies have shown that the evaluation of the effectiveness of their own activities begins from the age of 9 when there is a need to create conditions that will ensure the development and promotion of self-efficacy in young athletes. Approaches to the problem of self-efficacy are dealt with by such authors as Bulynko N.A., Mamedov J.E., Kellman, M., Eberspaecher H. and others. This article presents the results of the development of self-efficacy in young athletes. The study was conducted on the basis of the sports club «Stimulus» in the town Mikhailovsk, Sverdlovsk region. The necessity of special psychological and pedagogical work of the coach with young athletes is proved. The authors have worked out the recommendations for coaches and parents to improve self-efficacy of young athletes.

Keywords: self-efficacy, young athletes, motivation, self-esteem.

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ПСИХОЛОГО-ПЕДАГОГИЧЕСКИЕ УСЛОВИЯ РАЗВИТИЯ САМОЭФФЕКТИВНОСТИ У ЮНЫХ СПОРТСМЕНОВ НА НАЧАЛЬНОМ ЭТАПЕ ПОДГОТОВКИ

Аннотация: Актуальность исследования связана с изучением феномена самоэффективности в спорте. Изучив литературу зарубежную и отечественную, авторы выявили, что самоэффективность – это убеждение человека в способности успешно действовать в той или иной ситуации, вера в успех этих действий, которая сопровождается выбором более сложных задач, постановкой трудных целей и проявлением упорства в их достижении. Данные зарубежных исследований показали, что оценка эффективности собственной деятельности начинает складываться с 9 лет, поэтому именно с данного возраста возникает необходимость создания таких условий, которые обеспечат развитие и стимулирование самоэффективности у юных спортсменов. Подходы к проблеме самоэффективности раскрываются такими авторами как Булынко Н.А., Мамедова Ю.Э., Келлман М., Эберспедер Х. и другими. В данной статье представлены результаты развития самоэффективности у юных спортсменов-легкоатлетов. Исследование было проведено на базе спортивного клуба «Стимул» г. Михайловск, Свердловской области. В нем приняли участие юные спортсмены-легкоатлеты 9-11 лет, более 15 человек. Доказана необходимость проведения специальной психолого-педагогической работы тренера с юными спортсменами легкоатлетами. Разработаны рекомендации для тренеров и родителей по повышению самоэффективности юных спортсменов.

Ключевые слова: самоэффективность, юные спортсмены легкоатлеты, психолого-педагогические условия.

In modern sport there are high requirements not only to the physical training of athletes, but also to the mobility of thinking and behavior that affect the achievement of high results and the success of the athlete. There is a need to study self-efficacy as an important element that determines the improvement of the quality of an athlete, his achievements, the ability to evaluate themselves and their results, as well as, as a consequence, competitiveness.

Self-efficacy is the belief of a person in the ability to perform successfully in a given situation, the belief in the success of these actions, which is accompanied by the choice of more complex tasks, setting more difficult goals and manifestation of perseverance in achieving them.

The purpose of the study was to analyze the approaches to the study of self-efficacy of athletes and the development and implementation of psychological and pedagogical programs for the formation of self-efficacy in young athletes at the stage of initial training.

According to foreign researchers, the evaluation of the effectiveness of their own activities begins to develop from the age of 9. From this age there is a need to create such conditions that will ensure the development and stimulation of self-efficacy in young athletes.

The theoretical foundations of self-efficacy were first laid by a Canadian scientist A. Bandura. This author believes that there are four main sources of information that contribute to the belief in human self-efficacy: past experience of achievements, modeling (observation of others), belief, physiological and emotional state. Approaches to the problem of self-efficacy were studied by Bulynko N.A., Mamedova Y.C., Kellman, M., Eberspaecher H. and others.

Bulynko N.A. offers a program to improve self-efficacy in sports, which includes the following components: creation of a model of training and competitive activities; settings in verbal form (verbal beliefs); self-regulation skills; participation in competitions of various levels. Mammadova Yu.E. found the relationship of self-efficacy with some personal factors (for example, with the level of normative behavior). Kellman M., H. Eberspaecher H. in their work «Methods of optimization of self-efficacy in sports» indicate the importance of such components of self-efficacy of athletes as: prediction (forecasting) of training results, open prediction of training results, prediction of training results with a time delay. Jolly D., McCready K. and others developed a seminar for young players of professional leagues on the development of self-efficacy called «My future today» (MFT), which included such techniques as

identifying the strengths of the individual, a story about themselves in 30 seconds, etc.

The experimental study was conducted on the basis of the sports club «Stimulus» Mikhailovsk, Sverdlovsk region. The study involved more than fifteen 9-11 year-old athletes.

During the organization of training and competitive process the trainer used the following methods of work: assessment of training and competitive activity of athletes (feedback) in points; methods of self-tuning and self-regulation.

Evaluation of individual indicators of training and competitive activity in points allowed to evaluate the self-efficacy of the work performed by young athletes. Tasks were developed for independent work, which included an assessment of the dynamics of the development of a physical quality.

The results of psychological characteristics of young athletes before and after the experimental work were evaluated using psychodiagnostic methods.

The results of the study revealed the effectiveness of the work, which was expressed in the individual growth of physical qualities of young athletes and sports results, as well as in the formation of self-confidence.

The increase in self-esteem in young athletes was noted both in physical indicators and personal qualities. This is due to the fact that young athletes had learned to highlight the characteristics that are most important in their chosen sport, to realize that their result is a consequence of their efforts, i.e. primarily from how they work in training, as well as from independent training. During the lessons young athletes began to form motivation to succeed, they began to accept difficulties and strive to overcome them, which had a positive impact on improving self-efficacy.

The study showed that the development and use of special psychological and pedagogical conditions in the work of the coach ensures the development of self-efficacy in young athletes.

Recommendations to improve self-efficacy in young athletes are as follows:

- to create conditions for experiencing their own success in training and competitive activities;
- to use verbal persuasion that involves emotional support, belief in their abilities, approval, and positive evaluation;
- to promote learning by observing other people who are successful in doing so;

- to maintain a positive psychological and emotional state during training and competitions;
- to actively use the methods of self-regulation of behavioral and emotional manifestations;
- to provide organized mutual assistance and mutual support in the context of joint activities.

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L'IMAGE D'UN ATHLÈTE MODERNE DANS LES MÉDIAS FRANÇAIS

Résumé: Le sport est un élément important de la société qui fait partie d'un mode de vie sain et donne une idée du prestige du pays. Il existe de nombreux articles sur le sport. Ils parlent souvent de ces athlètes ou d'autres.

L'article est consacré à l'étude de l'image des athlètes dans les médias modernes français. Les caractéristiques de la présentation de matériel journalistique sur des athlètes français Clarissa Agbenen, Amandine Buchart et Teddy Rinner sont examinées. Ces athlètes représentent la France et sont les principaux judokas du pays. Une liste des qualités que les athlètes ont dans leurs portraits médiatiques est présentée. Les valeurs que possèdent les athlètes sont comparées aux valeurs sociales. Les caractéristiques permettant de créer une image positive d'un athlète sont prises en compte. Cet article souligne également l'importance de ces supports médiatiques pour le développement de sports de masse et l'intérêt pour un mode de vie sain, en particulier chez les enfants et les jeunes.

Mots clés: le journalisme sportif, l'image d'un athlète dans les médias, l'axiologie du sport.

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ОБРАЗ СОВРЕМЕННОГО СПОРТСМЕНА ВО ФРАНЦУЗСКИХ СМИ

Аннотация: Спорт является важной частью жизни общества, неотъемлемой составляющей здорового образа жизни, а также дает представление о престиже страны. Существует множество статей, посвященных спорту. Часто в них рассказывается о тех или иных спортсменах.

В данной статье исследуются образы спортсменов в современных французских СМИ. Исследуются особенности подачи журналистских материалов, посвященных таким французским спортсменам, как Кларисса Агбеньену, Амандин Бушард и Тедди Риннер. Данные спортсмены представляют Францию и являются ведущими дзюдоистами страны. Составляется список качеств, которыми обладают спортсмены в их медийных портретах. Сравниваются ценности, которыми обладают спортсмены, с общественными ценностями. Рассматриваются особенности создания положительного образа спортсмена. Также в этой статье обозначается важность данных материалов СМИ для развития массового спорта и интереса к здоровому образу жизни, особенно среди детей и молодежи.

Ключевые слова: спортивная журналистика, образ спортсмена в СМИ, аксиология спорта.

Le sport occupe aujourd'hui une place importante dans la vie culturelle de la société. Pour certains, le sport est un passe-temps, pour d'autres, un mode de vie ou un spectacle intéressant. Cependant, la vie de nombreuses personnes est liée au sport.

Le sport reflète les attitudes idéologiques et les orientations typiques de la société. Les athlètes professionnels sont des représentants de la composante axiologique diffusée par les médias.

Les médias ont un impact énorme sur la formation d'un système de valeurs. Les opinions sur le sport, le degré d'attitude à son égard, le comportement des athlètes, des entraîneurs et le choix des personnes peuvent dépendre de la présentation du matériel.

Cet article traite des athlètes de judo représentant la France sur la scène mondiale. Tous font partie des dix meilleurs athlètes du monde. Divers articles, interviews de ces athlètes sont analysés. Les principales qualités et les valeurs présentées dans ces matériaux sont soulignées. Un portrait médiatique généralisé d'un athlète français est en cours d'élaboration.

Dans les articles consacrés à ces athlètes, l'attention est portée non seulement sur les faits de leur vie sportive (nombre de médailles, titres remportés, etc.), mais également sur les éléments de valeur.

Une grande attention est accordée à l'ambition et au dévouement de l'athlète, par exemple, les plans pour gagner une certaine médaille dans n'importe quel tournoi. Pour Clarisse Agbegnenou, l'objectif principal est maintenant d'être le premier aux Jeux olympiques d'été de 2020 à Tokyo [1].

L'attention est attirée sur l'âge de l'athlète, auquel il a atteint le fameux niveau. À l'âge de 25 ans, Clarisse Agbegnenou est devenue trois fois championne du monde et a pris la deuxième place à l'Olympiade. Cela parle du zèle, de la passion de l'individu.

En même temps, l'athlète ne devrait pas être trop fier. Il doit être conscient que, malgré les hauts résultats obtenus, il a des faiblesses, il a quelque chose à développer. Ainsi, dans l'entretien Clarisse Agbenenou a déclaré que avant qu'elle occupe la 1ère place aux Jeux olympiques, il est trop tôt pour penser qu'elle est la favorite dans sa classe de poids. Elle a également noté qu'elle avait besoin d'améliorer le combat au sol et d'élargir l'arsenal de tirs.

On parle rarement des échecs et des pertes de l'athlète. Les articles sur Clarisse Agbegnenou ne traitent presque jamais du fait qu'elle a pris la 2e place à l'Olympiade. Le plus souvent, il est question des victoires de la Coupe du monde. Sur cette base, on peut en conclure que, selon des journalistes français, un bon sportif perd très rarement.

Les informations sur la rapidité avec laquelle l'athlète a pu vaincre son rival, sur les victoires remportées contre de puissants rivaux et sur une

lutte acharnée, occupent une place particulière dans les articles. Cela montre l'habileté, la stabilité psychologique de l'athlète [1].

Le soutien mutuel est également une qualité que les athlètes ont dans leurs portraits médiatiques. Ainsi, les athlètes expérimentés se rendent dans des tournois plus jeunes pour les soutenir ou se féliciter des victoires [4]. Par exemple, Teddy Riner a félicité Clarisse Agbegnenou sur Twitter «Bravo petite soeur» [2].

Il convient de noter la tolérance, qui est typique pour les athlètes. Aucun des articles ne mentionne les conflits religieux, raciaux ou nationaux. Tout le monde respecte les autres, sans distinction de religion, de couleur, de nationalité ou d'orientation sexuelle. Une plus grande attention est accordée à l'esprit sportif [2].

Les athlètes sont patriotes. Pour eux, c'est important quel pays ils représentent. Tout le monde porte le logo de la Fédération française de judo sur le kimono (Image 1).

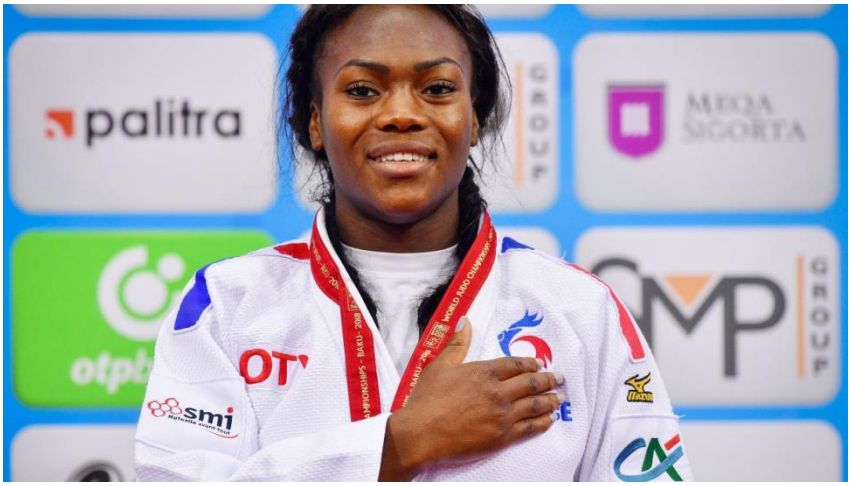

Image 1 - Clarisse Agbegnenou sur le podium

Les 602 ttaint 602 organisent des séances d'entraînement ouvertes pour les enfants, communiquent avec les jeunes 602ttaint602, signent des autographes. Amandine Bouchard a donc participé à la formation de 700 enfants [3]. Dans les portraits des 602ttain, les 602ttaint602 sont présentés de manière amicale et sociable. Cela a un effet positif sur les 602ttaint602 débutants.

Ainsi, dans les 602ttain français, un 602ttaint 602ttaint personne qui se caractérise par des valeurs:

- la détermination
- l'ambition
- le soutien des autres

- le travail
- la stabilité psychologique
- l’endurance
- les compétences professionnelles
- la capacité de gagner
- l’optimisme
- la modestie
- la tolérance
- le patriotisme
- la sociabilité
- l’amabilité

Il est à noter que les valeurs caractéristiques des 603ttaint603 sont généralement acceptées.

L’image positive de l’athlète, qui est créée dans les 603ttain, forme un avis positif sur le sport en 603ttaint et affecte le choix des loisirs des enfants et des adolescents, forme une identité nationale, suscite la fierté du pays, fait du sport une forme de loisir commune à la population en 603ttaint, promeut un mode de vie sain.

Pour les 603ttaint603, 603ttai que soit leur niveau, ce matériel de presse français 603 ttaint bonne motivation. Cela encourage l’apprentissage, fixe des objectifs et les 603ttaint, et développe des qualités positives.

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PREVENTION OF OCCUPATIONAL DISEASES OF THE WORKING POPULATION

Abstract: The article discusses urgent issues of maintenance, possible risks of occupational diseases, adoption of measures to optimize and improve the quality of working conditions, exchanging of experience with other countries, necessity to monitor the health status of employees and mandatory medical check-ups, the adoption of universal terminology and classification of occupational diseases, longer life expectancy resulted in later retirement age. The article describes some forms of work, danger and harmfulness of the working environment. The article is based on legal safety guidelines, it the importance of the employment contract between employees and employers, the state policy directions in the field of occupational safety. The article also contains information on special assessment of working conditions (a study of harmful and hazardous production factors).

Keywords: occupational diseases, working population, specialists, labour protection, retirement age, prevention, health, hazardous substances, monitoring, medicine, disability, safety, medical examination.

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ПРОФИЛАКТИКА ПРОФЕССИОНАЛЬНЫХ ЗАБОЛЕВАНИЙ РАБОТАЮЩЕГО НАСЕЛЕНИЯ

Аннотация: В статье «Профилактика профессиональных заболеваний работающего населения» поднимаются актуальные вопросы о сохранении здоровья населения, о возможных рисках профзаболеваний, принятие мер по оптимизации и улучшению качества условий труда, обмен опытом с другими странами, необходимость мониторинга состояния здоровья работающих, обязательные медицинские осмотры работников, принятие единой терминологии и классификации профзаболеваний, увеличение пенсионного возраста, как результат продолжительности жизни и здоровья нации. Описаны некоторые виды трудовой деятельности, опасность и вредность производственной среды. За основу взяты правовые источники охраны труда, необходимость и важность трудового договора между работником и работодателем, направления государственной политики в области охраны труда. Также дана информация по специальной оценке условий труда (исследование вредных и опасных производственных факторов).

Ключевые слова: профессиональные заболевания, работающее население, специалисты, охрана труда, пенсионный возраст, профилактика, здоровье, опасные вещества, мониторинг, медицина, трудоспособность, безопасность, медицинский осмотр.

Adoption of the law on increasing the retirement age has raised acute questions about the life expectancy of the population, possible risks of occupational diseases and improvement of working conditions (Federal Law No. 350 – ФЗ of October 3, 2018). Also, it has stressed upon the need to improve the technological processes, personal protective equipment, compliance with safety regulations and industrial hygiene, prevention of

emergency situations, automation of production (The course «Organization of safety training», given in GOST 12.0.004-2015, 2017, 2019).

More than 2 million people in the world die from illnesses occurred at work every year. Whereas about 160 million people sacrifice their health acquiring occupational diseases annually [2].

Today, almost all state-owned Russian enterprises, factories, and educational institutions have the position of an occupational health and safety specialist. Specialists conduct briefings for employees in accordance with their positions and jobs. They also hold lectures about occupational diseases and methods of their prevention. These measures are urgent for safety and maintaining employees' health and life. Health check-ups are required when seeking employment. Depending on the profession, it is necessary to see certain medical specialists in order to prevent possible risks of occupational diseases or reveal them at early stages.

The list of occupational diseases of the Russian Federation includes diseases caused by exposure to harmful, hazardous substances and production factors. There are acute and chronic forms. Acute occupational diseases (poisonings and intoxication) include forms that outbreak suddenly after a single exposure to harmful and hazardous production factors within a period of not more than one working shift. Its intensity significantly increases the maximum permissible concentrations (MPC) of harmful substances and the maximum permissible levels (MPL) of harmful physical factors. Chronic occupational diseases include impairments resulted from prolonged exposure to harmful and dangerous substances and production factors (The list of occupational diseases, approved by the order of the Ministry of Health and Social Development of The Russian Federation dated from April 27, 2012 No. 417п)

But in addition to chemical effects on humans, there are conditions or accidents, resulting in temporary or permanent loss of ability to work: biological (caused by viruses, parasites, bacteria); physical (noise, vibration); environmental; social (food, night shifts); climatic diseases. In fact, their actual number is much more than the number of detected cases. Thus, there is still room for improvement.

The mortality rate from occupational diseases worldwide exceeds the death index from industrial accidents and road traffic accidents (RTA). The danger of occupational diseases is highly underestimated. Each country being a member of the International Labour Organization (ILO) should adopt its own list of occupational diseases. Based on the collected

information the needs of working people and organizations are identified [1].

Occupational diseases have a long history. Previously, the type of human activity could be determined by the name of the disease. For example, potters used to inhale silicon dust and have lung problems (Potter's rot), inhaled lead-containing dye by painters caused abdomen stitches (Painters colic), capers were influenced by mercuric nitrate during fur skins staining, which affected the nervous system and induced cramps (Mad hatter).

Measures such as monitoring and creating a register of occupational diseases are necessary for an accurate assessment of the health status. This reliable base is supposed to provide an opportunity to make international comparisons, since technological progress leads to the emergence of new substances, processes and activities that can harm differently.

30 out of 37 countries participating in the International Organization for Economic Cooperation and Development (OECD) adjust retirement age. Many other parameters are taken into account when comparing the standards of the retirement age, for example: Israel 67 – for men, 62 – for women, Norway 67 – for everyone, the UK 65 – for men and women, Japan 65 – for everyone, Russia 60 – for women, 65 – for men. Life expectancy, labour market, wages and taxes are taken into account. The retirement age may come earlier if an occupational specialist diagnoses occupational disease (RIA Novosti «The retirement age in the countries of the world» dated from 06/14/2018).

Experts note that the number of occupational diseases is increasing worldwide. Different countries have their own characteristics. For example, in Germany there are problems in the field of dermatology, hearing impairment, allergic reactions. Hair dye is found out to be responsible for allergic reactions in hairdressers. As a result, the EU issued a directive banning the use of such components. Based on the scientific data, the state is fighting for maintaining employees' health reducing the number of occupational diseases.

In Italy, compulsory social insurance against occupational diseases was introduced even for housewives aged from 18 to 65 years old.

Currently, in some areas related to occupational diseases, there is no unity of terminology and classifications, which in its turn leads to difficulties in interpreting the results of scientific research, as well as in comparing indicators of occupational morbidity, in making diagnoses and considering treatment. For example, there is no generally accepted

classification of occupational respiratory diseases; although they constitute a significant proportion of occupational diseases: silicosis, asbestosis, pneumoconiosis [3].

In case of occupational disability and availability of supporting documents, insurance payments are assigned. Unqualified people being in need of living expenses are especially vulnerable when hired without a labour contract.

Health compensation is guaranteed in the form of purchase of medicines, additional nutrition and health-resort treatment. Rehabilitation activities at the early stages should be aimed at restoring impaired body functions and early adaptation.

A number of documents are to be compiled in order to receive payments for temporary or partial disability from insurance companies. A positive decision is made if the diagnosis was made during the validity of the employment contract. Many suffer violations of their labour rights, but employees must know the Labour Code to protect their rights because the state is not able to control every employer and every insurance company. Employees should know that they can for defend their labour rights, applying to the Federal Labour Inspectorate, to the prosecutor's office, to the court.

Each country has accumulated its experience in diagnosing and treating occupational diseases. The state individually decides which diseases to recognize as professional. Despite the fact that the Russian and European lists are quite extensive, many problems in this area have not been resolved. Nowadays there is a need to train occupational pathologists to make diagnostics in the medical field, to improve the common system for registering occupational diseases.

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VII. SOCIAL PROBLEMS OF MODERN SOCIETY
VII. СОЦИАЛЬНЫЕ ПРОБЛЕМЫ СОВРЕМЕННОГО ОБЩЕСТВА

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EWIGER KAMPF ZWISCHEN MENSCHEN UND MASCHINEN

Zusammenfassung: Der Prozess der Automatisierung geht kontinuierlich aus der Antike. In unserer Zeit wird dieser Prozess, die Entwicklung neuer Technologien und die Schaffung verschiedener Arten von Robotern, allmählich Menschen aus verschiedenen Tätigkeitsbereichen verdrängen. Aber um die Einführung von Innovation und Ihre produktive Nutzung zu überwachen, ist die Anwesenheit einer Person notwendig. In unserem Leben gibt es viele routinemäßige Manipulationen, die künstliche Intelligenz ausführen kann. In der unwissenden Zeit retten die Maschinen das Leben der Menschen, zum Beispiel Roboter-Chirurgen mit Erfolg führen High-Tech-und komplexe Operationen durch. Darüber hinaus zeigen sich Roboter gut in der Kunst, zum Beispiel beim Zeichnen von Gemälden. Neben friedlichen Zielen dienen unbemannte Mittel als Werkzeug für die Durchführung von Kampfhandlungen, die den Verlust von Soldaten auf dem Schlachtfeld verhindern. Der Prozess der Verbesserung von Technologien und Schaffung von immer mehr funktionellen Maschinen ist endlos. Es ist notwendig, ein angemessenes Gleichgewicht zwischen der Verwendung von Robotik-und Humanressourcen-wissenschaftlichen Neuheiten zu finden.

Schlüsselwörter: roboter, Technologien, Automatisierung, Revolution, industriell, Kampfroboter, Ingenieurroboter, Zukunft.

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ВЕЧНАЯ БОРЬБА МЕЖДУ ЛЮДЬМИ И МАШИНАМИ

Аннотация: Процесс автоматизации идет непрерывно с древних времен. В наше время этот процесс, разработка новых технологий и создание различных типов роботов постепенно вытесняют людей из различных сфер деятельности. Но для контроля за внедрением инноваций и их продуктивного использования необходимо присутствие человека. В нашей жизни много рутинных манипуляций, которые может выполнять искусственный интеллект. В невоенное время машины спасают жизни людей, например роботы-хирурги с успехом выполняют высоко технологичные и сложные операции. Кроме этого, роботы хорошо проявляет себя в сфере искусства, например, рисуя картины. Помимо мирных целей беспилотные средства служат инструментом для ведения боевых действий, что предотвращает потери солдат на поле боя. Процесс усовершенствования технологий и создание все более функциональных машин бесконечен. Необходимо найти разумный баланс между использованием научных новинок робототехники и человеческих ресурсов.

Ключевые слова: робот, технологии, автоматизация, революция, боевой робот, инженерный робот, будущее.

Unsere Welt lebt heute im 21. Jahrhundert. Was bedeutet das? Das ist eine neue Ära höchster Technologien und neuer Möglichkeiten, die wir durch diese Erfindungen verwirklichen können. Aber da gibt es noch eine dunkle Seite. Aber der Reihenfolge nach.

Automatisierung ist eine der Richtungen des wissenschaftlichen und technischen Fortschritts, der selbstregulierende technische Mittel und mathematische Methoden verwendet, um den Menschen von der

Teilnahme an den Prozessen der Erlangung, Umwandlung, Übertragung und Nutzung von Energie, Materialien, Produkten oder Informationen zu befreien, oder eine wesentliche Verringerung des Ausmaßes dieser Beteiligung oder der Arbeitsintensität der durchgeführten Operationen.

Das früheste Beispiel für die Prozessautomatisierung findet man im alten Ägypten. Der Wissenschaftler und der Erfinder Ktesibi erfand und beschrieb einen speziellen Regler für Wasseruhren.

Die weitere Entwicklung der Automatisierung findet in Zeiten industrieller Revolutionen statt. Die erste industrielle Revolution ist mit der Erfindung eines Dampfmotors in Großbritannien in der zweiten Hälfte des 17. Jahrhunderts verbunden.

Die zweite industrielle Revolution umfasst die zweite Hälfte des 19. und Anfang des 20. Jahrhunderts. Der Anfang davon ist die Einführung der Methode des Schmelzens von Stahl, und der Höhepunkt ist die Verbreitung der Flussproduktion. Im Gegensatz zur ersten industriellen Revolution, die auf Innovationen bei der Herstellung von Gusseisen, Dampfmotoren und der Entwicklung der Textilindustrie basiert, fand die technologische Revolution auf der Grundlage der Herstellung von hochwertigem Stahl, der Verbreitung von Eisenbahnen, Elektrizität und Chemikalien statt.

Die Dritte industrielle Revolution ist eine digitale Revolution, ein allgegenwärtiger Übergang von analoger Technologie zu Digital, der in den 1980er Jahren begann und in den ersten Jahrzehnten des XXI Jahrhunderts dauerte. Die vierte industrielle Revolution ist ein prognosiertes Ereignis, massive Einführung von cyberphysikalischen Systemen in die Produktion, Wartung von menschlichen Bedürfnissen, einschließlich des Lebens, der Arbeit und der Freizeit.

Im 21. Jahrhundert ist die Automatisierung in vielen Bereichen der menschlichen Aktivität vorhanden: Militär (Kampfroboter, Aufklärungs-Roboter, Ingenieur-Roboter), Medizin (chirurgisches System „Da Vinci“), Verkehr (unbemannte Autos), leichte und schwere Industrie, Kunst und Musik (Roboter-Künstler eDavid oder virtuelle Sängerin aus Japan Miku Hatsune)

Betrachten wir Beispiele für Automatisierung auf einem bestimmten Tätigkeitsbereich - die Streitkräfte.

Eines der wichtigsten Paradigmen der westlichen Zivilisation heutzutage ist die Anerkennung des menschlichen Lebens als höchster Wert. Jedoch treten diese humanistischen Ideen in Konflikt mit der Notwendigkeit, Kampfhandlungen zu führen und Soldaten vorzubereiten.

Im Jahr 2007 nahmen die Roboter zum ersten Mal an einem echten Kampf im Irak teil. Im Allgemeinen kann man sagen, dass die Anwendung von automatisierten Systemen auf dem Schlachtfeld eine der vielversprechendsten Richtungen der Entwicklung des Militärs ist. Moderne militärische Roboter können in folgende Gruppen untergeteilt werden: Intelligenz, Engineering, Kampfroboter, rückwärtige Roboter.

Für Aufklärungszwecke verwendet man Drohnen und Bodenroboter. Der kleinste Scout-Roboter, der heute in der US-Armee verwendet wird, ist Recon Scout. Dieser Roboter kann für Hindernisse geworfen werden, aber er kann sich nur auf einer relativ ebenen Oberfläche bewegen. Der massivste US-Militärroboter ist TALON. Dieser Roboter wird für die Aufklärung und Neutralisierung von Sprengkörpern verwendet.

Ingenieurroboter werden verwendet, um Minen zu neutralisieren, Passagen in Minenfeldern zu schaffen, Gewichte zu heben und Blockaden zu löschen. Ein Beispiel für diese Technik ist MV-4. Man benutzt diese Technik für die Neutralisierung von Munition und Minen in einer Tiefe von bis zu 320 mm. Als Beispiel kann man einen Roboter-Minesweeper erwähnen, der mit dem Minenabfall und der Minenaufladung ausgestattet ist und Rauchschleier setzen kann.

Das größte Interesse für die Öffentlichkeit wird durch Kampfroboter verursacht. Eines der bekanntesten autonomer Kampfsysteme ist die israelische Drohne Guardium, die benutzt wird, um Patrouilledienst zu machen, Schutz und Wartung von Kolonen zu tragen, und für die Exploration.

So sind die wichtigsten Vorteile der Automatisierung: erhöhte Bandbreite oder Leistung, Verbesserung der Qualität oder Verbesserung der Vorhersagbarkeit der Qualität, erhöhte Zuverlässigkeit von Prozessen oder Produkten, erhöhte Ausgabesequenz, Verringerung der direkten Kosten der menschlichen Arbeit und Ausgaben, Einstellung der Automatisierung von Operationen, um die Zykluszeit zu reduzieren, Ersatz des menschlichen Bedieners in Aufgaben, die mit schwerer körperlicher Arbeit oder monotone Arbeit verbunden sind; ersetzen von Menschen bei der Durchführung bestimmter Aufgaben in gefährlichen Umgebungen (Feuer, Raum, Vulkane, nukleare Objekte, unter Wasser, und so weiter.), Aufgaben, die außerhalb der menschlichen Fähigkeiten (Größe, Gewicht, Geschwindigkeit, Ausdauer und so weiter).

Nachteile des Systems sind:

Sicherheitsrisiken: Das Automatisierungssystem hat begrenzte Intelligenz und das kann nicht alle kritischen Fehler bemerken.

Die Kosten für Forschung und Entwicklung des Automatisierungsprozesses können die Kosten für die Ersparnisse überschreiten, die Arbeitslosigkeit erhöhen, was zu Volksbewegungen führen könnte, wenn die Automatisierung nicht angemessen ist.

Während der Ausnutzung waren Unfälle, wenn der Roboter seine Aufgaben nicht mehr machen konnte. Dafür gibt es viele Gründe, einer von denen ist die Funktionsstörung. Am 6. Januar 2019 in Las-Vegas, wo eine Ausstellung stattfand. Es gab dort einen Unfall mit dem unbemannten Fahrzeug von der Firma «Tesla», das auf den russischen Roboter gestoßen ist. Der Grund war ein Fehler in dem System. Es gab aber Fälle, wenn die Menschen durch die Roboter getötet wurden. Es war in Süd-Afrika. Der Mörder war ein automatisches, computergesteuertes Flugabwehrgeschütz Oerlikon GDF-005. Es wurde von einem System gesteuert, das den Feind ohne menschliches Eingreifen automatisch sucht, erbeutet und angreift. Neun südafrikanische Soldaten starben und weitere 14 wurden schwer verletzt.

Ja, man kann ehrlich sagen, dass die Roboter eine der größten Errungenschaft der Menschheit und Wissenschaft sind. Und diese Richtung der Technologie soll sich weiter entwickeln. Aber das kann unser Arbeitsmarkt und Wirtschaft ändern. In der Zukunft können die Menschen, die gut Maschinenbau, Informatik, Mathematik und weitere exakte Wissenschaften wissen, gefragt werden. Erstens, der Roboter hat sein Gehirn, um Signale zu bekommen und verschiedene Handlungen zu machen. Zweitens, dieses Gehirn soll programmiert sein, und dafür braucht man gut qualifizierte Programmierer, die das Operationssystem machen oder renovieren werden. Drittens, um Informatik gut zu wissen, muss man gute Kenntnisse in Mathe haben, das ist ein wichtiger Teil von IT. Und viertens, diese Maschinen werden immer Probleme haben, deshalb braucht man die Fachleute, die mit dem Maschinenbau verbunden sind und alles reparieren können.

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PEOPLE WITH DISABILITIES: ADAPTATION TO THE SOCIAL ENVIRONMENT

Abstract: The article discusses the problems that people with disabilities face every day. Loneliness, misunderstanding, detachment, lack of money make such people unhappy. The article proposes the solution of many social issues, such as finding a job, government support, changing the attitude of ordinary people to people with disabilities, the formation of an inclusive society, the fight against discrimination, leisure activities. There are also examples of successful implementation of various projects and holding large-scale events in Yekaterinburg, such as «Accessible Yekaterinburg», the First World Congress for People with Disabilities in 2017, «Lessons of Goodness» in schools. This article reveals the problem of social adaptation of persons with disabilities, not only as a state, but also a public. It proves that only by joint efforts of the state and common citizens is it possible to make significant changes to the problem under discussion. Also, in this article there are examples of the real value of the equipment necessary for the daily life of people with disabilities. Today, despite the large number of changes in the social sphere, there are a large number of unresolved issues in improving the quality of life of people with disabilities.

Keywords: adaptation, disabilities, social problems.

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ЛЮДИ С ОГРАНИЧЕННЫМИ ВОЗМОЖНОСТЯМИ: АДАПТАЦИЯ К СОЦИАЛЬНОЙ СРЕДЕ

Аннотация: В статье рассмотрены проблемы, с которыми инвалиды сталкиваются каждый день. Одиночество, непонимание, отстраненность, нехватка денег делают таких людей несчастливыми. В статье предлагается решение многих социальных вопросов, таких как устройство на работу, государственная поддержка, изменение отношения обычных людей к людям с инвалидностью, формирование инклюзивного общества, борьба с дискриминацией, организация досуга. Также имеются примеры успешного внедрения различных проектов и проведение масштабных мероприятий в Екатеринбурге, таких как «Доступный Екатеринбург», Первый Всемирный конгресс для людей с инвалидностью в 2017 году, «Уроки добра» в школах. Данная статья раскрывает проблему социальной адаптации инвалидов не только как государственную, но и общественную. Она доказывает, что только совместными усилиями государства и обычных жителей возможно внести существенные изменения в обсуждаемую проблему. Также в этой статье имеются примеры реальной стоимости инвентаря, необходимого для повседневной жизни людей с инвалидностью. На сегодняшний день, несмотря на большое число перемен в социальной сфере, имеется большое количество нерешенных вопросов в улучшении качества жизни людей с инвалидностью.

Ключевые слова: адаптация, ограниченные возможности, социальные проблемы.

Disability is a severe medical and social problem that is relevant around the world. Nowadays in developed countries, on average, almost every tenth resident has health restrictions [2]. A disabled person is a person who has a health disorder with a persistent disorganization of the body's functions that is caused by diseases, the consequences of injuries or defects. All this leads to limited life activity and calls for the social protection of such a person. The limitation of life is expressed in the total or partial loss of the ability or opportunity to engage in self-service, independently move, orient, communicate, control their behavior, learn and work.

Limitation of opportunity is fraught with a multitude of challenges. A person usually loses job, he begins to feel loneliness, often sinks into depression. Occasionally there are cases of suicide. Such a sorrowful outcome is quite logical: the absence of support and fun makes a person hermit and he doesn’t see the point in living [4].

However, the diagnosis isn’t a stigma. Any society has different kinds of work for people with disabilities. They can be designers, operators or dispatchers in different companies, actors, singers, auditors, professional athletes, motivational speakers, etc. Today more and more disabled people are becoming self-confident personalities and making success [3, 4]. But in order to achieve all this, we need change conditions for social adaptation.

It is self-evident that we need to create supportive systems – specialized institutions, social services and so on. For example, in Yekaterinburg, there is a big regional rehabilitation center for disabled people, which provides medical rehabilitation services and also deals with leisure for patients. The Center is equipped by state-of-the-art, it is the base for carrying out all kinds of events, both urban and international.

Furthermore, our social institutions try to develop of an inclusive society – a society that respects differences from one another and actively struggles with prejudice. This includes the implementation of comfortable conditions for people with disabilities: sufficiently wide doors, elevators in the metro and shops, special sound signals at traffic lights, the introduction of necessary functions in gadgets, the creation of special education programs in schools and universities, etc. [5]. For instance, there is a project «Accessible Yekaterinburg». The main task of this program is to assess the facility of access of the environment for low-mobility citizens. Special itinerary is created on the maps 2GIS, according to which a disabled people can walk along the city without obstacles.

It stands to reason that, it is support at the legislative level. The Ministry of Social Policy is concerned with the problems of people with disabilities [1]. In the Sverdlovsk region it holds conferences, meetings and councils, organizes exhibitions, competitions, festivals and other mass events, develops and implements programs to provide social support measures, and enacts laws.

In addition, the organization of various festivals and sports events of international caliber [4]. Of course, in the capital of Ural the most important event of this kind was the First World Congress for People with Disabilities in 2017, which were participated more than 700 people from 30 countries.

However, despite a number of advantages, disabled people meet with a lot of problems, which they can't solve on their own. The main problem is the unwillingness of employers to cooperate [2]. Of course, we can come over to side of specialists from the personnel department: an able-bodied person implies more reliability. However, sometimes an employee with disability can execute a piece of the same work even better than a healthy one. For example, work in the office doesn't imply motor activity, so any person can do it well, regardless of the presence of bodily or physical defects.

The absence of a workplace includes money scarcity. A person with a disability does not have enough bankroll not only to meet daily living needs, but also to purchase the necessary equipment, medicines, medical procedures. For instance, the average cost of a wheelchair exceeds 15,000 rubles, wheelchairs with an electric drive – 50,000 rubles, canes for blind people – 1000 rubles, and the price of adaptive furniture starts at 6,000 rubles and can reach 200,000 or more. It is very expensive, and a disabled person can't acquire such things on his own.

However, the state will not cope with this problem if the reaction of healthy people does not change to people with disabilities. Therefore, social services need to lead conversations, and start it as early as childhood [5]. For example, the so-called «Lessons of Goodness» are held in some schools in Yekaterinburg. People with disabilities tell how they got a disability, what problems they have, what they feel now. Usually it is very useful and interesting for children to visit such meetings.

In conclusion, the topic of social adaptation of disabled people in the Russian Federation is still relevant. On one hand, there is a tendency towards the development of an inclusive society, and on another hand,

there is remain a large number of unresolved problems, which require attention, both of the state and citizens.

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INFLUENCE OF THE CELL PHONES ON PHYSICAL AND MENTAL HEALTH OF STUDENTS

Abstract: This article discusses the influence of cell phones on the physical and mental health of people and especially on the health of students. The authors note the negative influence of cell phones on vision and the reduction of the melatonin (a sleep hormone) synthesis in the body of mobile phone users that is caused by using these gadgets in the dark before sleep, which often causes insomnia. The article also describes the negative electromagnetic waves impact radiated by a cell phone on the human body. In addition, the paper considers the mobile phone addiction.

Keywords: cell phone, physical health, mental health, electromagnetic waves, students.

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ВЛИЯНИЕ СОТОВЫХ ТЕЛЕФОНОВ НА ФИЗИЧЕСКОЕ И ПСИХИЧЕСКОЕ ЗДОРОВЬЕ СТУДЕНТОВ

Аннотация: В данной статье рассмотрено влияние сотовых телефонов на физическое и психическое здоровье людей и, в частности, на здоровье студентов. Авторы статьи отмечают негативное влияние сотовых телефонов на зрение, а также говорят о снижении синтеза мелатонина (гормона сна) в организме пользователей из-за использования мобильных устройств в темноте перед сном, что часто является причиной бессонницы. Кроме того, в

статье рассказано о негативном воздействии на человеческий организм электромагнитных волн, излучаемых сотовым телефоном. Помимо этого, в работе также говорится о возможном развитии зависимости от мобильного телефона.

Ключевые слова: сотовый телефон, физическое здоровье, психическое здоровье, электромагнитные волны, студенты.

XXI century is called the century of high technologies, the most prominent of which is a mobile or cell telephone. Nowadays, cell phones constitute an essential part of human lives. They play an important role in our everyday life, allowing us to communicate with each other, surf the Internet, look for information we need, listen to music, play different games, etc. At the same time, we should realize that a mobile phone is the same electronic device as a personal computer, a radio or even a battery. That is the reason why we should remember that mobile phones could influence negatively the human health.

Scientists warn that mobile connection, the Internet and different modern electronic devices are the sources of electromagnetic radiation. These electromagnetic waves can trigger a variety of human cells and cause disturbances of the gene order [3]. According to the statistics, about 70% of all cell phone users talk on it more than 30 min a day, 30% of people have 2 or more mobile phones, 40% put their phones at night closer than 0.7 m from their head (at the same time, cell phones always radiate electromagnetic waves for communication with the base station) [4].

Mobile phone abuse is especially spread among young people. Although most students know about the detrimental influence of electromagnetic waves, they do not follow the rules of working with their devices. According to the statistic, approximately 81% of young people send at least 30 messages a day and every forth student has been using cell telephone for 6 years [2]. At the same time, this habit can cause different diseases and illnesses of human body and nervous system. For example, our eyes are poorly adapted to seeing bright pictures on small screens of cell phones. These screened pictures consist of many different separate dots that shine and flicker. That is the reason why many cell phone users say that their vision is becoming worse and worse. Besides, other

symptoms such as streaming eyes, headache, distress and double vision can also appear [1].

It is also necessary to mention that cell telephones, making our life easier, on the one hand, can be the reason of strong addiction, on the other. Virtual world is becoming more and more popular nowadays, especially among students. Many young people from all over the world spend almost all the time with their mobile phones in their hands. They prefer not to take part in the real life and stay at home, deepened into the screen. Such failure to stop using the mobile phone permanently induces addiction. Regular watching the bright screen at night promotes the synthesis of melatonin, a sleep hormone, impairment. This in its turn leads to poor sleep and insomnia.

Summarizing everything mentioned above, one cannot deny the invention of cell telephones has changed human lives. At the same time, it has caused the strong addiction among people and especially among students. Still today, mobile phones are making our life easier and we cannot imagine living without them. Nevertheless, while using these electronic devices we should follow the recommendations of the proper use.

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SOCIAL INEQUALITY IN THE RUSSIAN FEDERATION

Abstract: This article deals with a significant problem of the modern society, the social inequality, which is typical not only for Russia, but also for any other country. This problem has become extremely important recently. The article gives the analysis of statistical data for the last years and studies the problem of social inequality not only between people, but also at the level of Federal districts, and also considers proposals to improve the situation.

Keywords: social inequality, social stratification, differentiation of the population, subsidies, income gap.

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СОЦИАЛЬНОЕ НЕРАВЕНСТВО В РОССИЙСКОЙ ФЕДЕРАЦИИ

Аннотация: В данной статье рассматривается значимая проблема современного общества – социальное неравенство, которая характерна не только для России, но и для любых других стран. Данная проблема стала особенно актуальна в последнее время. В статье представлен анализ статистических данных за последние годы, выявлена степень социального неравенства среди людей. Статья изучает проблему социального неравенства не только между людьми, но и на уровне федеральных округов, а также рассматриваются предложения по улучшению ситуации.

Ключевые слова: социальное неравенство, социальная стратификация, дифференциация населения, субсидии, разрыв в доходах.

Social inequality is the division of people into poor and rich according to the level of their income and the degree of their rights and obligations. The problem of social inequality has always existed, but it has become particularly evident nowadays. As the head of Rosstat of the Russian Federation, Alexander Surinov, states: «There has never been social inequality in Russia similar to the current one».

Table 1 below gives the statistics on the distribution of total cash income, it can be seen that the first group with the lowest incomes gradually grows and is 5.4% in 2017, the fifth group with the highest incomes decreases and in 2017 is 46.8% which is 1% less than the average income of the second, the third and the fourth groups together. From the presented data it is clear that there is a social stratification of society in the country.

Table 1 – The distribution of total cash income and the characteristics of the differentiation of money incomes of the population

Year	**Cash income (total)**	including by 20% population groups, in%:				
		first (with the lowest income)	the second	the third	the fourth	fifth (with the highest income)
2014	**100**	5,2	9,9	14,9	22,6	47,4
2015	**100**	5,3	10,0	15,0	22,6	47,1
2016	**100**	5,3	10,1	15,0	22,6	47,0
2017	**100**	5,4	10,1	15,1	22,6	46,8

In the conditions of today's high social differentiation in the Russian Federation, there is not only social inequality between people, but also between the districts of the country. Table 2 shows that the socio-economic development in the regions of the Russian Federation is different. It is also clear that according to different characteristics, the district occupies a different position. According to the presented characteristics, the Central district ranks first in all indicators, except for the average monthly nominal wage. This suggests that the region is the most developed. We can also talk about stable development in the Ural Federal district. It takes the place in the middle, which indicates a good

development of the district. The last place can be given to the North Caucasus district, which takes the last places almost by all characteristics. As for the far Eastern Federal district, it is in the last place by 3 criteria, while the other 3 occupy a fairly high place. Thus, we can say that the districts are developing unequally. Consequently, people living in different districts will have different incomes, which also affects inequality in the country.

Table 2 – Socio-economic characteristics of districts

Federal District	Number of population on January 1 2017, thousand people	Average number employed, thousand people	Per capita cash income (per month), rub.	Average consumer consumption per capita (per month)	Average monthly nominal accrued wages of employees of organizations, rub.	Gross regional product in 2015, mln. rub.
Central	39209,6	21181,9	39365	28851	45943	22713911,1
Privolzhsky	29636,5	14116,2	25737	18940	27265	9916064,2
Sibirskiy	19326,2	8783,8	23720	16428	31569	6751925,9
Far Eastern	6182,7	3203,4	36414	24968	45786	3549618, 5
North Caucasus	9775,8	3778,9	23431	17763	22963	1704330,8
Urals	12345,8	6347,1	32565	23137	41464	8980445,7
Northwestern	13899,3	7251,1	33212	23608	41076	6790148,1
Southern	16428,5	7402,8	26308	21104	26964	4590595,0

To overcome social inequality between the districts, the federal budget of Russia provides annual subsidies to the subjects of the Russian Federation. Grants are intended to equalize the budgetary security of the subjects and are provided for any direction of expenditure, while subsidies are a donation of funds for a specific purpose, for example, for repairing the roads.

Thus, social inequality, both among people and among regions, is one of the most significant problems in modern Russia. The income gap between the poorest and the richest people and the Federal districts has long been a concern of the current authorities. This significant issue will not be resolved in the nearest future, as no real solutions have been found, but this problem is one of the main tasks prescribed in the Plan of development of Russia until the 20th year. Therefore, the search for a solution to such a significant problem continues daily.

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URSACHEN SOZIALER JUGENDPROBLEME IN DER MODERNEN WELT

Zusammenfassung: Der Artikel versucht, den modernen Zustand der russischen Gesellschaft am Beispiel der Jugend als soziale Gruppe mit bestimmten Besonderheiten zu analysieren. Der Artikel behandelt die wichtigsten sozialen Probleme der modernen russischen Jugend: komplizierte Beziehungen zu Familie und Gesellschaft; negative Auswirkungen der Medien; Arbeitsunfähigkeit, Arbeitslosigkeit, Fehlen des Berufs; unpatriotische Beziehung zum Heimatland; schwache Gesundheit; passiver Lebensstil; sexuelle Zügellosigkeit der Jugend. Der Autor stützt sich auf die Lehre von K. Marx und analysiert die Ursachen der modernen Probleme der russischen Jugend. Er verbindet die Entstehung der Probleme mit dem Übergang Russlands zum Marktsystem der Beziehungen. Der Übergang zum Markt betrachtet sich im Artikel als Übergang von einer Formation zur anderen. Er führte zu einer Veränderung der Wertorientierung der Jugendlichen. Der Autor zeigt, dass zur Zeit die monetäre Beziehung in den Vordergrund geht. Das ändert die Einstellung zur Familie als Zelle der Gesellschaft, zur Arbeit, zur Bildung, zum Lebensstil.

Schlüsselwörter: die Jugend, soziale Gruppe, soziale Probleme, die Werte, die Gesellschaft, die Wirtschaftlichkeit, die Sozialisierung, die Bildung, Marktbeziehungen.

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ПРИЧИНЫ СОЦИАЛЬНЫХ ПРОБЛЕМ МОЛОДЕЖИ В СОВРЕМЕННОМ МИРЕ

Аннотация: В статье делается попытка проанализировать современное состояние российского общества на примере молодежи как социальной группы, имеющей свои особенности. В статье рассматриваются основные социальные проблемы современной российской молодежи: 1. Сложные взаимоотношения с семьей и обществом; 2. Негативное влияние средств массовой информации; 3. Трудовая незанятость. Безработица. Отсутствие профессии; 4. Непатриотическое отношение к Родине; 5. Слабое здоровье. Пассивный образ жизни; 6. Половая распущенность молодежи. Автор опирается на учение К. Маркса и анализирует причины современных проблем российской молодежи, связывая их появление с переходом России к рыночной системе отношений. Переход к рынку рассматривается в статье как переход от одной формации к другой. Он спровоцировал изменение ценностных ориентиров молодежи. Автор показывает, что в настоящее время денежные отношения выходят на первый план. Это меняет отношение к семье как ячейке общества, к труду, образованию, образу жизни.

Ключевые слова: молодежь, социальная группа, социальные проблемы, ценности, общество, экономическая эффективность, социализация, формация, рыночные отношения.

Zunächst sollte die Definition des Begriffs «Jugend» gegeben werden. Unter der Jugend verstehen wir eine soziale Gruppe von Menschen, die durch die Möglichkeit der sozialen Entwicklung, einen bestimmten Status, die Vergünstigungen, das Alter gekennzeichnet ist. Es ist wichtig zu beachten, dass die Forscher immer noch über den Altersrahmen dieser sozialen Gruppe streiten. Laut der Verordnung der

Regierung der Russischen Föderation vom 29.11.2014 N 2403-r «Über die Genehmigung der Grundlagen der staatlichen Jugendpolitik der Russischen Föderation für den Zeitraum bis 2025» schwankt das Alter der Jugend in unserem Land von 14 bis 30 Jahren, und in einigen Fällen bis zu 35 Jahren.

Bei Menschen dieser Altersgruppe ist ein besonderer Status und er ist nicht homogen. In der Regel sind diese Personen, die noch Schulbildung, Fachausbildung oder Hochschulbildung bekommen. Die Teilnahme von Vertretern dieser Altersgruppen an der produktiven Arbeit wird nicht nur in Bezug auf seine wirtschaftliche Effizienz betrachtet, sondern auch in Bezug auf die Notwendigkeit der Erziehung, Bildung und Sozialisation von Jugendlichen während ihrer gemeinsamen Arbeitstätigkeit.

Die arbeitende Jugend hat einen besonderen rechtlichen Status und genießt eine Reihe von Vorteilen. Es ist erwähnenswert, dass Jugendliche im Alter von 16 bis 18 Jahren zwei wichtige soziale Aufgaben haben - die Wahl des Berufs und die Vorbereitung auf die Gründung einer Familie. Was kann man über Menschen sagen, deren Alter von 22 bis 30 Jahren ist? Die Gesellschaft sieht in diesen Menschen nicht mehr das Objekt der Sozialisation, sondern das verantwortliche Subjekt der gesellschaftlichen Produktionstätigkeit und bewertet ihre Ergebnisse bereits nach dem Grad der Wirksamkeit. In der Regel gründen die Menschen dieser Gruppe Familien und werden von den Eltern finanziell unabhängig.

In letzter Zeit diskutiert man aktiv in den Medien über die modernen Probleme der Jugend und die Folgen dieser Probleme. Was ist das Problem in unserem Verständnis? Laut dem Bedeutungswörterbuch ist das Problem eine schwierige Frage, eine Aufgabe, die seine Lösung und Forschung erfordert. Mit welchen Problemen kann sich ein junger Mann im Prozess des Werdens seiner Persönlichkeit treffen? Wir betrachten die Hauptprobleme: 1. Komplizierte Beziehungen mit Familie und Gesellschaft; 2. Negative Auswirkungen der Medien; 3. Arbeitsunfähigkeit. Arbeitslosigkeit. Fehlen des Berufs; 4. Unpatriotische Beziehung zum Heimatland; 5. Schlechte Gesundheit; 6. Sexuelle Zügellosigkeit der Jugend.

Wir betrachten kurz jedes Problem.

Komplizierte Beziehungen mit der Familie und Gesellschaft

Über Gleichgültigkeit gegenüber öffentlichen Problemen, über die Apolitizität der Jugend sagen zahlreiche Umfragen, die von Soziologen durchgeführt werden. Die wichtigsten Komponenten im Wertesystem der

Jugend sind Geld, Bildung, Beruf, Geschäftsleben und natürlich die Möglichkeit, mit Vergnügen zu leben. Im Gegenteil ist der Wunsch, Geld zu verdienen, um ihre eigenen Bedürfnisse zu befriedigen, praktisch abwesend. Daraus können wir schließen, dass die Bedeutung der Familie, als soziales Institut, nivelliert wird. Junge Menschen wollen nicht heiraten und Verantwortung für die Geburt und Erziehung von Kindern übernehmen. Die Medien kultivieren in den Menschen Egoismus, Unabhängigkeit, den Wunsch, mehr zu konsumieren, komfortable Lebensbedingungen für sich selbst zu schaffen. Eine gleichgültige Einstellung zu Familienwerten kann zu einer unwürdigen Beziehung zu den Eltern, zur älteren Generation, zur Zerstörung von verwandten Beziehungen führen.

Negative Auswirkungen der Medien

Etwa 70% der von Medien übertragenen Informationen trägt einen unterhaltsamen Charakter, der keinen Nutzen für die Gesellschaft bringt (Reality-Shows, Horror-Filme, Action-Filme, «Home video» usw.). In der Regel lässt sich die Reaktion junger Menschen auf diese Filme nicht lange warten. Junge Menschen versuchen, wie Anti-Helden zu sein, träumen davon, an einem solchen Projekt teilzunehmen, versuchen, ihre Gedanken zum Leben zu erwecken. Ein technischer Durchbruch der Medien ist das Internet. Eine große Anzahl von Informationen, die im Internet enthalten sind, wirkt verheerend auf das Bewusstsein junger Menschen und provoziert manchmal Selbstmord und kriminelle Handlungen.

Arbeitsunfähigkeit. Arbeitslosigkeit. Kein Beruf

Die Hochschulbildung in Russland ist hauptsächlich kostenpflichtig, deshalb können die Menschen, die keinen großen materiellen Reichtum haben, das Studium ihrer Kinder in renommierten Universitäten nicht bezahlen. Dies führt natürlich zum Erhalten des Berufs auf dem Arbeitsmarkt mit niedrigen Löhnen. Junge Menschen, die nicht so guten Beruf erhalten, werden arbeitslos, was bedeutet, dass sie finanziell ungesichert sind, was zwangsläufig zu einem Verlust des Selbstwertgefühls, zur Zerstörung der Persönlichkeit führen kann. Als Folge sind Alkoholsucht, Drogensucht, Toxikomanie usw. Ein weiterer Faktor für die Arbeitslosigkeit der jüngeren Generation ist die Unlust, zu arbeiten, um sich selbst und ihre Familie zu versorgen.

Ein weiteres wichtiges Problem ist das Problem der Berufstätigkeit von Jugendlichen im Dorf. Es ist bekannt, dass es fast unmöglich ist, im

Dorf einen guten Arbeitsplatz mit einem hohen Gehalt zu finden, sogar wenn man eine gute Ausbildung hat. Hohe Renditen ziehen die Jugend an, wenn als dörfliche Spezialisten in verschiedenen Bereichen etwas höher als das Existenzminimum erhalten.

Auch ein wichtiges Problem ist die Beschäftigung von Spezialisten nach der Absolvierung der Hochschule. In vielen Organisationen ist es obligatorisch, Erfahrung zu haben, die der gestrige Student nicht haben kann. Zum Beispiel wird kein Arbeitgeber einen frisch gebackenen Anwalt in seine Abteilung nehmen, weil er nicht sofort viel Einkommen bringt. Daher bleibt der ehemalige Student nicht in seinem Beruf oder sucht die Arbeitsstelle nach seiner Facheinrichtung mit niedrigem Lohn, um Erfahrung zu haben. In der Sowjetunion existierte ein solches Problem praktisch nicht, da die Absolventen von Hochschulen zwei Jahre nach Verteilung arbeiteten.

Nicht-patriotische Beziehung zum Heimatland

Solche Einstellung wird auf Misstrauen gegenüber dem Staat, der Macht aufgebaut. Das unmoralische Verhalten, die gleichgültige und verzerrte Wahrnehmung der Geschichte seines Vaterlandes, die Zunahme der Anzahl der informellen Gruppen untergraben die Stagnation des Staates. Eine negative Situation, die sich auf dem Arbeitsmarkt entwickelt hat, kann das Bewusstsein junger Menschen verheerend beeinflussen. Die westeuropäischen Länder, die ein leichtes Leben bezeichnen, haben hohe und stabile Einnahmen und ziehen oft «Köpfe» Russlands auf Ihre Seite, während unser Staat selbst würdige Erträge seiner Genies liefern könnte. Es ist wichtig zu beachten, dass in vielen Bereichen (insbesondere im Bereich der Wissenschaft) bei unseren jungen Fachleuten spezielle Ausrüstung oder Finanzierung für Verwirklichung ihrer zahlreichen Ideen fehlt. All dies führt zur Frustration, Zerstörung des Glaubens unter des Aufwuchses in sich selbst und in ihren Staat, zu einem unpassenden Verhältnis zu ihrem Heimatland.

Schlechte Gesundheit

In letzter Zeit hat sich die Zahl der jungen Bevölkerung unseres Landes deutlich verringert. Die russische Gesellschaft wird schnell alt. Die Hauptgründe sind die demographische Grube der 90er Jahre und eine hohe Maß an verschiedenen Krankheiten unter den Jugendlichen. Die Einstellung junger Menschen zu ihrer Gesundheit kann man als fahrlässig bezeichnen. Übermäßiger Alkohol - und Drogenkonsum, das

unordentliche Sexualleben führen zur Sterblichkeit und erhöhter Geburtenrate von behinderten Kindern mit körperlichen und psychischen Anomalien. Ungesunde Ernährung, passive Lebensweise, ständige psychische Belastungen führen zu einer starken Verletzung des jungen Körpers. In letzter Zeit hat sich in Russland das Interesse an einem gesunden Lebensstil entwickelt. Es gibt Jugendorganisationen, die die Absage von schlechten Gewohnheiten, Umweltbewusstsein, spirituelle Verbesserung propagieren.

Sexuelle Erziehung der Jugend

In unserer Gesellschaft gibt es im Moment einige Probleme mit der sexuellen Erziehung. Wir wissen, dass volljährige Bürger ab achtzehn Jahren anerkannt werden, jedoch tritt die sexuelle Reifung bei vierzehn – sechzehn Jahren. Frühes Sexualleben führt zu unerwünschten Schwangerschaften, einer großen Anzahl von Abtreibungen, von verlassenen Kindern. Es gab Fälle von Verbrechen gegen neugeborene Kinder. Die Anzahl der sexuell übertragbaren Erkrankungen erhöht sich im Zusammenhang mit der Promiskuität. Im Land gab es eine große Anzahl von minderjährigen Familien, in denen das Kind von einer alleinerziehenden Mutter erzogen ist.

Ursachen von Problemen

Alle diesen Probleme, die oben aufgeführt wurden, haben ihre eigenen Gründe. Verschiedene Wissenschaftler, Denker, Philosophen können unterschiedliche Einstellungen haben, um die Gründe zu verstehen. Was sind die Gründe für die aufgeführten sozialen Probleme unserer Jugend? Wir meinen, dass der Grund der Probleme in unserer Basis liegt: was ist die Basis und der Überbau. Die Basis und der Überbau sind die wichtigsten Konzepte des historischen Materialismus, des marxistischen Verständnisses der Gesellschaft. Unter der wirtschaftlichen Basis der Gesellschaft versteht Marx die Gesamtheit historisch definierter Produktionsbeziehungen, die die wirtschaftliche Struktur dieser Gesellschaft bestimmen. Und unter dem Überbau versteht er vor allem den Staat und das Recht sowie Formen des öffentlichen Bewusstseins wie Moral, Religion, Philosophie, Kunst, politische und rechtliche Formen des Bewusstseins. Der historische Materialismus kommt von der Tatsache aus, dass Menschen, bevor sie sich mit Wissenschaft, Religion, Philosophie, Kunst, Politik beschäftigen, trinken, essen, verkleiden, eine Wohnung haben müssen, und dafür müssen sie produzieren. Die Produktion der materiellen Güter, die für das Leben notwendig sind, und die Werkzeuge

der Produktion ist der ursprünglich historische Akt. Er liegt der Umwandlung der Herde der menschlichen Vorfahren in die menschliche Gesellschaft zugrunde, im Herzen des gesamten öffentlichen, historischen Lebens der Menschen. Das heißt, für die kapitalistische Basis ist der kapitalistische Staat, das kapitalistische Recht, die kapitalistischen Ideen charakteristisch. Für den sozialistischen gehört der sozialistische Staat, das sozialistische Recht und so weiter. Es stellt sich heraus, dass mit der Änderung der Basis unweigerlich eine Veränderung des gesamten öffentlichen Systems kommt, d.h. politische, rechtliche, philosophische, künstlerische, religiöse Ansichten und die zu ihnen passenden Institutionen werden sich ändern. Die Probleme, die wir aufgelistet hatten, waren für die sowjetische Gesellschaft nicht so relevant. Das Erscheinen dieser sozialen Probleme könnte mit der Änderung der Basis verbunden sein. Wir alle kennen das Zitat von Karl Marx: «Die Wirklichkeit prägte das Bewusstsein der Menschen, und nicht umgekehrt». Wir können es veranschaulichen: das Kind wurde in einer frommen Familie eines Arbeiters in der Fabrik geboren, lernte in der Pfarrschule schreiben und zählen. Im Erwachsenenalter wird diese Person den Traditionen der Familie folgen, im Rahmen des Kirchenparadigmas denken, die Werte ihres Kreises teilen und das Geschäft der Eltern fortsetzen. Beziehungsweise, um das Denken zu verändern, muss man den Lebensraum verändern.

Es ist möglich, ein Beispiel aus den 90ern Jaren zu geben, als kriminelles Verhalten für die Jugend normal wurde. Die Jugendlichen haben gesehen, was Erwachsene tun und versucht haben, dies zu imitieren. Infolgedessen ist die Kriminalität gewachsen. Die 90er waren ein Übergang zum Markt, es wurde sich ein Rollback von einer Formation zur anderen entwickelt.

Wie wir sehen können, gibt es viele Probleme bei modernen Jugendlichen. Wir haben versucht, die wichtigsten von ihnen zu beleuchten, indem wir eine eigene Analyse ihrer Ursachen anbieten.

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THE IMPACT OF LONELINESS ON THE ECONOMY AS A WHOLE

Abstract: A person is an important part of the economy. For the efficient operation of the system, the psychological state of the person is very important. More and more single people are recorded every year in many countries, including Russia. According to divorce statistics, Russia takes the fourth place after the Maldives, Belarus and Belgium. Divorce statistics in our country is 57.3%, but not all divorced people consider themselves to be lonely. Loneliness is becoming a global phenomenon. There are different types of loneliness: lifetime loneliness, recent loneliness and frequent loneliness. The question is that even if the people are alone, they do not necessarily suffer from this. The article analyses the positive and negative influence of loneliness on the person, the state and the economy as a whole.

Keywords: loneliness, economy, state problem, demography, single, information deprivation.

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ВЛИЯНИЕ ОДИНОЧЕСТВА НА ЭКОНОМИКУ СТРАНЫ В ЦЕЛОМ

Аннотация: Человек – важная часть экономики. Для эффективной работы системы очень важно психологическое состояние человека. Ежегодно во многих странах, в том числе и в

России, отмечается рост числа одиноких людей. По статистике разводов Россия занимает четвертое место после Мальдив, Беларуси и Бельгии. Статистика разводов в нашей стране составляет 57,3%, но не все разведенные люди считают себя одинокими. Одиночество становится глобальным явлением. Есть разные виды одиночества – одиночество всю жизнь, часто или недавно. Вопрос в том, что даже если люди одиноки, они не обязательно страдают от этого. В статье анализируется положительное и отрицательное влияние одиночества на человека, государство и экономику в целом.

Ключевые слова: одиночество, экономика, государственная проблема, демография, одинокий, информационная депривация.

More and more single people are recorded every year in modern Russia. According to a survey, only 7% of people admit that they are really lonely. In fact, this figure is not entirely correct. The reason is that people are not ready psychologically to accept their loneliness. Earlier, it was considered that if a person was alone, he was unsuccessful or was not loved.

Being alone and feeling lonely are two different things. You can be lonely and be in a team, get married and form a family. According to the all-Russian center for the study of public opinion there are about 10-11 million single people in our country. Most of these people are young and socially and economically active. Talking about the scale, it is quite a large number. If all these people were settled in one area, it would be a metropolis like Moscow.

In January 2018 the Prime Minister Theresa May proposed the creation of the Ministry of loneliness to combat it in the UK at the government level [2].

Loneliness is a serious problem. As Tracy Crouch, Deputy Minister for sport and civil society says: «... social exclusion and loneliness affect not only the physical and mental health of individuals, but also society as a whole» [1].

The problem of loneliness is an economic problem because the economic situation of lonely people is due to the lack of economic resources for creating a family, solving problems with housing and other aspects.

Some problems arise, such as how effectively lonely people function in the society from the point of view of the economy; what is their labor productivity, the impact on the market, on the formation of the market of goods and services. If people are alone, they, earning the necessary amount of money, have no motivation to strive for more. If we consider the long-term strategy of the state, lonely people are a real threat to the state security. Lonely people are not tied to one place. On the other hand, there is a demographic threat, and therefore there is an impact on the economy. People do not give new consumers and new labor.

One more reason for the increasing number of lonely people is infantilism. Such people believe in social networks that are full of photos and videos demonstrating freedom of lonely people, who constantly travel, relax, and do not depend on the opinion of other people.

From a corporate point of view, lonely people are a benefit. It is more profitable to hire free people as they can send them on business trips. It is advantageous to have single users. As singles need only one TV, one stove, one washing machine.

Progress is also a cause of loneliness. With the development of IT-technologies, people no longer need to communicate live, go somewhere, contact directly. There was a replacement of real communication by virtual. At the same time, a person is always alone. This problem has affected developed countries, for example, Japan. There is a certain term «Hikikomori», people who refuse to have social life and often seek an extreme degree of social isolation and solitude [3].

Thus, there are both positive and negative aspects in such phenomenon as loneliness. For corporations it is a benefit, but for the state and lonely people loneliness has a great potential danger.

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LES PROBLÈMES SOCIAUX DE LA SOSIÉTÉ MODERNE

Résumé: Dans cet article, nous examinerons les problèmes sociaux les plus urgents pour la société moderne. L'article traite deux problèmes: le problème des stéréotypes de genre et le problème du moment où la culture matérielle devient un culte. Il y avait aussi une tendance à la procédure de divorce au fil du temps. L’article suggère des options possibles pour les problèmes posés.

Mots clés: la socilogie, la sosiété moderne, le problème.

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СОЦИАЛЬНЫЕ ПРОБЛЕМЫ СОВРЕМЕННОГО ОБЩЕСТВА

Аннотация: В данной статье мы рассмотрим наиболее актуальные социальные проблемы для современного общества. В статье были рассмотрены две проблемы: проблема гендерных стереотипов и проблема возведения в культ материальной культуры. Также была обнаружена тенденция к бракоразводным процессам с течением времени. В статье предложены возможные варианты поставленных проблем.

Ключевые слова: социология, современное общество, проблема.

Nous vivons au XXIe siècle, le temps des plus grands succès de la technologie de l'information, le temps du progrès de la connaisance scientifique. Tout change vite de nos jours. La société commence à changer de plus en plus rapidement au fil du temps, notre problème est que nous ne pouvons pas attraper le rythme des changements. À mon avis, les problèmes très importants pour notre société sont:

-le problème des stéréotypes sexistes, le problème de deux poids et le problème du rôle des femmes dans la société moderne;

-le problème de transformation des valeurs matérielles en un culte.

Considérant le premier groupe de problèmes que nous posons, on voudrait noter que les stéréotypes de genre sont un modèle établi du comportement des hommes et des femmes depuis la période Cénosoïque, lorsque l'humanité en était à ses balbutiements. Depuis ces temps anciens, on supposait qu'un homme est un soutien de famille et un chasseur, une femme est au foyer et, surtout, une mère. Pourquoi la société oblige-t-elle toujours les femmes à être des nounous et des femmes au foyer, et les hommes sont obligés par la société à subvenir financièrement à toute la famille? Ce problème est particulièrement aigu dans les pays en développement et sous-développés. Par exemple, la Russie: un pays avec les préjugés sexistes. Ici, il est difficile pour une femme d'obtenir une éducation, car les enseignants négligent souvent les filles qui reçoivent une éducation. Je pense que chaque fille a déjà entendu: «Pourquoi avez-vous besoin d'éducation? Le plus important dans la vie est de se marier avec succès». Sous l'influence de telles déclarations, il y avait une tendance à augmenter le pourcentage de divorces. Le tableau 1 montre clairement, d'une part, une diminution du nombre de mariages entre 1980 et 2015. Et deuxièmement, l'augmentation du nombre de divorce de 1960 à 2015.

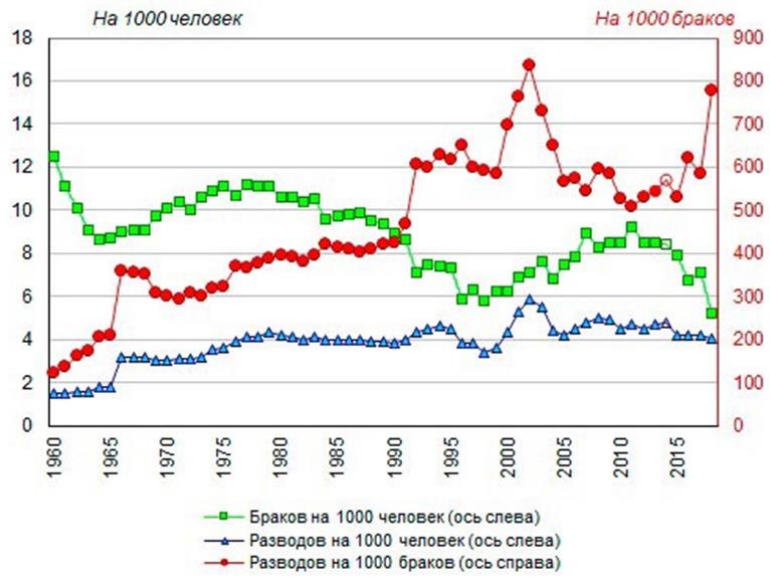

Image 1

De plus en plus de femmes dans toute la Russie préfèrent la solitude plutôt que de rester toute leur vie dans les «chaînes» familiales. Les femmes veulent se développer physiquement et mentalement, elles veulent travailler. Un mouvement appelé «féminisme» est apparu à la base de tels changements dans la tête des femmes.

«Le féminisme est une opinion radicale que la femme est humane»

Mary Shire

Aujourd'hui, nous pouvons affirmer que la lutte à long terme des femmes pour l'égalité des droits et des libertés porte ses fruits. Je crois que les femmes devraient continuer à se battre pour leurs droits et leurs libertés, car dans le monde civilisé des pays développés, aucun préjugé fondé sur le sexe ne devrait exister.

Si nous considérons un autre problème, le problème de transformation des valeurs matérielles en un culte, nous pouvons également découvrir beaucoup de choses importantes.

Regardons l'étudiant moyen en Russie, qui vit aux dépens de ses parents. Tout le monde porte des vêtements de marque, mais certains demandent des articles de marques plus prestigieuses, telles que «Stone Island», «Supreme», «Off White». Bien sûr, on pourrait penser qu'un enfant bien habillé est un signe de bien-être matériel. Mais passons encore aux faits. Regardons l'image 2.

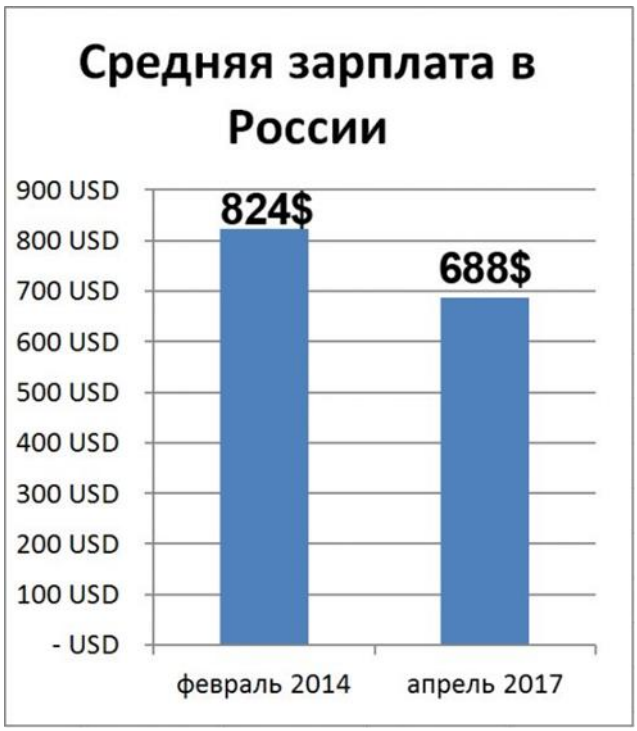

Image 2

Nous voyons la dynamique de la détérioration du niveau de vie des Russes et de la réduction des salaires à 688 dollars en 2017, ce qui correspond à environ 45000 roubles. Nous passons maintenant à l'image 3.Cette personne porte une veste noire ordinaire, qui en compte des millions, mais faites attention à son coût: 825 dollars. Nous voyons clairement que le coût d'une chose dépasse de 20% le salaire moyen en Russie. Les adolescents s'efforcent d'obtenir des marques: ils font du chantage, menacent leurs parents, se suicident, s'échappent de chez eux. Et les parents n'ont d'autre choix que de travailler dans trois emplois, avoir recours aux crédits, ne pas dormir, rentrer dans un chiffon, pour que l'enfant reçoive le chiffon souhaité, d'une valeur de 50000 roubles.

Image 3

Ainsi, depuis l’enfance, les hommes modernes sont devenus les otages de la culture matérielle. Par consequent, la tâche principale de tous les parents consiste à inculquer de bonnes valeurs telles que la famille et les amis, dès l’enfance. Notre tâche est d’enseigner à la génération future que quoi qu’on porte, peu importe la valeur des baskets, on n’est personne, si des vêtements coûteux sont tout ce par quoi vous pouvez surprendre.

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PSYCHOLOGICAL DIFFICULTIES IN ADAPTATION OF THE INTERNATIONAL STUDENTS IN THE URAL FEDERAL UNIVERSITY

Abstract: Featuring a highly developed multilingual and international environment, in the last years UrFU has attracted many international students. This paper presents the results of a research aimed at identifying the consequences of the introduction of psychological assistance and support service for international students and teachers. The paper also analyses and discusses the main problems in the adaptation of international students, and the situation with this in UrFU and its consequences. The results are presented in charts. Being an international student, one of the authors provides an opinion on the situations and confirms most of the given issues. The paper also emphasizes the importance of maintaining psychological health. Description is given of the problem of students' ignoring their own psychological health and the main vectors of development of the university to solve this problem. As a result, the importance of the work of the psychological assistance service for the university is proved.

Keywords: education, psychological assistance, adaptation, international students.

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ПСИХОЛОГИЧЕСКИЕ СЛОЖНОСТИ АДАПТАЦИИ ИНОСТРАННЫХ ОБУЧАЮЩИХСЯ В УРАЛЬСКОМ ФЕДЕРАЛЬНОМ УНИВЕРСИТЕТЕ

Аннотация: Обладая высокоразвитой полиязычной и интернациональной средой, в последнее время УрФУ привлекает большое количество иностранных студентов. В данной статье приведены результаты исследования, направленного на выявление последствий введения службы психологической помощи и поддержки для иностранных обучающихся и преподавателей в университете. В статье рассмотрены и проанализированы основные проблемы в адаптации иностранных студентов, уделено внимание ситуации, сложившейся в УрФУ, а также ее последствиям. Результаты приведены в диаграммах. Являясь иностранным студентом, один из авторов статьи делится своим мнением о данных проблемах и подтверждает их значимость. Авторы выделяют важность сохранения психологического здоровья. Освещена проблема неосведомленности студентов о важности бережного отношения к своему психологическому здоровью. Выделены основные векторы развития университета, вследствие чего, доказана важность работы службы психологической помощи в стенах УрФУ.

Ключевые слова: образование, психологическая помощь, адаптация, иностранные обучающиеся.

International migration processes have made Russia the center of many cultures and faiths. According to the official sources, nowadays there are 3,114 international students from 84 countries all over the world, studying in the Ural Federal University [3]. Thus, the question of the

adaptation of the international students and teachers is urgent for the university.

As a social stratum, students are in the «special» risk zone in terms of their level of exposure to stressful situations. In this category, it is necessary to distinguish the problems the international students face in UrFU:

1) International students experience «culture shock»;

2) International students face difficulties in the course of their education: due to their low language proficiency they cannot learn educational material and communicate with the teacher;

3) Because of language barrier, cultural differences and even prejudice, international students often find themselves isolated from the Russian-speaking ones;

4) International students are far from the familiar environment and surroundings, their family, national culture, and customs;

5) International students often have difficulties communicating with external university services (government and municipal authorities, banks, transport system, etc.);

6) It is common for the international students to have issues when living together in dormitories with Russian-speaking students / students from countries with cultural differences.

These points had earlier been defined by many researchers. Kin Cheung (George) Lee from the University of the West, California, wrote a paper which provided many useful tips for the international students:

«Being an international student is never easy. Separation from loved ones, cultural clashes, discrimination, financial difficulties, homesickness, language barriers, legal status problems, and an unfamiliar educational system are formidable challenges that often trigger feelings of frustration, insecurity, confusion, and sadness» [2].

An online poll of 4 questions conducted by the authors among 480 international students showed the following results. (First, the question of the poll is given, and after that the results of the poll are analyzed):

1) Have you faced any difficulties, which led to the emotional exhaustion/severe stress? (Chart 1).

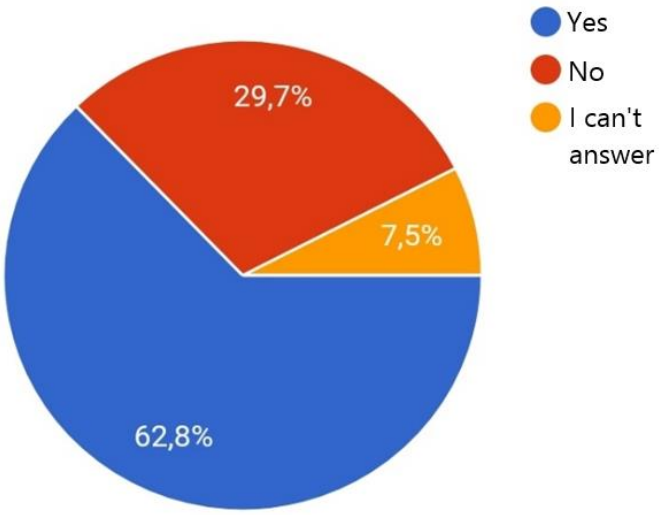

Chart 1 – Students, who have faced stress

62.2 % of the respondents answered positively and this did not come out of the blue: as it had been mentioned before, and as it is known - facing new things has never been easy. Being an international student, one of the authors can confirm that there are many difficulties leading to the severe stress and emotional exhaustion, especially in the initial period of stay in the new country.

2) How do you deal with emotional exhaustion/severe stress? (Chart 2).

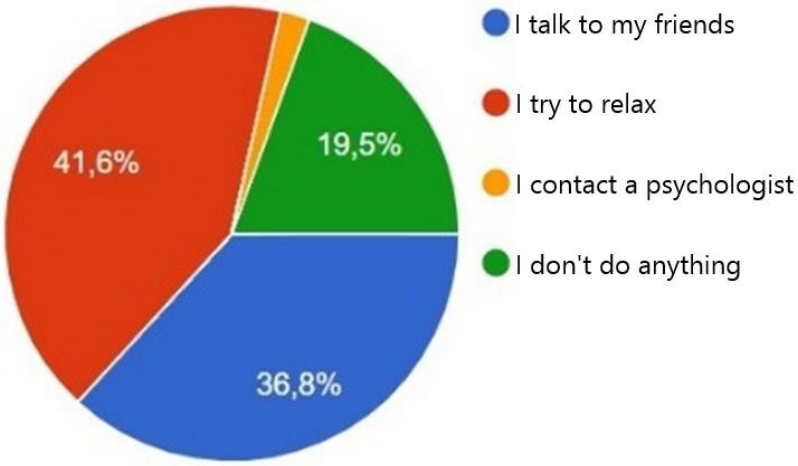

Chart 2 – Ways to deal with stress

The least amount of respondents chose an option «I contact a psychologist» which leads to the conclusion that students are not aware about the importance of psychological health.

The majority (41.6 %) answered that they «try to relax». Such a dismal trend sometimes leads to even more severe problems. The answer «I don’t do anything» is no better. 19.5 % showed their indifference towards own health and well-being.

3) Have you ever faced a lack of psychological support? (Chart 3).

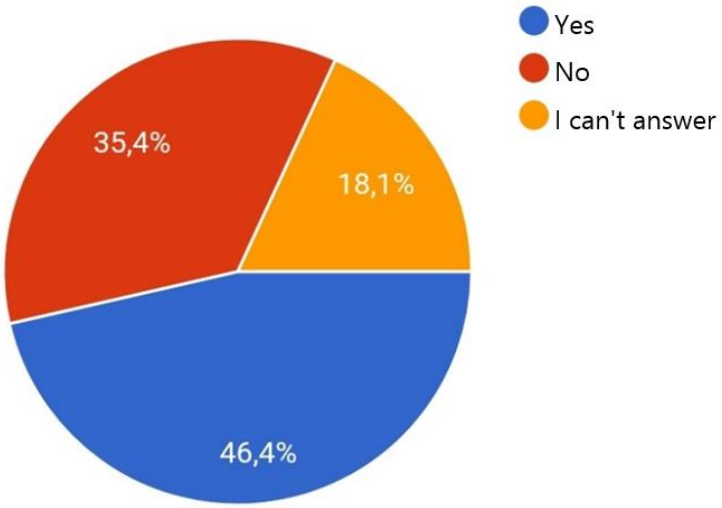

Chart 3 – Students, who faced lack of psychological support

The majority of respondents answered that they really have faced a lack of psychological support. To be exact, there are 46.4 % or 220 students, who are familiar with that problem. That is not an unexpected result, yet it does not show the situation at its best.

4) Have you ever had a desire to communicate with a psychologist? (Chart 4).

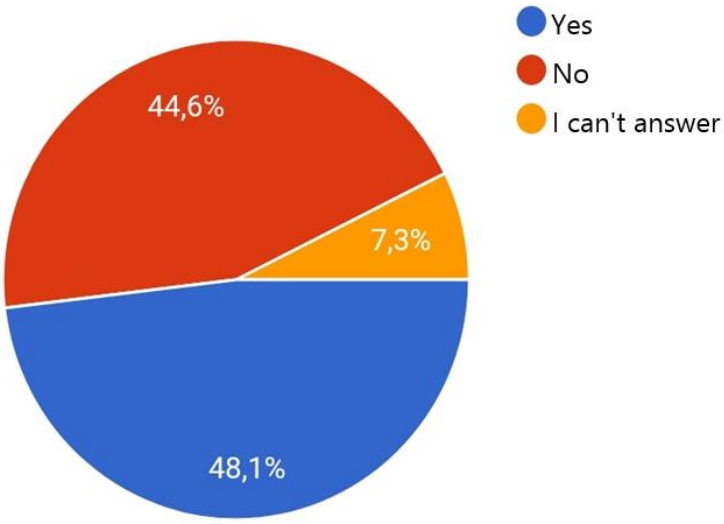

Chart 4 – Students, who would like to communicate with a psychologist

Thus, there are 48.1 % of the Ural Federal University students, who answered positively, 44.6 % answered negatively and 7.3 % decided not to answer at all. According to this information, the problem should be considered as an important one.

«Positive adaptation towards the educational space in the University contributes to the adaptive behavior of the person. It increases the motivation of an international student to such adaptive process as the

exploration of the culture tradition and customs in the host country and study of established foundation» [1].

Of course, establishing psychological support service is not the way to solve all mentioned problems. International students should make a lot of efforts themselves. Nevertheless, Kin Cheung (George) Lee accurately notices that international students are capable of doing that.

«Although international students face many challenges in their studies, they have plenty of unique strengths, such as their international perspective, independence, courage to live in a international country, and multilingual skills. Many international students are very hardworking and devoted to learning» [2].

Ural Federal University strives to create a comfortable international and multilingual environment. Therefore, the introduction of a unit providing psychological support for international students, as well as the development of the sphere of adaptation activities, is a must and priority for the Ural Federal University.

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CYPRUS ISSUE

Abstract: The article is devoted to the consideration of the problem of territorial conflict between the Greek Cypriots and the Turkish Cypriots in relation to the island of Cyprus. At present, the island is split into 2 independent parts: the Greek South Cyprus and the Turkish Republic of Northern Cyprus, which is not recognized as the state by any of the UN member countries except Turkey. This problem remains unresolved till present day, being one of the most complex event in the system of global affairs. The conflict has lasted for more than 40 years, during which several negotiations took place in favor of reunification. However, despite the attempts of settlement, the international community still does not find ways to solve the presented problem, which can go from temporary to permanent.

Keywords: strategic target, territorial conflict, armed conflicts, the Republic of Cyprus, the Northern Turkish Republic of Cyprus.

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КИПРСКИЙ КОНФЛИКТ

Аннотация: Статья посвящена рассмотрению проблемы территориального конфликта между греками-киприотами и турками-киприотами по отношению к острову Кипр. В настоящее время остров расколот на 2 независимые части: Греческий Южный Кипр и Турецкая Республика Северного Кипра, которую не признаёт

государством ни одна из стран-членов ООН за исключением Турции. Данная проблема и по сей день остаётся нерешённой, являясь одним из наиболее сложных явлений в системе международных отношений. Конфликт длится уже более 40 лет, в течение которых прошли несколько переговоров в пользу воссоединения. Однако, несмотря на попытки урегулирования, международное сообщество по-прежнему не находит путей разрешения представленной проблемы, которая может перейти из временной в постоянную.

Ключевые слова: стратегическая цель, территориальный конфликт, вооружённые конфликты, Республика Кипр, Турецкая Республика Северного Кипра.

Cyprus is located on the crossroads of the sea routes of three large continents. The island has always been the object of attention and a strategic target for Europe, Asia and Africa. The conquerors of the island dartingly replaced each other. Cypriots were under the leadership of Assyrians, Turks, Romans, Greeks, Persians, Egyptians and British. Cyprus was a part of Byzantium, Venice and Ottoman Empire. Since 1879 the island belonged to the possessions of Great Britain.

Cyprus was the last English colony (1925-1960). The modern republic has preserved many things since the time of British colonization: left-hand traffic, legislation, the English language.

In 1959 the country gained sovereignty. This decision was made at the negotiations of three countries: Turkey, Great Britain and Greece. In 1960 the island adopted the Constitution and became a presidential republic. The 1960 Constitution states that Cyprus is a state with a guaranteed observance of the principle of equality of the power of two Cypriot national communities (Greek and Turkish). The representative of Cypriot Greeks is obliged to become the president of the republic, and the Turkish Cypriots - the vice-president. Deputies also had to be elected from two national groups. But since 1963 the Turks have dropped to take part in the Legislative Assembly.

According to the legend, Cyprus is an island of happiness. It was here that the goddess of tenderness and love Aphrodite appeared to people from the sea foam. But, unfortunately, the modern Cypriot history is far from perfect. Irreconcilable enmity between two national clans reign here.

Armed conflicts led to the bringing of the UN troops on the island in 1964. Ten years later, the extremists Cypriot Greeks with the support of the Athenian government plotted the insurrection. The legally elected president Makarios was overthrown, and Cyprus reunited with Greece. In these years the country was under the influence of the junta. A week later Turkish authorities brought troops to the island. As a result of armed clashes, over 7,000 people died, and about 300,000 fled from the island with refugee status. Soon the Turkish community occupied almost half of the territory. Turks destroyed ancient monuments, plundered Byzantine temples. At this time Cyprus lost many valuable relics.

Soon the world community announced the creation of the Cyprus Federal State of Turkey. On November 1, 1983, the world learned about the origin of the Northern Turkish Republic of Cyprus. TRNC was recognized only by Turkey.

Now the island is split into 2 independent parts: Turkish (located in the North) and Greek (located in the South) ethnic communities.

Table 1 – Comparative characteristics of 2 parts of Cyprus

Factors	**Greek South Cyprus**	**Turkish Northern Cyprus**
Capital	Nicosia	North Nicosia
Official languages	Greek, Turkish	Turkish
Demonym	Cypriot	Turkish Cypriot
Government	Unitary presidential constitutional republic	Unitary semi-presidential republic
Legislature	House of Representatives	Assembly of the Republic
Area, sq km	5619	3355
Population	845,000	326,000
Currency	Euro	Turkish lira
Religion	Orthodox Christian	Christianity, Islam

Greek Cypriots constitute about 77% of the island population. The South has the status of an independent state. The South of the island was accepted into the European Union in May 2004. Cypriot Southerners call the northern regions an occupied territory.

Officially, the Northern part is called The Northern Turkish Republic of Cyprus. Both parts are safe and open to tourists.

The island is officially divided into two parts. There is an artificially created buffer zone between them. It is also called the Green Line.

The country has a small area (about 3% of the territory) owned by the UK.

The question about connecting two communities worries Cypriots to this day. The indigenous people of the island (Greek and Turkish) are waiting and hoping for a merger of the territories.

In 2004, a referendum for reunification was held in the country. As a result, almost all Cypriot Turks voted for to the reunion while Greek Cypriots were against. The union according to the Annan Plan assumed the creation of a confederate republic. All state structures of Cyprus were financed by the Greek Side, but the rights of Greeks to property in the Northern Side were limited.

Now Cyprus is an independent state recognized by the whole world. Legally, The Republic of Cyprus has sovereignty on the whole territory of the island (with the exception of 3% owned by England) and the adjacent sea waters. The president of the Republic of Cyprus Nicos Anastasiadis lived with the fact that the situation between two parts of island can turn from temporary to permanent and lead to the irrevocable partition of Cyprus. But the president believes that there are all the prerequisites for achieving a mutually acceptable arrangement if only the Turkish Cypriot Side and Turkey agree to understand this.

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SOVIET REPRESSIONS AS AN ETERNAL PAIN OF MODERN RUSSIAN SOCIETY

Abstract: The contributor of the article has studied the materials concerning political repressions in 1930-s. The text reveals the essence of persecution of people for political reasons as an instrument of the socialist state marking its totalitarian regime. Tens of millions of Soviet people suffered from political repressions launched by the dictatorship of the proletariat. The author concentrates on D.I. Pasechnik's case in his analysis. This investigator of the Military Prosecutor's Office of the Ural Military District was charged with espionage and treason by Soviet authorities. In modern Criminal Law a conviction on charges of betrayal of or spying against one's own country requires a confession by the accused in the open court, or a testimony from two witnesses. That was not the case in the totalitarian state. The fact that the study is being pursued on the recently declassified documents of the State Achieve makes the investigation particularly interesting and topical.

Keywords: a socialist state, an anti-Soviet element, enemies of people, totalitarianism, repressions, espionage, treason, a case, People's Commissar of Internal Affairs, NKVD, a Prosecutor's Office, rehabilitation.

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СОВЕТСКИЕ РЕПРЕССИИ КАК НЕПРОХОДЯЩАЯ БОЛЬ СОВРЕМЕННОГО РОССИЙСКОГО ОБЩЕСТВА

Аннотация: Автор статьи изучил материалы о политических репрессиях 1930-х годов. В тексте раскрывается сущность преследования людей по политическим мотивам как инструмента социалистического государства, характеризующего его тоталитарный режим. Десятки миллионов советских людей пострадали от политических репрессий, инициируемых и осуществляемых диктатурой пролетариата. В своем анализе автор обращается к судебному делу Д.И. Пасечника. Это следователь Военной прокуратуры Уральского военного округа. Он был обвинен советскими властями в шпионаже и государственной измене. В современном уголовном праве осуждение по обвинению в предательстве или шпионаже против собственной страны требует признания обвиняемого в открытом судебном заседании или показаний двух свидетелей. Это было не в правилах тоталитарного государства.

Тот факт, что исследование проводится на недавно рассекреченных документах Государственного архива административных органов Свердловской области, делает исследование особенно интересным и актуальным.

Ключевые слова: социалистическое государство, антисоветский элемент, враги народа, тоталитаризм, репрессии, шпионаж, государственная измена, судебное дело, Народный комиссар внутренних дел, НКВД, прокуратура, реабилитация.

It is common knowledge that the political regime in the USSR of 1930s was totalitarian. Absolute and oppressive single-party government under Joseph Stalin did not sanction any individual freedom and sought to

subordinate all spheres of life of every single person or group of people to the authority of the state. The practice of coercion and repression was exploited all over Soviet Union territory, including the Ural region.

The mass-media of those days informed the intimidated population about the exposure of spies, saboteurs, and «enemies of the people» on the daily basis, thus increasing the sense of terror in the society and restraining any dissent. Many individuals and population groups were persecuted particularly for the purpose of subduing or obstructing their involvement in the political life of the society. Motivated to maximize his political power, J. Stalin practically enshrined mass repressions at the legislative level.

According to recently declassified documents, the People's Commissar of Internal Affairs of the USSR signed the Operational Order № 00447 on 30 July, 1937. It bore the title «About repression of former kulaks, criminals, and other anti-Soviet elements» and empowered any local NKVD agents to dispense with anti-Soviet elements.

Describing this operation order, which got the epithet «notorious» that suits its inhuman nature, it should be noted the following. Firstly, the document outlined individuals and social groups subjected to «punitive measures». Secondly, the law prescribed types of punishment for political culprits. Thirdly, the order provided execution and arrest quotas for every region and autonomous republic. So, the operational order divided anti-Soviet elements into two groups: the most dangerous and other potentially hostile elements. Especially «treacherous» elements were subject to immediate arrest and subsequent execution after investigation by troikas (three people who issued sentences to people after simplified, speedy investigations and without a public and fair trial). The second category deserved arrest and imprisonment for 8-10 years.

One of the victims of mass political repression in the thirties was a citizen of Ekaterinburg, an investigator of the Military Prosecutor's Office of the Ural Military District. A military jurist of 2nd rank Dmitriy Ilyich Pasechnik was a native of the town of Gorodenka in Poland and of a Ukrainian national identity. The formal allegation against Pasechnik contained the indictment on treason and espionage charges. Allegedly, D.I. Pasechnik was an emissary of Polish Joint Staff posted to Sverdlovsk as an area of his operation with covert identities in 1928. Also, according to the prosecution materials, he was a member of the so called «Polish military organization» with a branch based in our city. One more infraction ascribed to the arrested «spy» was his links with Botner, another Polish agent, and then with the leader of the «Polish military organization» –

Vovrovsky. The case materials read that the personage was engaged in their assignments. So, the criminal case against D.I. Pasechnik exhibited a classic example of whimsical combinations of both fact and fiction fabricated for the sake of his arrest and torture. As a result, troika deemed the main character of our article subject to «punitive measures» due to his counterrevolutionary activities and spying in favor of Poland.

During the investigation, none of the witnesses mentioned in the materials of the case was questioned; and no details or evidence was provided, either. That was the NKVD's method to coin confirmation of irrefutable guilt and to turn it into the basis for indicting and arresting people. So, Vavrovsky, Begansky, and Falevich were apprehended by the Commissariat for Internal Affairs. Tried on their own cases, they testified, that every piece of information about Pasechnik was only hearsay. Although Begansky once admitted that, on the errand of Vavrovsky, he was in mmunication with Pasechnik. However, he did not characterize the specifics of their ties.

During a brief investigation and at summary trial Dmitry Il'ich Pasechnik did not admit his guilt. He denied every criminal episode of the indictment against him. The character of the article insisted that he had never committed the crime of betraying the Soviet Union or of giving «aid and comfort» to enemies either on native or foreign soil. Dmitry Il'ich did not plead guilty to the accusations of being an accessory of a Polish espionage network, either. Needless to say, the court was unwilling to accept the truth and sentenced the accused to capital punishment. D.I. Pasechnik was executed by firing squad on 4 January, 1937, 2 months and a half after the arrest.

After the death of I.V. Stalin, the mass repressions in the country decreased and finally ceased. By the request of N.S. Khruschev in February 1954 the report about the number of repressed people was prepared by R. Rudenko, the Prosecutor General, S. Kruglov, the Interior Minister of the USSR, and K. Gorshenin, the Justice Minister. The account listed the total number of people prosecuted for counter-revolutionary crimes during the period from 1921 to February 1, 1954. During that crucial phase 3,777,380 individuals were indicted, including 642,980 who received the death penalty, 2,369,220 were sentences to up to 25 years, and 765,180 were exiled or deported. The report «On the Cult of Personality and its Consequences» brought about by Khrushchev became a turning point for the people of our country. So, Nikita Khrushchev denounced Stalin and began the de-Stalinization of Soviet society through the

Khrushchev Thaw. The mass rehabilitation of illegally repressed Soviet citizens started and has continued so far.

Concerning the case of D.I. Pasechnik, we can report the following. In 1957, the Martial Tribunal of Belorussian Military Okrug reversed the determination of NKVD Commission and Prosecutor of the USSR dated the 26th December, 1937 on Dmitry Il'ich Pasechnik. The case against the repressed personality was closed in the absence of crime composition. The details of protest of Chief Military Prosecutor of the USSR A.G. Gorny in regard to Pasechnik's case testify that the defendant did not admit or acknowledge all facts necessary for conviction of alleged crimes of treason and espionage during preliminary investigation. The former officer of Ural People Commissariat of Internal Affairs N.G. Elkin, who carried out the inquiry of the case, contradicted to the existence or activity of anti-Soviet Polish military organization infiltrated into the forces of Ural Military Okrug. But arrests targeted not only individual persons, but also the whole ethnic, social groups of population. D.I. Pasechnik turned to be of Polish ethnicity and belonged to the legal profession. These were two groups of the Soviet population with most victims.

Hereby, on the example of an illegally repressed investigator of the Military Prosecutor's Office of the Ural Military District, the military jurist of 2nd rank – Dmitry Pasechnik, we can make a conclusion that the main reason for criminal responsibility in the thirties in the USSR was not the guilt of a person, but their social danger. In its turn, the key criteria for identifying personal hostility appeared to be social and ethnic origin.

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DAS GEDÄCHTNIS UND DIE ACHTUNG VOR UNSERER VERGANGENHEIT AUF DEM BEISPIL DER HEILIGEN ZARENFAMILIE

Zusammenfassung: In diesem Artikel ist das Problem vom Gedächtnis und der Achtung von unserer Vergangenheit auf dem Beispiel der Heiligen Zarenfamilie betrachtet. In diesem Artikel gibt es die Tagesbuchaufzeichnungen von Alexandra Fjodorowna und ist auch die Lebensart von Heiliger Familie beschrieben. Wir haben sehr Schreckliches und Furchtbares gemacht – wir haben von unserem Zaren zurückgetreten, haben ihn und seine ganze Familie auf das Zerrissen der Mörder gegeben. Die alles bezwingende Liebe und die Geduld ist der Unterricht der Zarenfamilie für uns.

Schlüsselwörter: die Vergangenheit, der Zar Nikolai 2., die Heilige Familie.

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ПАМЯТЬ И УВАЖЕНИЕ К НАШЕМУ ПРОШЛОМУ НА ПРИМЕРЕ СВЯТОЙ ЦАРСКОЙ СЕМЬИ

Аннотация: В данной статье затронута проблема памяти и уважения к нашему прошлому на примере Святой Царской Семьи. Сразу после октябрьской революции, в предвоенное и послевоенное время учебники истории и СМИ навязывали нам негативное

отношение к последнему русскому императору и его Святой Царской Семье. Мы предлагаем осмысленно отнестись к нашему прошлому. Мы хотим рассказать о последнем русском императоре и его Святой Царской Семье. В данной статье приведены дневниковые записи Александры Федоровны, а также описан быт Святой Семьи. Мы совершили ужасное – отступили от своего царя, отдали его самого и всю его Святую Семью на растерзание убийцам. Всепобеждающая любовь и терпение – уроки нам от Святой Царской семьи.

Ключевые слова: прошлое, царь Николай Второй, Святая Семья.

In der Geschichte von Russland war eine Periode, während deren man sich unehrerbietig gegenüber unserer Vergangenheit verhielt. Nach der Oktoberrevolution, zu der Zeit, als die Bolschewiki an die Macht kamen, war viele Information verboten. Wir schlagen Ihnen vor, unsere Vergangenheit zu begreifen. Und wir möchten über den letzten russischen Zaren und seine Heiligen Familie erzählen.

Nikolai 2. ist der letzte Herrscher aus der Dynastie Romanowi. Die Zarenfamilie bestand aus 7 Mitgliedern: Nikolai 2, seine Ehefrau Alexandra Fjodorowna, der Sohn – Thronfolger Alexei, und 4 Töchter – Großfürstentöchter: Olga, Tatjana, Maria, Anastasia. Nach der Oktoberrevolution 1917 war die Familie mit den treuen Dienern in der Verbannung zuerst in Tobolsk, dann in Jekaterinburg, wo sie später erschossen wurden. Dann wurden alle ihre Mitglieder zu den Heiligen hinzugefügt.

Es ist wichtig, dass als die Menschen den Zaren getötet haben, haben die Menschen sowohl die Wörter vom Gott: «Не прикасайтесь к помазанным Моим», als auch Kathedralenschwur 1613 zerstört. Der Kathedralenschwur ist das Gesamtdokument von Landstände- und Wahlkathedralen, der am 21. Februar 1613 entstanden wurde. Es sanktionierte den Aufstieg auf dem Thron des 16-jährigen Michail Fedorowitsch Romanow-Urew und die Errichtung der Dynastie von Romanowi in Russland.

Eine Zitat aus dem Buch «Einzig von Zaren. Die Lebensbeschreibung der Heiligen Zarenmärtyrer. Das Land ihrer Märtyrergroßtat»: «Zum großen Bedauern konnte das russische Volk nicht

in der Lage sein, in einer heiligen Regung zu vereinen: «Für den Glauben, den Zaren, und das Vaterland». Es ist das Furchtbare passiert…». Wie der Zar richtig die entstandene Lage und die Menschen in der Umgebung geschätzt hat, zeigt eine kurze Aufzeichnung, die historisch wurde, die er in seinem Tagesbuch gemacht hat: «Ringsum sind der Verrat und die Feigheit, und den Betrug».

Um besser die Heilige Familie zu verstehen, wenden wir auf die Tagesbuchaufzeichnungen von Alexandra Fjodorowna.

«Der erste Unterricht, den man lernen und erfüllen muss, ist die Geduld. Am Anfang des Familienlebens werden sowohl die Vorzüge des Charakters und des Gemütes, als auch die Besonderheiten der Gewohnheiten, des Stils, des Temperaments, über welche die zweite Hälfte nicht verdächtigte, offenbar sein. Manchmal denkt man, dass es unmöglich ist, aneinander zu gewöhnen, dass es immer hoffnungslose Konflikte werden, aber die Geduld und die Liebe überwinden alles…».

Das Schreiben nach der Hochzeit: «Ich habe nicht geglaubt, dass es in der Welt solches Glück, solches volles Gefühl der Gemeinsamkeit zwischen 2 Sterblichen sein kann. Es wird keine Trennung mehr. Wir sind für das ganze Leben verbunden, und wenn dieses Leben zum Ende kommt, treffen wir uns wieder in einer anderen Welt und werden ewig zusammen».

«Wie spricht man: «Gott hat die Mütter geschaffen, um allem näher zu werden» – es ist ein schöner Gedanke! Die mütterliche Liebe verwirklicht wie die Liebe vom Gott und sie umgibt das Leben des Kindes mit der Zärtlichkeit».

«Auf ihren (auf die Armen von den Eltern) Armen wurde die heilige Last, das unsterbliche Leben, das sie bewahren müssen,auferlegt, und das flößt in die Menschen das Gefühl der Verantwortung ein, und entsteht der Gedanke «ich bin nicht mehr das Zentrum des Weltalls». Sie haben ein neues Ziel, dafür sie leben müssen, – das Ziel ist genug groß, und das kann man das ganze Leben erfüllen… Natürlich, bekommen wir mit den Kindern viele Sorgen und Probleme, deswegen gibt es die Menschen, die auf das Erscheinen der Kinder wie aufs Unglück sehen. Aber so sehen auf die Kinder nur die kalten Egoisten».

«Die Kinder müssen die Selbstverleugnung lernen, – überlegte die Kaiserin» – «Sie können nicht alles haben, was sie möchten. Sie müssen lernen, auf ihreWünschen für die anderen Menschen zu verzichten».

Was lehrten die Eltern ihre Kinder:

1. Man muss in jedem einen Menschen sehen.

Der Kaiser forderte von seinen Kindern die Achtung und die Aufmerksamkeit zu Noten jedes Menschen, sogar in den Kleinigkeiten, aus denen, wie es bekannt ist, das Ganze zusammenlegt.

2. Das Leben selbst

Außer Schönheit gibt es im Leben viel Leid.

Die Eltern versteckten ihre Kinder nicht nur in den fröhlichen Äußerungen, sondern auch in traulichen Äußerungen. Während des 1. Weltkrieges arbeiteten nicht nur die Kaiserin, sondern auch ihre kleinen Töchter in Lazaretten und besuchten die Verletzten. Sogar das Risiko für die Gesundheit der großen Fürstentöchter erschrak Alexandra Fjodorowna nicht, weil die moralische und geistliche Gesundheit der Kinder den Eltern wichtiger als die physische Gesundheit der Kinder war. Der Kaiser nahm Alexei an die Front. Aber in dieser Zeit hütete die Zarenfamilie die Kinder vor allem Unanständigen. Die Kinder wussten nicht die Abscheulichkeit des Lasters. Auch die Eltern begrenzten die Kommunikation der Kinder mit dem Hofhochadel, weil sie die Verderbtheit von dem wussten».

Das Zitat aus dem Tagesbuch von Alexandra Fjodorowna: «ohne Reinheit kann man nicht die wahre Weiblichkeit vorstellen. Sogar inmitten dieser Welt, die in den Sünden und den Lästern geschmutzt ist, kann man diese heilige Reinheit erhalten».

3. Leben für das Wohl anderer Menschen

Über sich selbst vergessen und an die anderen erinnern. «Immer lieben ist eine Pflicht». Die Töchter standen manchmal um 6 Uhr auf und verbrachten den ganzen Tag im Lazarett, um den Kranken zu helfen, und kamen manchmal um 2 Uhr in der Nacht zurück.

4. Die Freiheit und das Gehorsam.

Die Kinder lachten, waren ausgelassen, spielten lustig, stritten manchmal, zeigten den Charakter.

«Das Ziel der Disziplin ist sich beherrschen zu lernen, gehorsam zu sein, so handeln, wie man es richtig findet, aber nicht so, wie man wünscht».

Auch die Eltern gaben den Kindern das Recht für das Risiko. Die Eltern liebten Alexei unbegrenzt, und gerade diese Liebe gab ihnen die Kraft, aufs Risiko irgendwelches Unglücksfalles zu gehen, wessen Folge sterblich sein könnte, wenn man nur bei Alexei den Mut und die moralischen Standhaftigkeit nicht entzieht. Alexei konnte mit anderen Kindern spielen und ausgefallen sein, obwohl jedes Fallen, die Blutung aus der Nase, einfacher Stoß sterblich sein konnten, weil Alexei eine

Bluterkrankheit hatte. Es ist eine Krankheit, die den Abbau des Blutes stört.

5. Patriotismus.

Die Kinder erlernten die russische Kultur, lernten beste Muster der russischen Klassik und die Volkswerke kennen. Aber das wichtigste war, dass die Kinder die Eltern sahen, die heiß Russland liebten. Nach der Krönung schrieb Alexandra Fjodorowna, dass es ihre kirchliche Trauung mit Russland war, dass die russischen Leute jetzt ihre Kinder sind. Und genauso, als sie irgendwann bei dem Bett ihres kranken eigenen Sohnes saß, saß sie bei den Betten der verletzten russischen Soldaten und bat in Gebeten um die Erleichterung ihrer Leiden. Während der schwierigen Operationen arbeitete sie in dem Operationssaal. Es ist bekannt, dass viele Soldaten und Offizieren, die an der Grenze des Tods waren, baten die Kaiserin, damit sie einfach neben sie saß.

Die Lebensart der Zarenfamilie

Alle Mitglieder der Zarenfamilie hatten immer eine Beschäftigung, wurden sich physischer Arbeit angewöhnt. Sie stickten, nähten die Hemde, bügelten die Wäsche, jäteten die Unkraut, hackten die Brennhölzer. Die Eltern achteten auf die Ausbildung der Kinder und liebten die Zeit mit ihnen zu verbringen, zu spielen und sich zu vergnügen.

Während unhäufiger Gemeinsamabende las der Zar persönlich den Kindern die Bücher. Die Fürstentöchter unterschrieben nicht selten ihre Briefe mit dem einzigen Namen, der aus der ersten Buchstaben OTMA bestand (Olga, Tatjana, Maria, Anastasia). Alle Mitglieder der Zarenfamilie organisierten zusammen die häuslichen Theateraufstellungen. Jeder Spaziergang mit dem Zaren oder gemeinsames Lesen galten als Feierereignis.

Während der Haft musste die Zarenfamilie mit vielen Beleidigungen und Erniedrigungen zusammenstoßen. Aus dem Buch: «Einzig von Zaren. Die Lebensbeschreibung Heiligen Zarenmärtyrer. Das Land ihrer Märtyrergroßtat». Jekaterinburg, 2007 erkennen wir: «Die Wache sagte demonstrativ ab auf Gruß vom Zaren zu antworten, was ihm die herzliche Qual verursachte.

Zwei Angoraziegen, die die Kinder sehr liebten, erstreckte man vor ihren Augen. Die Kinderschaukeln im Garten waren mit der Zote und unanständigen Zeichnungen unterschrieben. Heiß von Zarenfamilie liebende Hoffräulein Virubowa versetzte man von Gefangenen. Aber viele Leute waren nicht gleichgültig zu den Leiden von Gefangenen. «Die

Schwestern von St. John Kloster brachten geistliche Literatur, halfen mit dem Essen, weil man allen Lebensunterhalt bei Zarenfamilie wegnahm.

Als Zusammenfassung möchten wir das Zitat aus dem Buch: «Die Erziehung der Kinder auf dem Beispiel der Heiligen Zarenmärtyer» von M. Krawzow anführen: «Aber das wichtigste, was die Beziehungen zwischen den Eltern, zwischen den Eltern und den Kindern, zwischen den Schwestern und dem Bruder bestimmte, wo die Liebe höher als alles auf der Erde wurde – das war der Glaube an Gott. Nämlich der Glaube an Gott unterstützte sie und gab die Kräfte damals, als sie ihre Schätze verloren hat, als die Freunde sie verlassen hat, als sie vom geliebten Land verraten waren». Die Kaiserin schrieb: «Wir müssen immer daran denken, dass unsere Hilfe den anderen irgendwelche Nutzen bringt, dass sie die etwas lernt, ihren Charakter zum Besseren verändert, sie mutiger, aufrichtiger und glücklicher macht. In der Welt gibt es viele Menschen, die sich in der Verzweiflung befinden und wir ihnen das Wort der Hoffnung zu sagen haben und die gute Angelegenheit zu machen, die sie aus der Ausweglosigkeit hinausführt und ihnen die Kräfte gibt, zum fröhlichen und vollen Leben zurückzukehren. Die Liebe ist das Größte in der Welt.

Wir müssen versuchen, unser ganzes Leben für das Wohl der anderen Menschen zu geben. Wir müssen so leben, um niemandem zu schaden, damit unser Leben als Beispiel für die anderen dient.

Wir haben sehr Schreckliches und Furchtbares gemacht – wir haben von unserem Zaren zurückgetreten, haben ihn und seine ganze Familie auf das Zerrissen der Mörder gegeben. Die alles bezwingende Liebe und die Geduld ist der Unterricht der Zarenfamilie für uns.

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DER UMWELTSCHUTZ IN DEUTSCHLAND UND RUSSLAND

Zusammenfassung: Im Artikel wird der ökologische Zustand der Umwelt Deutschlands und Russlands verglichen. Es wird bemerkt, dass die Probleme in beiden Ländern existieren, die mit der Ökologie verbunden sind. Das Ziel des Artikels ist, die Umwelt zwei Länder zu vergleichen und festzustellen, auf welche Weise man das vorliegende Problem löst. Die vergleichende Analyse des Zustandes der Umwelt und der Bekämpfung mit den existierenden Problemen hilft nicht nur, die Nachteile in der ökologischen Politik aufzufinden, sondern auch die Richtungen ihrer Korrektur zu bestimmen. Mit Hilfe der Nutzung der Internet-Quellen sind die Methoden der Verbesserung der Umwelt Deutschlands und Russlands festgestellt. Im Vergleich zu Russland nimmt Deutschland den führenden Platz in der Bekämpfung mit ökologischen Problemen. In diesem Zusammenhang braucht Russland mehr Aufmerksamkeit der Ökologie zuzuteilen.

Das Problem, darum es sich handelt, fordert die sorgfältigeren Forschungen. Die Menschheit denkt manchmal nicht daran, welchen Schaden sie der Umwelt von den Handlungen zufügt. Die heranrückende Ökokatastrophe kann man vermeiden, wenn wir heute das endlich bewusst sind.

Der Artikel ist für die Studenten der Geistesspezialisierung, sowie für alle Leser empfohlen, die sich für die Fragen der Ökologie interessieren.

Die Schlüsselwörter: die Umwelt, das ökologische Problem, die Umweltverschmutzung.

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ОХРАНА ОКРУЖАЮЩЕЙ СРЕДЫ В ГЕРМАНИИ И РОССИИ

Аннотация: В статье сравнивается экологическое состояние окружающей среды Германии и России. Отмечается, что в обеих странах существуют проблемы, связанные с экологией. Целью статьи является сравнить окружающую среду двух стран и выявить, каким образом решается данная проблема. Сравнительный анализ состояния окружающей среды и борьбы с существующими проблемами помогает не только обнаружить недостатки в экологической политике, но и определить направления их исправления. При помощи использования интернет-источников выявлены методы улучшения окружающей среды Германии и России. По сравнению с Россией Германия занимает лидирующее место по борьбе с экологическими проблемами. В связи с этим России требуется уделять большее внимание своей экологии.

Проблема, о которой идёт речь, требует более тщательных исследований. Человечество иногда не задумывается о том, какой урон наносит окружающей среде своими действиями. Надвигающейся экологической катастрофы можно избежать, если мы сегодня, наконец, осознаем это.

Статья рекомендована для студентов гуманитарной специализации, а также для всех читателей, интересующихся вопросами экологии.

Ключевые слова: окружающая среда, экологическая проблема, загрязнение окружающей среды.

Der Umweltschutz

In der heutigen Welt gibt es viele soziale Probleme. Ein von ihnen ist das ökologische Problem.

Warum ist dieses Problem sehr aktuell und global heutzutage? Auf welche Weise wird die Umwelt verschmutzt? Wie lösen die Leute und die Länder dieses Problem? Auf alle Fragen wird es in diesem Artikel geantwortet.

Es gibt die Faktoren, die die wichtigsten Komponenten der Biosphäre und der Atmosphäre zur Verschlechterung des Zustands bringen. In letzter Zeit werden immer mehr die Meere und das Weltmeer insgesamt verschmutzt. In der Verbindung mit dem schnellen Wachstum der Industrie in den Städten unweit des Meeres hat die Ableitung der industriellen Abflüsse solchen Umfang erreicht, dass das Meer nicht im Zustand ist, die ganze Masse der Abfallstoffe zu verarbeiten. Der wesentliche Wasserverschmutzer ist das Erdöl. Es kommt ins Meer und dann fügt den riesigen Schaden den Meerbewohnern zu. Die Hauptquellen der Verschmutzung der Luft sind der Kraftverkehr und die industriellen Unternehmen. Unter der Verschmutzung der Atmosphäre ist die Veränderung ihres Bestandes beim Eingang der Beimischungen zu verstehen. Unter Einfluss der menschlichen Tätigkeit auf unserem Planeten wird die Entwicklung der ungünstigen Prozesse beschleunigt.

Auf dem Beispiel von zwei Staaten wird die Politik verglichen, die auf den Umweltschutz gerichtet ist. Und auch werden die möglichen Vorteile und Nachteile gezeigt.

Deutschland ist ein Bundestaat in Mitteleuropa. Dieser Bundestaat besteht aus 16 Ländern. Deutschland hat 82,5 Millionen Einwohner. Wie auch beliebige Staaten hat Deutschland seine ökologischen Probleme und löst sie.

Auf dem Territorium Deutschlands seit 70-er Jahren des vorigen Jahrhunderts wird die aktive Arbeit nach der Wiederherstellung und der Erhaltung der Pflanzen-und Tierwelt und der Ressourcen der Erde geführt.

Wasserschutz

In den letzten Jahren war die Qualität des deutschen Wassers merklich verbessert. Es waren die Normen der Erhaltung schädlicher Stoffe und der Nährstoffe in den Abwässern für die fast 50 Zweige so beschränkt. Außerdem werden für die Ableitung der Abwässer die Gebühren erhoben, die für den Wasserschutz später verwendet werden.

Luftreinhaltung

Wie in anderen Industrieländern ist die Luft in Deutschland von Schadstoffen belastet. Rund 64 Prozent der Bäume sind von schwach bis deutlich geschädigt, lediglich 36 Prozent gelten als gesund.

Mülltrennung

In Deutschland legt man großen Wert auf Mülltrennung. In die gelbe Tonne oder den gelben Sack kommen alle Leichtverpackungen, Papier und Pappe werden in einer kleinen oder großen blauen Papiertonne gesammelt. Altglas wird in Glascontainern gesammelt. In diesen braunen Müllbehältern gehören organische, kompostierfähige Abfälle (Biomüll). In die schwarze Restmülltonne kommen alle Abfälle, die als keine Schadstoffe gelten. Der getrennt gesammelte Müll wird wiederverwertet.

Immerhin schützen die Deutschen die Natur nicht in allen Sphären der Lebenstätigkeit so gut. Auch nicht in einem anderen europäischen Land können die Fahrer auf den Autobanen ohne Beschränkung der Geschwindigkeit treiben. Die weltweit bekannten deutschen Autos unterscheiden sich durch die Motorstärke. Für heute tragen zu dem Abbau des Auswurfs der Treibhausgase die ganzen Sektoren, außer Automobil, bei.

Alle Umfragen führen vor, dass der Schutz der Umwelt für die Deutschen die große Bedeutung hat. Alle zwei Jahre befragt das entsprechende föderale Amt die Bewohner Deutschlands zu diesem Thema, und die Ergebnisse der Forschungen gelten als das sichere Kriterium.

In 2014 haben 73 Prozente der Deutschen die Meinung geäußert, dass die Umwelt in ihrem Land sich im guten Zustand insgesamt befindet. Dieses Ergebnis haben zwei wichtige Faktoren beeinflusst: nach den endlosen Streiten hat Deutschland auf die Kernenergie verzichtet und sicher ist auf den Weg der aktiven Nutzung der Energie der Sonne und des Windes aufgestanden.

Die globalen ökologischen Probleme sind für Russland aktuell. Es ist nötig anzuerkennen, dass das Land ein der meisten verschmutzen Länder in der Welt ist. Es wirkt sich auf die Qualität des Lebens der Menschen aus. Das Entstehen der ökologischen Probleme in Russland, wie auch in anderen Ländern, ist mit dem intensiven Einfluss des Menschen auf die Natur verbunden, der den gefährlichen und aggressiven Charakter erworben hat.

In Russland gibt es viele ökologische Probleme.

Der Ausstoß der Industrieabfälle verschlimmert den Zustand der Atmosphäre. Negativ für die Luft sind die Verbrennung des Autobrennstoffes, sowie die Verbrennung der Kohle, des Erdöles, des Holzes und des Gases. Die schädlichen Teilchen verschmutzen die Ozonschicht und zerstören sie. In die Atmosphäre geratend, rufen sie die sauren Regen herbei, die die Erde und die Himmelteichen seinerseits verschmutzen.

Im Land ist der Prozess des Abholens der Wälder in der Tat unkontrolliert, im Ablauf werden hundert Hektare der grünen Zone abtreiben.

Jährlich verschmutzen sich die Flüsse und die Seen von den Abfällen der chemischen Industrie. Dieses Problem führt zum Defizit des Trinkwassers, da viele Quellen sogar für die Anwendung des Wassers in den technischen Zielen untauglich sind. Auch trägt es zur Zerstörung der Ökosysteme bei. Einige Arten der Tiere, der Fische und der Vögel sterben aus.

Russland beschäftigt sich nicht so viel mit dem Umweltschutz, wie Deutschland. Aber das Land bemüht sich von anderen Ländern nicht herzuhinken. Im Jahre 2012 hat Russland die staatliche Finanzierung der Umwelt zugenommen. Und in diesem Jahr haben die Arbeiten im Rahmen des Projektes nach dem Müllsammeln der Arktis angefangen.

Wozu haben wir dieses Projekt erfüllt? Wir verstehen, dass das Problem der Ökologie ein globales Problem in der ganzen Welt ist. Damit wollen wir zeigen, dass der Mensch dafür verantwortlich ist, was auf der Erde passiert. Wir wollen die Menschen aufrufen, die Natur zu schützen, weil wir ohne klares Wasser, ohne reine Luft, ohne gesunde Erde, ohne grünen Wald nicht leben können.

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