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Сборник включает материалы VIII Международной молодежной
научно-практической конференции на иностранных языках «Современ-
ные тенденции мирового сотрудничества», которая проходила в Сибир-
ском институте управления — филиале Российской академии народ-
ного хозяйства и государственной службы при Президенте Российской
Федерации 5 апреля 2019 года.

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

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при Президенте Российской Федерации, 2019**

ВВЕДЕНИЕ

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

4—5 апреля 2019 года в Сибирском институте управления — филиале РАНХиГС прошел VI Международный научный студенческий форум на иностранных языках: «Глобальные изменения: взгляд молодёжи» для старшеклассников средних школ, учащихся учреждений среднего профессионального образования, студентов высших учебных заведений и аспирантов.

Форум состоял из двух мероприятий:

— 4 апреля 2019 г. — VI Межвузовская олимпиада по иностранным языкам «Молодёжь — стратегический ресурс развития российского общества»;

— 5 апреля 2019 г. — VIII Международная студенческая научно-практическая конференция на иностранных языках «Современные тенденции мирового сотрудничества».

В работе Форума приняли участие более 400 участников из 27 городов: Барнаул, Белгород, Бирск, Брянск, Екатеринбург, Иркутск, Калининград, Кемерово, Красноярск, Магадан, Москва, Нижний Новгород, Новокузнецк, Омск, Петропавловск-Камчатский, пос. Черёмушки г. Саяногорск, Самара, Санкт-Петербург, Сургут, Томск, Тюмень, Улан-Удэ, Хабаровск, Челябинск, Чита, Якутск, Милан (Италия).

В состав жюри входили не только преподаватели кафедры иностранных языков Сибирского института управления — филиала РАНХиГС, но и преподаватели из других вузов России во главе с заведующими кафедр иностранных языков, а также 12 зарубежных гостей из Австралии, Великобритании, Германии, Индонезии, Италии, Китая, США и Франции.

Во второй день Форума (5 апреля 2019 года) состоялась VIII Международная студенческая научно-практическая конференция «Современные тенденции мирового сотрудничества» на английском, немецком, французском, китайском и русском как иностранном языках. На 13 секциях обсуждался широкий круг вопросов: международные отношения в эпоху глобализации, социальные трансформации в современном обществе, современные вопросы экономики и управления, актуальные проблемы юридической науки, филология и лингвистика в современном обществе, проблемы межкультурной коммуникации. В своих докладах студенты представили как оценку современной ситуации в нашей стране и на местном уровне, так и анализ зарубежного опыта. По результатам работы Конференции были выбраны победители и призеры.

В рамках Форума состоялся видеомост «International Students' Academic Mobility», участниками которого стали:

- IUT Montpellier-Sète (Университет Монпелье);
- Université Paris 2 Panthéon-Assas (Университет Пантеон-Ассас);
- Embassy of The Federal Republic of Germany in Beijing (Посольство ФРГ в Пекине, КНР).

Благодарим ежегодных партнеров: Сибирский банк ПАО «Сбербанк России», Генеральное консульство Федеративной Республики Германия в г. Новосибирске, Гёте-институт в Новосибирске, Альянс Франсез — Новосибирск, экзаменационный центр MagellanExams, Магазин иностранной книги Магеллан, Школа итальянского языка «Tre scalini», Международная школа иностранных языков Benedict School, Информационный центр Германской службы академических обменов DAAD, компания «Language.Prosveshcheniye», класс Конфуция Новосибирского Государственного Университета — за активное участие в VI Международном научном студенческом Форуме на иностранных языках: «Глобальные изменения: взгляд молодежи» и надеемся на дальнейшее сотрудничество.

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

*С уважением,
кафедра иностранных языков Сибирского
института управления — филиала РАНХиГС*

АНГЛИЙСКИЙ ЯЗЫК

SECTION 1. INTERNATIONAL RELATIONS IN THE ERA OF GLOBALISATION

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NATIONALISM IN THE ERA OF GLOBALIZATION

The British historian Eric Hobsbawm identified two ways in the definition of nation: when the nation based on shared political participation and the ethnicity in which people are united by a common language, history and culture¹. The last one is often associated with the term «nationalism» but this is not its only meaning. Mixing of different definitions leads researchers to a dead end.

However, earlier national movements were striving for a state that ensures safety and well-being, today this is not real, because people have become much more mobile. People live abroad being the representatives of their nation at the same time. Thus, the separation of the nation from the territory is an important step in the evolution of the world community. But nowadays nationalism is increasingly becoming aggressive.

Russian nationalism started in the 90s as a reaction to the collapse of the USSR and of the ideology. At the beginning of the XXI century nationalism began to gain popularity. After the annexation of the Crimea, the wave of nationalism has subsided and it was manifested mainly in sports rather than in politics.

To find out the youth's view on the phenomenon of nationalism the author conducted a survey among students. 78% of the respondents consider nationalism as a negative thing. Often nationalism is identified with Nazism. 90% have friends of different nationalities. However, there is also a negative attitude towards people of Caucasian nationalities. 72% answered the question about their attitude to the representatives of the Caucasian peoples "negatively". The problem lies in the social policy of the state when the aliens have more benefits in their everyday life. The survey showed that the ideas of Nazism, xenophobia and other negative trends are absent in the minds of young people, as well as adults, but dissatisfaction with some social aspects leads to a negative attitude towards representatives of other nations.

National states are in a crisis today. There is a tendency to erase borders between states and reduce national sovereignty. The solution can be the strengthening of a civil society and creation of structures aimed at maintaining order.

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¹ Hobsbawm E.J. (1998). The nation and globalization. *Constellations*, 5 (1), pp. 1—9. DOI: 10.1111/1467-8675.00069

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THE IMPACT OF GLOBALIZATION ON THE DEVELOPMENT OF INTERNATIONAL RELATIONS

Globalization is a way of the world economy formation which determines the creation of inter-state relations. This kind of relations is specified by the desire to capture a larger volume of the commodity market.

The relevance of the research is determined by the fact that commodity markets are losing national and territorial borders during expansion and deepening of global economic relations turning into world markets. The novelty of our research is determined by the high rates of globalization which imply the development of international relations.

The objective of the research is to analyze the impact of globalization on international relations. To achieve this goal the scientific works of Y. Stiglitz¹, K. K. Kumekhov², etc. are considered in detail. The object of this research is globalization. The subject of the topic is a phenomenon «international relations» in the field of globalization.

We studied popularization of fast food as an example of Americanization to determine the impact of globalization on intercultural interaction. Today, the city of Novosibirsk has 20 fast food restaurants «KFC» and 8 restaurants «McDonald's». The results of the study showed that today fast food is a «symbol» of Americanization and globalization because of its spread all around the world.

Thus, the interaction of globalization and international relations in this research is considered in a positive way. Globalization is a process that regulates the division of labour, migration, the distribution of capital and investment on the whole. As a result, international relations become stable due to a single global network market economy and countries begin to depend on all its subjects.

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¹ Stiglitz J. E. (2006). Globalization and its discontents. London: Penguin.

² Kumekhov K. K. Globalizaciya v sovremennoj teorii i paradigme ehkonomiki [Globalization in the actual theory and paradigm of economics]. *Prioritety Rossii*, 2013, 41 (230), pp. 2—7 (In Russian)

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SINO-AMERICAN RELATIONS: TRADE WAR OR BILATERAL COOPERATION?

The relevance of the study lies in the fact that the result of increased China's economic power can be a trade war between China and the USA. Our aim is to investigate the role of the USA investments in Sino-American cooperation.

The entry of China into the World Trade Organization in 2001 had a significant impact on the development of Sino-American relations. Nowadays China still remains the largest Asian partner of the United States. American firms helped to bring the Chinese economy to a higher level. "Made in America" is the most popular form of branding in the catering industry, in the production of electrical connectors and in the automotive and aviation industries.

Under the influence of American culture in China, the fast-food chain begins to spread. Fast-food restaurants and coffee shops have incorporated Chinese eating habits into the brand. The amount of US investment in this industry is about \$ 2 billion. The American company of fiber-optic connectors Amphenol Corporation began to grow rapidly after its entrance in the Chinese market. The revenues in the Chinese market increased to \$ 2 billion. General Motors has access to the Chinese auto market through the joint venture Shanghai General Motors. Under the initiative of General Motors, a Cadillac car factory was built at a cost of \$ 1.3 billion. Boeing has more than 50% share of the Chinese airliner market, so the aviation market in China increased of about 5,000 planes valued at \$ 600 billion¹. Donald Trump argues about the need to introduce duties on Chinese goods, accuses China of stealing American technology. However, US companies positively assess their participation in the economic strategy of China.

Based on the foregoing, it can be concluded that since 2001 there has been an increase in mutual investment between China and the United States through the creation of joint ventures. The unilateral US sanctions will not do them good.

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¹ The Most Popular American Companies in China. Available at: <https://www.fox-business.com/features/the-most-popular-american-companies-in-china> (accessed 24.04.2019)

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SEXUAL VIOLENCE AS A WEAPON OF ARMED CONFLICTS

Today, the problem of armed conflicts remains as one of the main agendas to solve for the international community. It is well known that the civilian population becomes a target and suffers the most during these conflicts. Thousands are exposed to one of the most brutal forms of hostile acts: sexual violence. It is not only a weapon of war, but a threat to international peace and security.

The aim of the work is to study the phenomena of sexual violence in armed conflicts.

Conflict-related sexual violence refers to rape, sexual slavery, forced prostitution, marriage and other forms of sexual violence against people who are directly or indirectly related to the conflict. The latest report of the Secretary-General Antonio Guterres on this agenda was presented on 16 April, 2018. The report reviews 19 conflict areas, where cases of sexual abuse were observed. Also it includes 47 parties, which are responsible for patterns of rape or other forms of sexual violence¹.

The result of the research shows that sexual violence is used by parties to intimidate, terrorize populations, and displace people from contested territory or to destroy communities and silence victims. For example, the function of wartime rape in Herzegovina and Rwanda was to fulfill a particular war goal, (ethnic cleansing) by destroying women as child bearers. Another example is the case of ISIS. Human Rights Watch documented a system of organized rape, sexual slavery and forced marriage of Yezidi women and girls.

A lot of steps are taken to end sexual violence in conflicts. One of the examples is UN Action against Sexual Violence in Conflict. The goal is to prevent sexual violence and respond to the needs of survivors. However, survivors often fear stigmatization and so hesitate to reveal their experiences.

Despite the fact that international community tries to identify and monitor areas, which have a high probability of sexual violence, the problem remains acute and urgent.

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¹ Report of the Secretary-General on Conflict-Related Sexual violence. Available at: <https://www.un.org/sexualviolenceinconflict/wp-content/uploads/report/s-2018-250/SG-REPORT-2017-CRSV-SPREAD.pdf> (accessed 07.03.2019)

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THE PLACE OF RUSSIA IN THE GLOBALIZATION PROCESS

As a result of the intensification of globalization processes, the study of globalization is becoming more and more relevant. A significant sign of globalization is the unification of mankind on the political, economic, social, information and cultural levels¹.

Tasks: 1) to study the experience of other countries in the development of globalization; 2) to find out what resources Russia has to repeat this experience; 3) to find out how these resources can help Russia become a leader of globalization.

The international community has begun to form «centers of influence» — compact, relatively small, highly developed internal regions, in which a large number of resources are concentrated. Such zones in modern globalism are called «gates to the global world». Scientists-globalists distinguish about thirty such global gates. These include the largest agglomerations of the developed world: New-York, London, Tokyo, etc.

As for Russia, there are also centers on its territory who can claim the title of «gateway to the global world». The Moscow-St. Petersburg corridor is the most suitable for the role of the Russian “gateway to the global world”.

The results of the study show that Russia has no choice to enter or not to enter the process of globalization. But there is a choice: to become a leader of the process or to remain on the margins of world development. Globalization is an objective process independent of a country. Therefore, Russia needs to create its own «ateway to the global world» to find its place in it.

Summary: 1) globalization is now on an unprecedented scale; 2) humanity is creating «centers of influence» that help the country to maintain its place in the globalizing world; 3) Russia has all the resources to create such a center.

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¹ Anderson W. (2001). All Connected Now: Life in the First Global Civilization. Oxford.

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CURRENT TRENDS IN GLOBAL COOPERATION

This article discusses the current trends in global cooperation. Today, the trends of global cooperation are international economic integration, globalization and transnationalization in the world economy. Our task is to determine the main processes of world cooperation with foreign partners. These processes are one of the most important for the development of cooperation with foreign partners, we set certain goals and objectives for profitable relationships.

As for integration, it is a reproductive process that has an impact on the unification of countries on the basis of the division of labor between national economies, which can interact with its economy at various levels, in different forms in order to develop sustainable cooperation.

But the main feature is globalization, because it is the core of international relations, because globalization itself is a higher stage of internationalization for its further development.

For example, it affects virtually all spheres of public life, including economy, politics, ideology, social sphere, culture, environment, security, regional, national economy, commodity, financial and currency markets, labour markets and individual companies.

Consequently, globalization is an international movement of the factor of production. Today, the world is becoming a single market for TNCs to cooperate and develop their activities. We can say that scientific and technical cooperation also plays an important role.

Thus, modern international production cooperation reflects the highest degree of specialization and cooperation.

We have noticed that for successful cooperation it is necessary to observe such tendencies for development as:

- high production efficiency, and therefore a higher level of productivity;
- long-term and stable economic relations between partners;
- close international scientific and technical cooperation;
- the presence of common programs, common goals in the implementation of joint activities and so on.

To draw up to conclusion, it should be said that the main goal of cooperation is still the modernization of scientific and technical cooperation with foreign partners, concluding a joint agreement on the development of trends in joint activities.

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NUCLEAR CAPABILITY AS AN INSTRUMENT OF MANIPULATION IN THE SYSTEM OF INTERNATIONAL RELATIONS

In today's international realities, nuclear weapon is not only an instrument for solving international problems and supporting stability in international security, but it is also an instrument for establishing their position as the main leader on the world stage and manipulating the weaker countries which don't have nuclear weapons.

Against this background discussions about the nuclear disarmament of countries are unfolding, in order to prevent the use of this instrument for their own purposes. However, it is necessary to understand, whether the nuclear disarmament will help in solving the global problems, which many countries are talking about, or its absence will put great danger to the global society. The nuclear disarmament of some countries does not guarantee the nuclear disarmament and growth of nuclear weapons of others countries, and this is a huge risk of undermining the international security and the balance¹.

The Treaty on the Non-Proliferation of Nuclear Weapons laid the foundation for the international security without using the nuclear weapons. This agreement has been signed by both the DPRK, and by the US. However, in 2003, the DPRK withdrew from this. Currently, the US is considering the possibility of withdrawing from this agreement.

Having analyzed this problem we can make a conclusion that countries at the present stage do not even want to enter into negotiations using their nuclear capability as a tool of manipulation and pressure, non-compliance with previously signed agreements, it is necessary for absolutely all nuclear powers to sit down at the negotiating table and develop a new, mutually acceptable agreements that will legally oblige each participant to its implementation, and also through the toughening of the consequences of withdrawing a country from the treaty and place responsibility on the countries for their further actions.

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¹ Fanenko A. V. *Sovremennaya mezhdunarodnaya bezopasnost: yadernyj faktor* [Actual international security: the nuclear factor]. Ed. V. A. Veselov. Moscow: Aspekt Press, 2013, 573 p. (In Russian)

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THE SECOND «GREAT WALL» OF CHINA

China's reforms in the sphere of Internet Censorship affect on human rights and international relations. The study aims to consider the pros and cons of the Great Firewall system.

In 1991 Tim Berners-Lee presented the World Wide Web. In the last two decades since it appeared the WWW has changed. China started using the system which controls the Internet. As a result they have world's most protected Great Firewall (GFW). The Great Firewall of China is «the combination of legislative actions and technologies enforced by the People's Republic of China to regulate the Internet domestically»¹. Its role is to block access to certain websites and to hinder cross-border internet traffic.

In 1997 the Service of Open Security found a way to control Web. People are denied using the Net in order to avoid: unveiling state secrets; hurting public security; destroying the interests of the state or society. The project was launched in 2003. The reasons for using Internet Censorship in China include: social control; «dark history», economic protectionism.

There are possible problems for the government of China with the present setup of the GFW. First, the key element is the Chinese business interest. Business is disabled from worldwide exchange and connection. Second, the firewall causes social unrest. People are not able to communicate with friends or relatives outside China. Third, censorship and secret surveillance of citizens make bargaining process more complicated and lengthier for a stakeholder at least with countries officially valuing freedom of speech.

Thus, it can be concluded, that there are advantages and disadvantages of GFW. There is a good thing that Great Firewall has allowed China to grow its own internet giants such as Tencent, Alibaba and Baidu. But for perspectives in future changing the setup of the Great Firewall appears to be reasonable.

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¹ To Reach China, LinkedIn Plays by Local Rules. Available at: <https://www.nytimes.com/2014/10/06/technology/to-reach-china-linkedin-plays-by-local-rules.html> (accessed 07.03.2019)

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**GLOBAL EDUCATION AS A STEP
TO THE BRIGHT FUTURE OF RUSSIA**

Globalization is an important part of contemporary world. It includes social, political, cultural and some more fields. The aim of our report is to prove the necessity of global education.

Separate development of all countries have resulted in the distinction of people`s education. Global education is an exchange of knowledge between different countries to reduce gap in learning and teaching. Government of Russia is ready to help the best students to study abroad to upgrade their qualification.

Academic mobility promotes students and professors to develop their skills by studying for one or more academic years in a different university. There are numerous facilities for students in Russia and Novosibirsk especially: Erasmus+, CMEPIUS, In Motion and so on.

Another way to study but without leaving the hometown is distance learning on EDX and Coursera. With a help of these platforms you can listen to the lectures from any university in the world. The spheres could be various: from History and Literature to Neurobiology and Applied Data Science. There are also whole programs that allow you to get an actual diploma.

Modern technologies and globalization provide us with many new opportunities in educational sphere. You need only access to the Internet and enthusiasm to become a qualified specialist. Unfortunately, not many people really use all the possibilities of fast developing world, but we hope it changes very soon.

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THE PHENOMENON OF RUSSIAN KOREANS

A massive Korean immigration from the Korean Peninsula to the Central Asia and Siberia was under the influence of historical, economic and social-cultural factors in the XIX—XX centuries.

Korean immigration was observed for the first time in the territory of the Russian Empire circa 1860. Let us define some stages of Korean immigration to the East¹: the 1st stage is a spontaneous immigration (1863—1870); the 2nd stage is a regulated immigration (1870—1884); the 3rd stage is a restricted immigration by accession (1884—1905); the 4th stage is a political immigration (1905—1930). This immigration was in accordance with the Convention of Peking's accession. Further, the main reasons of Korean immigration were hunger and tyranny of Korean administration². Over time, the diaspora received an ethnonym — «Koryo Saram» due to the massive expansion of Koreans outside ethnic territory. The Republic of Korea develops relations with the Korean community outside the ethnic homeland and with Russian Koreans. Thus, the relevance of the research is to study the history of «Koryo Saram» and cross-national relations of Russian Koreans with other ethnic groups.

The object is the process of Korean diaspora's formation in Russia.

The subject is the cultural development of the Korean community in Russia.

The phenomenon of «Koryo Saram» is relevant due to the rapid development of this ethnic group in the XIX-XX centuries in Russia. Thus, Korean immigration to Russia undoubtedly influenced the life and culture of the Far East. The attitude towards Koreans by the officials and laws of the Russian Empire was unfriendly. From an economic point of view, for Russia it was necessary to get cheap labor, and for Koreans to get shelter and chances not to be under the yoke of the harsh Korean legislation and then the Japanese occupation. In general, public opinion in Russia about the appearance of Korean neighbors was positive.

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¹ Kim G. N. Istoriya immigracii korejcev. Vtoraya polovina XIX v. — 1945 g [History of Korean immigration. The second half of XIX century — 1945]. Almaty: Dajk-Press, 1999, 424 p. (In Russian)

² Istoricheskaya ehnciklopediya Sibiri [Historical encyclopedia of Siberia]. Ed. V. A. Lamin. Novosibirsk: Istoricheskoe nasledie Sibiri, 2010. (In Russian)

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**PROBLEMS OF SMALL AND MEDIUM-SIZED
ENTERPRISES OF THE NOVOSIBIRSK REGION
IN INTERNATIONAL TRADE**

As it is known, small and medium enterprises provide significant contribution to the country's GDP, play an important economic and social role in the development of the economy in general. Many indicators depend on the level of small business development, such as the level of competition, the introduction of new technologies, production efficiency, etc. Sometimes such enterprises may be town-forming ones in some village, and this village can live off them. Great contribution of such enterprises is provided by export and import. It is worth noting that in the Russian Federation the investment of small and medium-sized enterprises is 20%, while in developed countries it is about 50%.

The object of the research is to analyze the activities of small and medium-sized enterprises of the Novosibirsk region and assess their impact on foreign economic activity.

Tasks:

1. to determine the role of small and medium enterprises in the national economy;
2. to analyze the activities of small and medium enterprises the Novosibirsk region;
3. to identify the problems of the activities of small and medium enterprises of the Novosibirsk region in foreign economic activity and suggest the ways to solve them.

Small and medium businesses have and should have an increasingly significant impact on the socio-economic development of the country, which is why one of the most important benchmarks of the economic policy of the Russian state is the creation and maintenance of the most favorable climate for small and medium businesses.

Thus, it follows from the above that if the support programs provided by the state are implemented in the Novosibirsk region, then not only their role in foreign trade will increase, but as a result, the country's GDP will also increase.

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COMPUTER AND VIDEO GAMES AS A MEANS OF INTERCULTURAL COMMUNICATION

Nowadays classical communication among people has changed dramatically and one of the new means of intercultural communication is communication while playing video and computer games. It is also worth noting that there is a game slang. Game slang is a special universal language of communication between gamers.

This research focuses on multiplayer and massive online games that become the platform of interaction for people from different parts of the world. Participants of these games communicate with a wide range of people from different countries and social backgrounds.

In order to obtain a clear picture of the attitude of the young to the topic of our research, we conducted a study among students of Novosibirsk universities. As a result of the survey, it was revealed that most students play massive online games.

More than 50% of respondents answered that they communicate with foreign players when playing online games, 90% depicted English as the «language of communication». 50% of respondents mentioned that they learn other languages to better understand foreign players. Game slang is popular among respondents.

Based on the study, the following conclusions can be drawn:

- online games play a significant role in intercultural communication among young people;
- a new language of communication is used by people who play computer games;
- young people are motivated to learn languages.

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RIGHT IRREDENTISM AND DIASPORA FACTORS IN THE PRESENT-DAY HUNGARIAN FOREIGN POLICY

Hungarian expat communities separated from their homeland have been an acute problem for international intercourse for more than 100 years. The assumption of power in Hungary by the right-wing party Fidesz, which some analysts mark as “radical” and which openly aims to support the Hungarians abroad, opens up a new dimension of this problem.

In this case it is especially important to analyse the “right irredentism” in the present-day Hungarian policy. It’s necessary to cover the current Hungarian governmental activity as well as the modern status of the Hungarian diasporas in the countries of their residence to estimate the entrusted problem.

Over the past decade apart from the implementation of assistance policy for compatriots abroad, Hungarian government simplified the process for obtaining citizenship for the Hungarian speakers of Magyar decent.

Hungarian diasporas inhabit Romania, Slovakia and Serbia. However the presented problem imposes itself most forcefully in Ukraine, where current government authorities are constantly pursuing their own right-populist programme of building a culturally and linguistically unified society.

Taking into consideration the above-mentioned and other circumstances, it seems possible to conclude the following. The probability of a full scale international conflict, caused by the Hungarian authorities’ reaction on the deterioration of Magyar diasporas living conditions remains relatively low at present stage. Nevertheless, Hungarian-Ukrainian relations are the major thrust of possible escalation. Right-populist policy of the present Ukrainian leadership, which has already tried to solve one intra-state conflict by use of force, can significantly complicate already strained relations in this micro-region.

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

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THE IMAGE OF NOVOSIBIRSK IN FOREIGN MASS MEDIA

The image of a city is the way people think about the city, formed in their minds, and it influences its future development. For a city, a positive image is important as factories, theaters, or roads as it is becoming an economic factor affecting the prosperity of its citizens. It's especially important what image is formed in the minds of foreigners because in most cases their opinion can be considered as objective, since they give their assessment from the outside.

Novosibirsk maintains the third place for population among Russian cities, it is the economic, cultural and transport center of Siberia. We've analyzed the cross media publishing in foreign media about Novosibirsk to find out what is the image of Novosibirsk like abroad.

The most frequent issue is Akademgorodok. A British daily newspaper «The Guardian» writes that it used to be a science city, built for maintaining the brightest minds of the whole nation. In the present time, it becomes again a billion-dollar worth center for innovations¹. The development of international cooperation takes place as the second topic. For example, Belarusian media agency BelTA reminds that on the 24th of January 2019 there was a meeting between Novosibirsk Oblast governor Andrei Travnikov and the President of Belarus Republic Alexander Lukashenko, in which Novosibirsk Oblast was named as one of Belarus' most promising economic partners².

Thus, we can conclude that the most discussed topic in the foreign mass media is Novosibirsk Akademgorodok. It's not bad, but for a successful and inclusive

¹ Wainwright O. (2016) Step into Silicon Forest, Putin's secret weapon in the global tech race. The Guardian. Available at: <https://www.theguardian.com/artanddesign/2016/jan/05/silicon-forest-putin-secret-weapon-global-tech-race-siberia-russia> (accessed 24.04.2019)

² Matveev V. Lukashenko calls Novosibirsk Oblast promising partner in Russia's Siberia. BelTA. Available at: <https://eng.belta.by/president/view/lukashenko-calls-novosibirsk-oblast-promising-partner-in-siberia-118176-2019/> (accessed 24.04.2019)

growth there is a need to develop other areas, for example, tourism to form an attractive image of Novosibirsk.

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SOCIAL MEDIA AND MUNICIPALITIES: CHALLENGES AND OPPORTUNITIES

The increasing relevance of the information openness of the authorities and the involvement of citizens in the management process using electronic social networks (ESN) are increasing because there is the decline of credibility to municipal authorities and the citizens' readiness to participate in public policy¹.

Today the administrations of 97 cities among 167 cities with a population of over 100 thousand people have an official «Vkontakte» page².

We conducted a questionnaire among the municipalities of the Novosibirsk region, in three ESN: «Instagram», «Odnoklassniki» and «Vkontakte». It was revealed that the municipal administrations don't have official pages. However, the residents of these municipalities actively create such pages. The most active ESN is «Vkontakte» (the pages are created in 12 of 18 municipalities). The number of subscribers exceeds 1 thousand people In three of them: Verh-Tulinsky village council — 7,8 thousand people; the village of Krasnoobsk — 12,2 thousand people; Krivodanovsky Village Council — 6,3 thousand people, which are 74%, 51%, 44% of the total population of the municipality, respectively. These groups discuss the latest news, the problems of municipalities and create a charity fundraising.

In conclusion, the administrations of the local authorities should start creating official pages in the ESN. It will decrease the social distance between the local authorities and the citizens, and inevitably will increase the public participation in regional policy. The most suitable social media website is «Vkontakte».

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¹ Institutional trust. Participation in the guarantee. Polls Levada Center. Yuri Levada Analytical Center (In Russian). Available at: <http://www.levada.ru/2018/07/05/pensionnaya-reforma-3/> (accessed 09.03.2019)

² Social networks of municipalities 2017. Infomet (In Russian). Available at: <http://system.infometer.org/ru/monitoring/424/rating/> (accessed 25.02.2019)

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THE PROBLEM OF LOW FERTILITY IN THE CHELYABINSK REGION

The relevance of our topic is that the decrease in fertility is the main problem of demography¹. The birth rate determines the rate of reproduction of the population and the demographic situation in the country.

We consider the main factors of low fertility:

1. demo-economic factors;
2. socio-economic factors;
3. socio-medical factors;
4. socio-ethical factors.

For a complete overview of the problem of low birth rates in our region, we studied statistics in Internet sources and compiled our own statistics. In the survey we included a question like “How many children do you want to have in the future?” Then we asked each interviewee to explain their position.

We suggest some methods of increasing the birth rate in the Chelyabinsk region. The first is providing families with a small child or several children with various benefits. It is also necessary to use the implementation of fertility programs, which will be possible after the introduction of a progressive income tax; government assistance in taking low-interest loans for building a house or buying an apartment; providing free qualitative medical care; construction of housing and preschool institutions.

Turning to our questionnaire, we came to the conclusion that in modern society, many people want to have no more than two children. In conclusion, we would like to note the importance of addressing this problem in a short time, as low fertility leads to depopulation.

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¹ Marx K., Engels F. Proiskhozhdenie semi, chastnoj sobstvennosti i gosudarstva [Origin of the family, private property and the state]. Moskva: Izdatelstvo politicheskoy literatury, vol. 21, 62 p. (In Russian)

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**TRANSITION TO A DIGITAL MODEL
OF COMPETENCES IN GENERAL EDUCATION
OF THE BRYANSK REGION**

To implement the «Strategy for the development of the information society in the Russian Federation for 2017-2030», the Federal program «Digital economy» was adopted. One of the directions of the Federal program is «Personnel for the Digital economy». The Federal program includes the key directions of development of the education system¹.

In the regions of the Russian Federation in the conditions of introduction of the Digital economy into the education system, schoolchildren should master the digital model of competencies. There is a need to develop a digital model of competences of our own country.

In some subjects of the Russian Federation, the regional projects are being implemented creating digital educational environment (for example, in St. Petersburg, in the Belgorod region, the Kaluga region, the Komi Republic, the Krasnoyarsk Territory).

This direction is not sufficiently developed in the Bryansk region. The school environment needs innovations, the use of positive experience of other constituent entities of the Russian Federation.

Thus, in the Bryansk region comprehensive school will become one of the network centers of personal development, the formation of Digital economy competencies, motivation and innovation.

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¹ Federal program «Digital economy of the Russian Federation» (approved by the order of the Government of the Russian Federation on 28.07.2017 № 1632-р)

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THE PROBLEM OF UNEMPLOYMENT IN CHELYABINSK

In our time the problem of unemployment in Chelyabinsk is very relevant. Unemployment is considered as the presence of people in the country who are the part of the economically active population, who are able and willing to work for hire, but can not find a job.

It is necessary to analyze the study of the phenomenon of unemployment as an economic problem. We conducted a survey among residents of Chelyabinsk and found out that unemployment affects all segments of the population: women, men, youth. According to our survey, we may highlight the important factors, influencing the level of unemployment in Chelyabinsk.

There are different types of unemployment, such as frictional, structural, cyclical and seasonal. In Chelyabinsk frictional type of unemployment prevails.

In 2018, the unemployment rate in Chelyabinsk amounted to 8%.

Social and economic consequences of unemployment take place. The most significant ones are the loss of qualification, decline in demand and decline in production, depriving part of the population earnings.

The most effective methods of reducing unemployment are used in Chelyabinsk. For example, creation of employment services, payment of unemployment benefits, creation of additional jobs in the public sector of economy, elimination of factors that reduce labor mobility.

We have identified some aspects of the unemployment problems in Chelyabinsk and concluded that this problem is really relevant in our time and it needs to be solved.

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MUSIC AS THE FACTOR OF SOCIAL IDENTITY

Sociomusicology also known as sociology of music is one of the most interesting modern fields in social science. Music is a widespread sociocultural phenomenon common in many aspects of life which also became an important factor in personal and social identity formation.

Social identity is considered as a process of correlating yourself with specific social group throughout whole life.

Some features of social identity related to music consolidate into «musical socialization». Many factors have an influence on person and form a special social environment around music. Person absorbs everything that is produced in this environment and uses this experience in social life.

That's why music genres determine the emergence of a variety of subcultures. For alternatives, punks, rastamans, rockers, emo and other youth subcultures, the main feature that unites them in a unified social world is music.

Generally, representatives of musical genres and trends, which are interesting for young people, become models for imitation in fashion, style of behavior, and solving life problems. At the same time, young people not only want to be like their idol, but to merge with his/her way of life, that is, to identify.

Musical identification manifests itself in authentic situations as well as in everyday life. For young people, music is fun mainly. For older people, it is considered as a way to relax, associated with some memories. But it is precisely adolescents who tend to identify themselves more with certain musical genres and subcultures, due to psychophysical features.

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FEMINISM OF 2010S AS AN EXAMPLE OF SOCIAL TRANSFORMATION IN A MODERN SOCIETY

In this research I am going to explore the feminism of 2010s as an example of social transformation at a global level.

The Feminism of 2010s is an urgent problem because of its tremendous impact on a modern world, especially on the western world. In comparison with the first and the second feminism waves, the modern one often ceases to be an instrument of equalization of rights and becomes a way to reach power. Ideas of past feminism waves — mostly justified and reasonable — are so deeply absorbed by the western world that the perception of female as an oppressed gender is not questioned at the societal level. This, in turn, creates a convenient platform for public opinion manipulations.

For example, the hashtag #metoo that was launched by a feminist, Tarana Burke, and an actress, Alyssa Milano, via the social networks such as

Twitter, Facebook, Instagram, in which women shared some stories about sexual harassments by men at the workplace, mostly in show business.

Certainly, the #meeto movement had a strong positive impact on society: many young teenagers and adults talked about the times they were raped and harassed and due to this a lot of crimes were revealed. However, some people could use it for their own purposes. For instance, actress Asia Argento accused a producer, Harvey Weinstein, in a sexual assault that happened many years earlier, in exchange for Weinstein to make her career¹.

Although there was no presented evidence, because of the charge Harvey Weinstein was fired from the company he himself founded. Asia Argento got credibility of the victim. However, this cannot be an example of modern feminism's eagerness for equality and justice because Asia Argento herself soon was accused in sexual harassment and seduction of a 17-year musician. Thus, in this simple example, we can see that modern feminism has an influence on today's society in the areas that are far from the problems of the first and second feminism waves and that feminism is a significant engine of modern social transformations at a global level.

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ANTI-SOCIAL BEHAVIOR: TWO SIDES OF THE SAME COIN

What does anti-social behavior mean? That is an act of creation a community concern that can be very different but all of them are the violation of law. However there are some controversial acts and this article is devoted to another side of anti-social behavior.

Nowadays the word «graffiti» is widely known and there are a lot of special communities of graffitists (graffiti artists). They risk to be punished and arrested for their street art on the walls. Although it might not always be a legal art (according to the law graffiti or «tagging» is a form of vandalism), it still deserves respect because as time goes by many of these street artists become famous.

One of the most successful examples is Banksy. It is the pseudonym of a British street art artist, political activist and director. He is considered to be the one of the brightest representatives of world street art.

¹ Farrow R. (2017) From Aggressive Overtures to Sexual Assault: Harvey Weinstein's Accusers Tell Their Stories. The New Yorker, 23

Banksy analyzes everything that is happening for a given period in the world, reflexes and makes his message to people, painting on the walls and even sheer cliffs. Leaving his inscriptions and drawings, he tries to draw people's attention to urgent problems and this can be hardly considered just as the act of vandalism. He left more than 130 works on the walls of Bristol.

Another example of contentious art is roofing. Climbing from a roof to roof is not just a mean of transportation for roofers, it is a sport. They enjoy dangerous crossing and showing their skills. However these people can be useful as they can update city maps, give an additional description of the objects in a city, etc.

In conclusion, it is necessary to make few suggestions. Firstly, the government should draw a line between dangerous anti-social behavior and these actions, which can positively influence on the modern society. So actions that can be described like dangerous should be convicted by law and the government should apply preventive measures. Secondly, if the actions also considered as anti-social, but are intended to open people's minds to a new kind of art, to express people's view to the problems, then they should not be considered crimes at all.

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GENERATION GAP: REASONS AND EFFECTS

Nowadays, the contradiction between conservative parents and progressive children is especially noticeable, since today's generations literally share two temporary epochs: the communist USSR and Putin's Russia.

Modern teenagers are «different». But are they really different? They want nothing; do not read all the time, are always glued to a cell; they do not want anything but easy time.

The author has divided this paper into four parts.

1. Freedom. Freedom for teens is the main value. But it is not provided in the collectivist model of the school. Therefore, teenagers have to look for this freedom on the Internet.

2. Conservatism. Conservatism gives rise to such problems as bias, stereotypes, unwillingness to change. But modern schoolchildren understand that changes are necessary.

3. Manipulation. Today, adults are manipulating children using age. But it worked only in the Soviet times, not anymore. Nowadays teenagers think outside the box and they no longer can be crushed by authority of adults.

4. Conflict resolution. The one and only resolution of any kind of conflicts is just time. Because only when teenagers become adults, the conflict will be resolved.

Teenagers now are not the people that they seem to be. They read complex contemporary literature and adventure novels that their parents read. This does not mean that they are better, just their horizons are much wider. Many of them have already earned enough money and can get a job just as a hobby. Talking about politics is no longer considered boring. This is neither good nor bad — it is a given.

In any case, the process of containment and the forcible consolidation of traditions is artificial. Today, teenagers are taught humility, but in the end, those who teach will have to accept it. And let them be called different, in the end, the truth will remain with them, because they will determine the future.

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IS MEDICAL INSURANCE ALWAYS A GUARANTEE OF SOCIAL PROTECTION?

Healthcare is one of national priorities. But health spending is closely associated with a country's wealth. One of the key elements in the implementation of national health-related projects is a medical insurance. This study focuses on analyzing different forms of health insurance which should serve as a form of social protection, designed to protect the interests of healthcare.

We analyzed such projects as American «Medicare» and «Medicaid» and the Russian project «Health» from the point of view of accessibility of medical services. Russia has a compulsory health insurance system, where the employer or the state budget carries the cost of treatment. The disadvantage of budget funding is a tendency to monopolize, ignore the rights of patients, a lack of choice of a doctor. However, such a system allows to keep in check the prices of medical services. In the USA there is no universal health care coverage; insurance is provided by several public and private sectors with a choice of an insurance plan, differing by type of service, payment terms, and medical facilities. Most large companies provide their employees with insurance, although

it is not compulsory. Since 2001, the cost of such insurance has increased by 78% with wage increases of 19% and inflation of 17%¹. As a result, roughly 10% of the population is uninsured and about 5% is underinsured meaning that these people cannot afford adequate medical care².

We can conclude that the system of medical insurance in Russia needs improvement by involving citizens to participate in health financing directly or through insurance companies, increasing the competitiveness of medical institutions, which can result in better services.

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THE STATUS OF WOMEN IN SOUTH KOREA SINCE 1960s

Since 1960s the position of women in South Korea society has undergone important changes. The aim of the study is to analyse the changes and reveal causes of this process.

In 1962, the government launched a series of 5-year national economic development plans and the national economy began to grow rapidly. With formation of enterprises and shortage of labour, women were allowed to work in manufacturing enterprises. Significant changes took place in the educational sphere. Thanks to the women's efforts, by 1987 there were ten higher education institutions for women, including universities, colleges and Junior colleges; women accounted for approximately 28 percent of the total number of students in higher educational institution³. In 1988, after amendments to the Constitution aimed at democratizing the political regime, the State Agency for gender equality was established, copying the European system, and South Korea gradually began to pay attention to the rights of women in society. By the 1990s, South Korea had moved from a traditional family to a nuclear

¹ American Journal of Public Health. 2009, 12

² Weiss T. (2008) Reasons Not To Become A Doctor. Forbes. Available at: <https://www.forbes.com/2008/05/05/physicians-training-prospects-lead-careers> (accessed 09.03.2019)

³ Noriko O. Tsuya (2000) Gender, Employment, and Housework in Japan, South Korea, and the United States. Review of Population and Social Policy, 9, 201 p.

family¹. Career development and education became a higher priority for women. These changes reduced birth rate in the country.

We can conclude that in the 1960s, when liberalization of the economy contributed to changes status of women in many areas led to a significant emancipation. During economic growth Korean society introduced amendments to the Constitution, created new authorities; family law has also undergone changes. Firstly, patriarchal family has changed into the nuclear one, young people have become more independent. Secondly, women have been given the right to inherit property in the family, the right to education and building a career. Women's rights have been expanded not only in family but also in society and various public authorities have been set up to protect women's rights.

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TECHNOLOGICAL PROGRESS AFFECTS SOCIAL TRANSFORMATION

Social transformation is the process of change in society's consciousness in one country or worldwide.

Social transformation never stops and in recent years it is going faster than ever before. The reason for this acceleration is development of science and technology. Modern technologies have become a huge part of our lives since a smartphone was created. Today we are surrounded by the products of technological progress.

On the one hand, there are a lot of cases when technological progress affects social transformation in a good way. With the Internet and a computer or a smartphone we can buy tickets to the cinema, book a hotel in another country, order goods from all around the world. Now we don't have to go outside to pay taxes as we can do it online. Moreover, we can keep in touch with our relatives and friends and help them make decisions being thousands of kilometers away from each other. Medical technologies save people from deceases that were qualified as lethal a few years ago. Modern technologies make it easier for people to be active citizens through taking part in elections

¹ Hahm In-hee (2003) Modern Korean Views on Marriage : Searching for the Self Through Love. Koreana, 17(1), pp. 24—29

online being in another city or country. All of the examples listed above signify a better quality and standard of life.

Speaking of the negative role of technological progress affecting social transformation, we need to mention the reduction of personal communication and increase of communication via online messengers. This can result in spreading of such social problems as loneliness, aggression, depression and lead to a decrease in population.

In conclusion, social transformation is the inevitable reality that we live in. It has its advantages and disadvantages. It helps to do things faster and makes life easier while ruining social skills. Society is a dynamic system and these trends will continue.

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DIGITAL WAYS TO PERSONALIZE LEARNING

Education is undergoing significant revolutionary changes nowadays. It is much more accessible due to appearance of various educational platforms, such as Coursera, Stepic or Moodle. But a learner's performance depends to a large extent on feedback or corrective information that an educator provides to restructure understanding of the specific task or process of learning¹.

This research aims at searching for opportunities for adaptive or personalized learning provided by different applications, such as chatbots which together with artificial intelligence technologies are a powerful tool (Duolingo's chatbot, Jill Watson²). In this case, learners are not constrained by the teaching place and time but preserve the same level of efficiency.

As part of the research, we created a chatbot that recognizes errors in English sentence structures and provides students with the necessary feedback. We tested it on a group of 15 students of Level 1. They gave correct answers in average to 11% of the test questions before training with the bot and 75% after it.

¹ William D. The Secret of Effective Feedback. Educational Leadership, 2016. Available at: ascd.org/publications/educational-leadership/apr16/vol73/num07/The-Secret-of-Effective-Feedback.aspx (accessed 09.03.2019)

² Watson J. A Virtual Teaching Assistant for Online Education. Georgia Tech Library, 2016. Available at: <https://smartech.gatech.edu/handle/1853/59104> (accessed 09.03.2019)

So, we can conclude that chatbots can be used both on platforms of distance learning and to enhance classroom sessions saving time for practicing communication skills. The effectiveness of this method increases with the use of social networks as platforms for such applications, which are the most comfortable way for students to get information.

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THE FEATURES OF INFORMATIONAL SUPPORT OF TEAMSPORTS

Information support in sport industry can be defined as a creation of effective communication for following functions: creating a positive image of a sport team, an athlete, popularization of physical culture and healthy lifestyle, increasing audience of sport events.

The essence of information support could be understand through the following definition: «Information support is spreading of information about goals and events using various tools and addressed to target audience»¹.

Information support of team sports has two strategies: an individual strategy (athletes, coaches and etc.) and a group one (team/club). For team sports is necessary to form a group of like-minded people, who share their goals and who are ready to solve common problems. These items can be achieved by developing intercompany communication. It is important to take attention to club`s outside and inside news, and to inform the athletes in time about the alleged tricky questions during an interview or a press conference. Fans remember words spoken by an opinion leader (team captain, popular player) more effectively.

Fans are also part of the team's informational support. Organization of special events, such as autograph sessions, a pass to a press conference, open training sessions, meetings with fans and so on are also important information support tools for maintaining communication between the club and the fans (target audience).

¹ Lagutenko N., Podporinova N. Information support of family policy in municipal education // Modern science: actual problems and ways of their solution, 2014, no. 10. — P. 124—126.

Summarizing all the above mentioned, it should be said that the information support should be carried out both at the individual and at the group strategy. It is important to carry out effective intra-company communication, within the framework of which interaction with each subject of the club is carried out, and efficient supply of information in order to prevent the occurrence of crisis situations.

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FIREARM SALES LAWS AND THEIR IMPACT ON THE NUMBER OF SUICIDE AND HOMICIDE BY FIREARMS

Nowadays we can say that there is a global problem of suicide and homicide by firearms. This is extremely important, because firearms cause an estimated 31,000 deaths annually in the United States. Data from the 16-state National Violent Death Reporting System indicate that 51,8% of deaths from suicide in 2009 were firearm-related; among homicide victims, 66,5% were firearm-related¹. Most suicides and homicides occurred at home.

The results of the study give cause for concern. Having a gun at home is a risk factor for adults to be shot fatally (gun homicide) or to commit suicide with a firearm. Firearm laws should have their greatest effect on criminal violence.

Restricting access to lethal means has been identified as an effective approach to preventing suicide and homicide, and firearm regulations are one way to reduce the availability of weapons. The analysis shows that weapons control measures, such as permit and licensing requirements, have a negative effect on the suicide rate among men. Since there is considerable heterogeneity between states with regard to arms control, these results indicate that many states have the potential to reduce suicide by expanding their firearm regulations.

In conclusion, we could say that state firearm sales laws can reduce the risks of both suicide and homicide. This suggests the need for further discussion

¹ Wintemute G. J. Responding to the Crisis of Firearm Violence in the United States. *JAMA Intern Med*, 2013. Available at: <https://jamanetwork.com/journals/jamainternalmedicine/fullarticle/1661391> (accessed 24.04.2019)

and research on this topic, since for a long time this theme was stigmatized and discussed as a theme of personal freedom, not as a question of social safety.

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SOCIO-ECONOMIC PROBLEMS OF CHELYABINSK REGION

Nowadays, the problem of deterioration of quality of services is the most urgent in Russia. Firms are negligent in their duties, trying to save money, using materials of poor quality. Every year housing services deteriorate, gasoline prices rise, the quality of roads gets worse, etc. In other words the standard of living depends on the quality of services.

Payments for community facilities are also variable. They are constantly growing, and the quality of services does not increase. Moreover, during 2018 gasoline prices had been growing and as a result there was an increase in excise duty on motor fuel. The decline of the roads' quality happens because of the desire to save by using cheaper building materials and less skilled labor. These facts lead to the violations' gross of the standards that define the basic requirements for the quality of construction.

The black list of the most polluted Russian cities includes Chelyabinsk, Magnitogorsk and Karabash. According to space observations, the main areas contaminated with heavy metals are located around Chelyabinsk and Magnitogorsk. Then follow the zone near the cities of Satka, Bakal, Korkino, Yemanzhelinsk. Generally, 52% of the region's territory is contaminated with industrial waste, which is explained by the activities of ferrous and non-ferrous metallurgy, mining and coal industries.

The volume and quality of social services, such as education, health, culture and the arts, have declined. Most of them have become paid. Housing and communal services, communication services, transport and so on have risen significantly.

After analyzing these facts, we can conclude that these socio-economic problems becomes more relevant and important. With the development of society, new problems appear that are created by people themselves. People are looking for easy ways to solve problems and suffer from them.

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E-LEARNING PROSPECTS AT THE TIME OF GENERATION Z

Currently, e-Learning is widely used. This type of education provides a wide range of opportunities: access to major world platforms, independence from time and location, etc. According to Babson Survey Research Group, 6.7 million students were involved in online higher education in the US in 2012¹, while in Russia, the implementation of such a format is at an early stage. So, we decided to investigate the willingness to adopt this experience and conducted a study based on the theory of generations of Neil Hove and William Strauss.

In total, 85 people took part in the survey: representatives of baby boomers (1960-1974), generations X (1975-1989), Y (1990-2003), and Z (2004-...). A neutral attitude to e-Learning dominated in the responses of baby boomers. It can be explained by the low awareness and insufficient digital literacy of this generation. The representatives of generation X gave predominantly neutral answers with some negative connotation: a lack of prospects and insufficiency of this type of education. Y generation's position was expressed more clearly. The convenience of this format was mainly noted, but opinions about the content of e-courses varied. The representatives of generation Z were clearly positive about E-Learning.

We can conclude that in Russia e-Learning is perceived as an additional, special, independent education, while in the USA and Europe it has become an integral part of education². Although the attitude to it is neither positive nor negative, the willingness to use this format increases with each younger generation. We believe that e-Learning is very promising but it requires popularization and government support of this educational market.

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¹ Allen I. E., Seaman J. (2013) *Changing Course: Ten Years of Tracking Online Education in the United States*. London: Pearson PLC, 43 p.

² Ashraf S., Khan T. A., Rehman I. ur (2016) *E-Learning for Secondary and Higher Education Sectors: A Survey*. (IJACSA) International Journal of Advanced Computer Science and Applications, vol. 7, 9, DOI : 10.14569/IJACSA.2016.070939

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DISMISSAL OF EMPLOYEES: RUSSIA VS USA. FUNDAMENTAL DIFFERENCES

Today layoffs in the US are less common than they used to be a few years ago during the Great Recession, when companies in about every sector were struggling. Nevertheless, the problem of firing employees is still acute in modern America — according to a report from Global Research, roughly 14 million American jobs are still at risk for outsourcing to other cheaper workforces around the world.

When a company needs to reduce its workforce for economic reasons, it is normally a good course of action to determine which departments or positions are no longer helpful for achieving the company's goals.

The research was carried out in order to analyze the fundamental difference between the firing process in the US and Russia. As hypothesized, the legislative restrictions imposed upon the employer differ from each other considerably.

The US legislation operates within the employment contract that enables to dismiss employees without providing a justified reason for this process. In juxtaposition, the legislative concept for the dismissal of staff in Russia differs significantly from the one which exists in the US. Thus, in Russia an employer is obliged to act under strict limitations, unlike in the US. In our country, an employee can only be fired on the grounds of terms and regulations of the Russian Labour Code, which makes all employees in Russia totally protected by the federal laws. On the contrary, in the United States the dismissal process is a relatively free will of the employer.

Moreover, the study of this problem showed that the dismissal of employees is not only a difficult legal and regulatory issue, but also a difficult moral test for both employers and employees, as finding new employment just after firing might be difficult.

To sum up, the law-making approaches in different countries presuppose the variation in labour legislation, particularly, in the attitudes of dismissing employees.

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TO READ, OR NOT TO READ, THAT IS THE WAY TO DEVELOP EMOTIONAL INTELLIGENCE

Studies suggest that emotional intelligence (EI) is a key to a person's success in life including moving up the career ladder. According to psychologist Elena Khlevnaya¹, even a company's performance directly depends on the manager's EI. On average the level of EI among managers is higher by about 20% comparing to subordinates. There is a research² showing, that reading fiction can help develop not only fluid intelligence but EI as a whole.

The purpose of this study is to reveal the correlation of EI and the reading level. We conducted a survey among 35 students of the Altai branch of RANEPA. The results showed that more well-read people have an average level of EI higher than people who read less. More than half of those surveyed having EI equal to the average (79-92 points out of 138) or above the average (93—102 points) gave correct answers to 5-7 test questions on literature. And students who have low and very low level of EI (45-78 points) answered 2-4 test questions on average.

So, we can conclude that EI can be developed by reading fiction. To involve students in reading we launched the project «One thousand and one posts...» aimed at increasing the level of EI. Three times a week we post excerpts of fiction literature in the VK group of our university, focusing on the emotions and experience of the characters. After a few months, we will repeat the testing to identify the effect of the project.

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¹ Hlevnaya E. A. Rol ehmocionalnogo intellekta v ehffektivnosti deyatelnosti. [The role of emotional intelligence in performance]. Available at: <https://www.hse.ru/sci/diss/47906797> (accessed 09.03.2019) (In Russian)

² Hurley D. Can reading make you smarter? The Guardian, 2014. Available at: <https://www.theguardian.com/books/2014/jan/23/can-reading-make-you-smarter> (accessed 09.03.2019)

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THE USE OF MEDIEVALISM IN SPORTS

The term medievalism in its extended sense refers to the modern interpretations of beliefs and values, which are identified with the Middle Ages. One of the mass expression forms of social interests and the global spread of values is sports. The aim of the article is to analyze the characteristics of the manifestation of modern medievalism in sport on the example of the NHL hockey team Vegas Golden Knights.

When the founders were choosing the name of the hockey team, they tried to achieve consistency and to create a global brand. Bill Foley points out that their choice of logo means valor, duty, nobility, inherited to the medieval knights. The VGK logo is depicted as a barbute, an Italian helmet, indicating the name of the team, and a V-shaped neckline means Vegas. The most spectacular exploitation of images of the Middle Ages takes place during pre-match shows. The performance on the topic of the Middle Ages is played with using semiabstract images of medieval maps, accompanied by heroic music and light effects. Therewith, this popularity of the team concept and the different manifestation of associations with it are reflected in the reaction of the fans. There are three types of comments in the context of fans' emotional reaction: 1) expressing a sense of solidarity «We all are proud of our VGK!», «You are the best team ever! We are the best team! We make it together»; 2) expressing a sense of aggression: «Knights, I know you'll ahead all enemies!», «GK will kill every team, who gonna play with them»; 3) expressing a sense of being chosen: «You, your fans are really brave knights!», «Brave warriors are the champions».

Significantly, American ideas influenced the organization of sports, irrespective of whether sports have American contributions themselves or not. The presentation of athletes as real knights enhances such important elements of competition as solidarity, violence and elitism. Metaphorization through the use of medieval images legitimizes militarized rhetoric, effectively achieving the mobilization of fans across the whole world.

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

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THE APPROXIMATION OF AUDIT METHODOLOGY WITH INTERNATIONAL STANDARDS

The main legal act regulating auditing activities in the Russian Federation is the Federal Law on Auditing Activities of 30.12.2008 № 307 (latest edition 23.04.2018). It includes changes in the organization of auditing activities to verify accounting (financial) reporting in the Russian Federation.

The purpose of amending the law is to continue reforming audit activities in accordance with international auditing standards.

Turning to the history of the development of auditing, it becomes obvious why Russia is striving to reform auditing standards in accordance with international standards, because the concept of "audit" has arisen in European countries.

Therefore, the experience of these countries will be very useful for the Russian Federation. After analyzing the latest legislative changes, the following key points were highlighted: previously, the audit report was drawn up according to the rules established by federal standards. In the latest version of the law, the word «Federal» is excluded, since at the present time international standards approved by order № 2n of the Ministry of Finance of the Russian Federation dated 09.01.2019. In connection with the transition to international auditing standards (ISAs) are directly used for conducting an audit in accordance with ISAs. Previously, FSAD served as a guideline. Another innovation of the Federal Law FZ-307 2018 was the addition of Art. 13 clause 3.2., which, in turn, introduces the duty of the auditor in case of suspicion of an operation being conducted by the audited entity for the purpose of money laundering to notify the Rosfinmonitoring of this fact¹.

In conclusion, it should be said that after conducting a survey of top management at PwC audit, it was revealed that 98% of respondents think that the convergence of Russian audit legislation must be reformed in accordance with international standards in order to increase audit activity. Therefore, it is obvious that legislative changes are necessary and they are in the right direction.

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THE SIGNIFICANCE OF OPEN INNOVATION FOR MODERN ECONOMIC DEVELOPMENT: CASE STUDY OF PHARMACEUTICAL COMPANIES

With the growing impact of business transparency issues, digital and knowledge economy on the behaviour of market participants it is crucial to study and implement business strategies based on open innovation.

This paper presents the results of the research on the open innovation approaches in modern business. The concept of open innovation was introduced by Professor Henry Chesbrough in 2003¹, and from that time more and more companies are executing open innovation to meet the challenges of flexible business environment and take advantage of the best practices. Throughout the research several companies adopting open innovation were studied in order to identify the influence of those strategies on the company and industry effectiveness.

The peculiarities of pharmaceutical industry are specifically discussed in the paper as this industry could be highly impacted by implementation of open innovation. Development of new ways to cure difficult diseases is going to influence global economic prosperity. Although, the particular company success could be dependent on tight intellectual property agreements and ability to execute internal R&D, there is a growing need for sharing existing practices to facilitate overall industry effectiveness and reduce the testing and launching time for created products².

The general research hypothesis is that implementation of open innovation can contribute to particular industry and modern economic development in general. The main conclusion is that open innovation strategies, if properly implemented, are able to increase innovative effectiveness, thus, contributing to overall modern economic development.

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¹ Chesbrough H. Open innovation: A New Paradigm for Understanding Industrial Innovation. Oxford University Press, 2006, T. 400, pp. 0—19

² Marcello R. Executing an open innovation model: Cooperation is key to competition for biopharmaceutical companies. Deloitte, 2015.

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THE IMPACT OF THE FASHION INDUSTRY ON THE ECONOMY. ECO FASHION

Fashion as an industry is growing rapidly, overtaking other sectors of the economy. This trend is quite sustainable, reflecting an increase in living standards and freedom of expression.

The research is relevant as fashion is not only show. This is the creation of favorable conditions for the development of light industry, as well as a certain creative, cultural environment where designers implement their ideas, and finally encourage producers.

Nowadays, in many countries, fashion trends have an increasing impact on consumer preferences of the population and the national economy as a whole. Approximately 2/5 of world production falls on the industry, one way or another related to fashion and dictated by its trends¹.

The fashion industry is a field of activity that is constantly evolving, and now there is an understanding of fashion not only how clothes look.

The development of science-intensive technologies leads to the emergence of new sectors of the fashion industry. For example, eco-fashion. In recent years many environmental issues have emerged: water pollution, global warming, extinction of animal species, and many others. In this regard, the solution of some global problems can be found in the development of the fashion industry.

After all of the above, it should be concluded, that fashion plays a significant role and even is the «engine» of socio-economic progress. Thus, new trends, such as eco-fashion are reflected in the emergence of new eco-brands.

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¹ Borkova E. A., Savelyev A. A. *Moda dvigatel socialno ehkonomicheskogo progressa ili lovushka dlya potrebitel'ej* [Fashion-the engine of socio-economic progress or a trap for consumers]. Proceedings of the International Scientific and Practical Conference. Omsk, 2015, pp. 54—55 (In Russian)

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TENDENCIES OF DEVELOPMENT OF THE INSURANCE MARKET OF THE NOVOSIBIRSK REGION

The Insurance market is an integral part of the financial market of the country where insurance products are the subject of sale. According to the volume of collected insurance premiums, the FNL occupies the 13th place in the Russian Federation (1,1% of the total Russian indicator)¹.

Based on the analysis of the statistical data of the Central Bank of Russia on subjects of insurance case for 2014-2018, we have singled out the following features of insurance development in the Novosibirsk Region:

— reduction of the number of insurers working in the market (-22% for the period);

— insignificant share of regional insurance companies. Of the 79 insurance companies operating in the market, only 3 are registered in Novosibirsk;

— the growth of the insurance market is mainly related to the development of life insurance, primarily credit and investment;

— increase in the amount of insurance premium per capita (in 2018 compared to 2014 this figure grew 1,4 times and amounted to 5654 rubles/person);

— high degree of concentration of the insurance market. The TOP 5 companies account for 42% of the premiums collected respectively;

— low degree of insurance penetration into the economy of the region. The share of insurance premiums in the GRP area for the last 5 years has not exceeded 1,33%².

The Factors constraining the development of insurance in the region include low solvent demand and reduction of real incomes of the population, distrust of insurers, low insurance culture, fraud, lack of qualified specialists and etc.

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¹ Central Bank of the Russian Federation. Available at: <https://www.cbr.ru/fin-market> (accessed 24.04.2019) (In Russian)

² Insurance today. Analytics. Available at: <http://www.insur-info.ru/statistics/analytics> (accessed 24.04.2019) (In Russian)

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THE PROBLEMS OF VENTURE BUSINESS DEVELOPMENT

The contemporary world is characterised by a transition to an innovative economy which is based on highly competitive products and services, new technological ideas and solutions. Venture companies can play a crucial role in this type of economy. The objective of the research is to identify the obstacles which prevent venture business from development. Venture business is characterized by a high risk caused by an absolute novelty of ideas and a lack of experience in implementing them. Investments play a significant role in this type of business because the starting capital and funds for conducting business activity are vital for entrepreneurship. This type of business plays an important role in technical and economic development of the world because it allows introducing innovations within a short period of time and implementing projects with a very high risk level.

Venture business faces some problems while developing. Many investors think that a lack of capital is the major constraint to startup growth. They try to invest the maximum amount of capital in the project, but they forget that throughout its development the venture enterprise passes through various stages and the volume of investment at each stage has to be sufficient to meet the set targets. Capital is a multiplier of the good and the bad at a startup. The company can use capital to disguise some problems for a period of time, but as a rule, the capital only sharpens these problems. Money is not capable to eliminate all defects of business. Companies should solve their problems first and then make use of the capital according to requirements. This problem can be solved by promoting training in the fundamentals of venture investment among owners of the capital.

There is another problem: venture business has to cope with is a prejudiced attitude of investors towards separate groups of people. It can be based on their race, gender or country of origin. As a result, even a strong team with a good idea can be left without financing, which is vital for a business. The solution to this problem lies far beyond the sphere of economy. It demands a complex approach to implementing the ideas about the equality throughout all the institutions of the society.

In conclusion, one can say that investors' incorrect behavior can create obstacles for venture business development.

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SOCIAL ENTREPRENEURSHIP IN RUSSIA

Social entrepreneurship is a type of business activity that is aimed at achieving the goals of helping people and working with their problems. This type of business differs from pure charitable activity since social projects are able to pay for themselves and generate profit.

The goal of the research is to estimate the level of social entrepreneurship in Russia as well as to explain the reasons to develop it.

Nowadays the theme of social entrepreneurship is very relevant. This is explained by the fact that the state is interested in attracting private capital into the sphere of social transformations. According to the estimates of the Agency for Strategic Initiatives (ASI), in 2017 the popularity of social entrepreneurship in Russia was rather low. In 2016 the share of social entrepreneurship in the country's GDP was about one percent¹.

Why is it necessary to develop social entrepreneurship? Firstly, social entrepreneurship has a positive effect on the economy. For example, in the UK, social entrepreneurship contributes annually about 24 billion pounds to the country's GDP. Secondly, social entrepreneurship helps to reduce social tensions and improve well-being of socially vulnerable groups of the population².

To sum it up, the reasons for insufficient development of social entrepreneurship in Russia are the following: low quantity of traditional entrepreneurs as a class, the lack of real support at the federal level, and imperfect legislation.

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¹ Ivanova Y. V. Approaches to social entrepreneurship in Russia and abroad [Podhody k social'nomu predprinimatel'stvu v rossii i za rubezhom] Cherepoveckie nauchnye chteniya — 2017: Materialy Vserossijskoj nauchno-prakticheskoy konferencii. Cherepovets: CHGU, 2018. 153 p.

² GEM Global Report 2009. Global entrepreneurship monitor. Russia, 2010, 42 p.

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PROTECTION OF ECONOMIC AND NATIONAL SECURITY THROUGH TECHNICAL MEANS OF CUSTOMS CONTROL

Customs authorities are endowed with numerous significant functions, the most important and strategic being protection of national safety and security. In order to accomplish this major task, Customs Administrations are obliged to counteract the smuggling of weapons, drugs, violation of customs laws, international terrorism and illegal financial transactions. Today, it is becoming increasingly difficult to confront contraband and law violation by classical methods without using various technical means of customs control. Technical instruments are used to immediately, conveniently and accurately detect materials and substances forbidden or restricted to be imported or exported. In addition, technical measures of control enable customs officials to monitor and inspect travelers' baggage in different modes of transportation, international parcels, cargo containers, etc.

Classifications of technical measures employed by customs officers worldwide may vary. Yet, the most common are technical means of operative diagnostics of customs documents, most of these devices using such physical effects as ultraviolet, infra-red and green incident light sources, which help to identify different hidden signs on any objects. Apart from those, technical measures of inspection of objects under customs control have been widely applied to check people, baggage, parcels, cargoes or vehicles and to detect explosive materials and drugs, as well as technical measures for customs search and supervision, e.g., metal detectors or special examination tools.

Thus, technical means and documentary support of customs control are permanently improved, since their operational use by customs officials necessarily contribute to any country's economic and social sustainability in particular and national security in general.

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CROWD INVESTING AS AN ALTERNATIVE FORM OF FINANCING

In recent years, the growth of technology generates new ways of financing for business projects. One of the most promising forms of financing is crowd investing — when a large group of people, the crowd, co-invest in a start-up online in order to benefit from the future cash flows of the company.

The main feature of crowd investing is that not only venture capital funds and private venture capital investors but also individuals can be involved in financing.

The most important advantages of this form of financing are the attraction of a large number of economic agents to investment activity, the growth of technological and innovative development and the acceleration of financial relations. Nevertheless, it has some disadvantages: high risk of non-return of funds, long-term investor participation in the project and leak of ideas due to open platforms.

Companisto is one of the largest crowdfunding platforms in the world. In March 2019, it has almost 95 thousand participants and has invested almost €63 million euros¹.

The largest crowd investing platform in Russia is StarTrack. During five years of its existence, it has mobilized about 2,6 billion rubles in various projects².

However, despite the fact that crowd investing in Russia is developing more slowly than in the West, it has great potential for growth. The essential step for its further development is to create the legislation for its regulation.

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¹ Crowdfunding for Startups. Equity-based Crowdfunding for. Available at: <https://www.companisto.com/en> (accessed 02.03.2018)

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THE GLASS CEILING: GENDER INEQUALITY AT WORK

The 'glass ceiling' is a phenomenon, referring to the discrimination of women at work. The term appeared in the 1980s and is still popular today. It describes the situation, which prevents women from successfully climbing the career ladder and reaching top positions in a company, despite their skills and experience. In some countries, this invisible barrier is no longer widespread as it used to be — working conditions for women have improved significantly, providing the chances of equal and fair treatment.

Nevertheless, in Russia the problem of facing the glass ceiling is still acute. Despite the legal equality of both sexes, virtually working women in this country often suffer from unequal pay and the lack of representation in senior positions. For example, the share of female employees on company boards has increased insignificantly over decades and the gender salary gap remains unchanged. Statistically, women form the backbone of lower and middle management in a typical Russian company.

The purpose of the research was to analyze if this phenomenon is widely spread in Russia. According to the survey conducted among 25 1st-year students majoring in Public Administration, it was revealed that 100% of the students did not know about this phenomenon, describing inequality in the Russian labor market. This is not surprising, because these students do not have any work experience yet. Still, we should bear in mind that some female students may encounter this phenomenon in the near future.

To sum up, when employed, women should be prepared to face this type of discrimination and gender inequality at work and learn how to make the glass ceiling crack.

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THE ROLE OF INSURANCE IN THE ECONOMY

Insurance is a system of measures aimed at creating a monetary fund, from which damage caused by natural disasters and accidents is covered.

The aim of the research is to analyze different opinions of the role of insurance in the economy and identify the importance of insurance for economic entities. Insurance is necessary for such subjects of the economic system as the state, households and entrepreneurs. The significance of insurance for these entities consists in the fact that all losses will not have to be covered independently; the insurance company is obliged to compensate the losses.

Igor Jurgens identifies the following functions of insurance: reducing the burden on the expenditure side of the budget; compensating for the damage caused to the state, enterprises, citizens as a result of disasters and accidents; freeing the state from payments; promoting social and economic stability in society through the implementation of socially important types of insurance; strengthening the financial system of the state¹.

M. Krasnova points out that long-term life insurance creates the basis for the accumulation of «long-term» money, which is necessary for our economy. This type of insurance creates powerful financial reserves for the implementation of long-term investment programs².

It should be noted that insurance is only an integral part of the economy, and the impact of the entire economy on it is more significant than the impact of the latter on the economy as a whole.

To sum up, the main functions of insurance are primarily a risk function, a compensation function (in relation to the insured), as well as a preventive function. The most important role is played by insurance in terms of providing investment because for the most part it increases the level of development and growth rates of the country's economy.

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¹ Yurgens I. Yu. Rol i mesto strahovaniya v rossijskoj ehkonomike [The role and place of insurance in the Russian economy]. *Economic strategy*, 2002, 1, pp. 44 — 49 (In Russian)

² Krasnova, M. V. Strahovanie zhizni kak istochnik investicij v rossijskuyu ehkonomiku [Life insurance as a source of investment in the Russian economy]. *Sovremennye tendencii v ehkonomike i upravlenii novaya perspektiva*, 2011, 9, pp. 188—191 (In Russian)

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THE ROLE OF THE STATE IN THE ECONOMY: FROM MERCANTILISTS TO INSTITUTIONALISTS

The market system of the economy has both positive and negative aspects. The instability of the market mechanism, market failures, unstable development are the main shortcomings of the market economy. They encourage the state to regulate these processes. Therefore, this problem is quite significant for any state and society. The aim of the research is to assess the role of the state in the economy on the basis of a comparative analysis of the views of representatives of economic schools.

There are many points of view on the role of the state in the economy. From the point of view of the representatives of mercantilism, active state intervention in the economy is necessary, as it contributes to the accumulation of wealth. Classical school appears during the transition to the industrial stage of production. Its representatives believe that the main enemy of the market economy is the state regulation of the economy. The Marxist model of state regulation of the economy arose as a result of a number of economic shocks. It is based on the principles of a directive economy. From the neoclassical point of view, the main task of the state is to provide favorable economic conditions for the effective functioning of the market and the development of entrepreneurship under the condition of non-interference in the economy. The Keynesian school arose as a result of the world economic crisis in 1929-1933. Its representatives believe that the control of the state helps to avoid the crisis of the economy¹. Monetarists advocate limiting the role of the state in the economy because inflation has become a constant macroeconomic phenomenon. Proponents of institutionalism believe that the state should solve social problems.

In conclusion, it should be noted that the reason for the existence and struggle of various scientific schools is the diversity of economic reality. There are no completely effective methods of state regulation of the economy. The state should be flexible in regulating the economy and meeting the challenges of the current economic reality.

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¹ Overview of the positions of different schools. Macroeconomics and Finance Available at: <http://www.macro-econom.ru/economs-1168-1.html> (accessed 03.03.2019)

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ANALYSIS OF CONSUMERS ON THE BASIS OF MODERN TELECOMMUNICATION SYSTEMS

When doing business in a competitive environment, companies need to maintain constant contact with consumers. Thus, the importance of developing and studying the system of relations «producer — buyer» is becoming more significant. The relevance of this topic is stipulated by the necessity to understand the preferences of existing and potential consumers.

Compelling development of modern telecommunication systems, in particular neural network methods, enables to find out and predict the consumer behaviour when changing marketing policy, and thus to develop the optimal strategy of the company. Neural network is artificial intelligence. The system of support and decision-making promotes a coordinated solution to the problems of recognition and formation of images, extraction and preservation of knowledge, image evaluation and decision-making. Companies can track the behaviour of the target audience without involvement of analysts. Research and development of neural networks are introduced in Google, Microsoft, Yandex, as well as in many institutions and startups throughout the world.

In 2016, the Russian Internet Holding Yandex implemented «the Palekh algorithm» (based on neural networks), which in real time compares the meaning of a rare and unique request and the title of a web page, even if they do not have common keywords. An example of the use of the neural network is the company Neural Innovation Ltd, which adopted it to detect in real time suspicious insurance claims in relation to cars' damage. The input system includes such parameters as age and experience of the driver, car cost, similar incidents in the past, etc. As a result of the processing of such information, the neural network determines the probability that this claim is not associated with fraud.

Moreover, the neural network enables not only to evaluate customers, but also to determine the motives for making purchases. Thus, if the company adjusts its marketing strategy using the results of market research, it will be able to improve pricing, to adapt to the customers' needs, to optimize promotion channels and advertising policy.

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PREVENTING INTERNATIONAL TERRORISM: FINANCIAL AND ECONOMIC ASPECTS

Modern terrorism has acquired an international character. Its consequences are one of the main and most dangerous problems of the modern world. The causes of terrorism are largely behind the existence of gaps in the levels of financial and economic development of the world countries.

Financing of international terrorism both for the long term and for securing a single terrorist act is essential for its existence. There are several sources of financing terrorist organizations¹: the organization of their own legal commercial activities, sponsorship of commercial structures, self-financing through criminal activities as well as voluntary donations in Islamic states.

Terrorism can damage economic activity directly, reducing the stock of human and physical capital, as well as indirectly, when markets and economic agents react to it². Democratic countries suffer less damage from terrorism than undemocratic economies.

The confrontation against the financing of terrorism is dealt with by the largest international organizations within the framework of the Council of Europe and the UN Security Council. The current situation can be changed substantially only by certain actions of the entire world community to reduce the gap in the incomes of particular countries.

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¹ Financing of the terrorist organization Islamic state in Iraque and the Levant (ISIL). Available at: <http://www.fatf-gafi.org/media/fatf/documents/reports/Financing-of-the-terrorist-organisation-ISIL.pdf> (accessed 27.02.2019)

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THE TO PAY TAXES: ACTIONS AND COUNTERACTIONS

Most businesses are trying to reduce their costs, including those that should pay taxes. To implement this installation, various methods are used — both legal and illegal.

According to the latest data from the official website of the Federal Tax Service of Russia on December 1, 2018, the tax debt to the consolidated budget of the Russian Federation accounts for 754,169,762 rubles. For example: by January 1, 2018, the tax debt to the budget of the Russian Federation amounted to 1,081,702,914 rubles. From this data it can be seen that the situation has not changed significantly. Compared with the statistics of past years, for instance, in 2013, in which the tax debt amounted to 1,125.8 billion rubles, this figure has changed for the better for the country.

The question under consideration was raised at the international level. For example, the Organization for Economic Cooperation and Development (OECD) is also trying to counteract tax evasion. Measures have been taken to avoid double tax evasion.

There are also other methods that are legal in tax evasion. These include: delaying the payment of tax payments, alternative methods of calculation, barter transactions and many others.

The fight against tax evasion is carried out in the following ways:

1. a change in the regulatory framework that will close down possible legal ways for non-payment of tax;
2. taking measures to toughen penalties for violators of the law;
3. creation of an effective set of measures to prevent, control and curb tax evasion.

In conclusion, tax evasion is an urgent problem of the state, which negatively affects its economy. It's extremely difficult to solve this problem fully, but there are ways that minimize the negative effects of this problem.

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TREATS TO RUSSIA'S FOOD SECURITY

In general terms, threat to food security is understood as a set of conditions and factors that lead to deterioration of food security status that reduces food availability for the majority of the population. Today the problem of food security in modern Russian society caused by the systemic crisis and recession in all sectors of the economy is among the most important ones.

Threats to food security are divided into internal and external ones. Internal threats include low real incomes of the main part of the population, reduction in the number of small firms, concentration of production within individual enterprises and holdings, low competitiveness of agriculture and food industry, market openness and predominance of imported products. External threats to food security are due to aggravated foreign economic relations, economic sanctions introduced by a number of countries, increasing risks of instability in the world economy, and low competitiveness of domestic agricultural products¹.

In conclusion, we note that the priority direction of the state policy should be further development of the domestic food market, support and protection of domestic producers, reliance on one's own agricultural resources, reduction in losses of agricultural products and more complete use of existing agricultural reserves. The steady dependence on imports poses a great danger, which, if not overcome, could lead to a critical fall in the food security of the country².

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KAMCHATKA: TO BE OR NOT TO BE?

There are many global economic problems in today's world. They are poverty reduction, exhaustion of resources, the problem of nuclear war, demographic and environmental problems and many others.

One of them, which the economy of the Russian Federation faces directly, is the problem of human development, i.e. the problem of human resources and, most importantly, the problem of their quality. The education system can and should become an effective means for preserving the human potential of our country, improving its quality, developing the intellect and spirituality of Russian society.

For the residents living in the area of the Kamchatka territory, of course, the issue of economic development of the region was and remains an urgent problem. Economic growth, first of all, depends on the qualification level indicators of the people who create a fertile environment for the development of Kamchatka.

Unfortunately, the young people do not see the perspectives of the region development and tend to leave it. It should be noted the uncertainty and lack of modern qualified personnel, low population density, and poor infrastructure availability. According to the official statistics, the average population density of the Kamchatka territory is 13 times lower than in Russia as a whole. The level of able-bodied population of the region in 2018 compared to 2016 decreased by 2,2%¹.

The problems solution might be improving the quality of education, developing projects for the implementation of places for leisure, creating conditions for affordable outdoor activities, the development of infrastructure in general. It is necessary to support young people's confidence in the perspective development, i.e. to create workplaces, employers' benefits for specialists without any experience.

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GLOBAL PROMOTION OF DIGITALIZATION

The digital economy is a worldwide network of economic activity which is provided through modern information and communication technologies. It assists in connecting global markets and creates new revenue generation methods.

The significant results have been achieved in this direction. The position of the G20 leaders which is set out in fundamental document «G20 Digital Economy Development and Cooperation Initiative» should be taken. In this document stated that the digital economy rising the new competition-related issues. The boundaries between the offline and online business models become blurred and the new competitive dynamics appears.

Our research showed that digitalization creates both opportunities and threats for global growth and national security. The creation of open and competitive markets should be encouraged to realize the potential of digitalization. In our view, the respect for the principal of multilingualism in digital economy also has the vital importance for the development of local content on a non-discriminating basis¹.

However, there are obstacles in the development of such global digitalization. The development of new technologies and the emergence of new scope of activities will require the qualified specialists. Most importantly, unequal accessibility to these digital technologies can cause major gaps in a country's socio-economic development.

Therefore, the world community, G20 and the national government must focus their efforts on overcoming of these threats. Only in this case the inclusive and successful digital economy that will contribute to sustaining economic development and seeking social and cultural progress all over the world can be established.

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FAST PAYMENT SYSTEM IN RUSSIA

Currently, the payment system increases its turnover every year, which requires the development of special programs that ensure the development of the payment services market. In this paper we consider the system of fast payments as the basis for the formation of broad opportunities in the field of payment services.

The fast payment system is a service created by the Bank of Russia. The system of fast payments was launched in Russia on February 28, 2019, which allowed to make quick and urgent payments by phone number, as well as to transfer money from different banks to any accounts. The operator of this system is the Central Bank, the operational payment and clearing center being the national payment card system. In 2019, the system of fast payments is free of charge, but from 2020, a Commission will be charged, which will be divided in half between the sender and the recipient (from 1 to 6 rubles). 12 well-known banks are connected to this system, among them: Gazprombank, VTB, Tinkoff Bank and others. Other banks use this system in test mode. It is worth noting that the system of fast payments will allow to achieve a smooth transfer of funds between individuals, as well as to stimulate the use of online transfers. This innovation in the system of payment services does not stop there, so the Central Bank plans to introduce a QR code and practice other methods of money transfers.

Thanks to the introduction of this new project, both individuals and legal entities will have great opportunities: the security of money transfers, the speed of transactions, availability, as well as a significant reduction in the cost of payments. In the future, the system of fast payments will be available in all banks of Russia, which will allow people to try all the amenities of this innovation.

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TIME FOR REFORM: A NEW ECONOMIC STRATEGY IN THE REPUBLIC OF UZBEKISTAN

The political succession following the death of the first President Islam Karimov went smoothly. Shavkat Mirziyoyev easily defeated in the December elections. The new global economic policy and reforms aimed at improving the competitiveness of the Uzbek economy can ultimately solve the main problem — unemployment.

Mirziyoyev from the outset defended his changes as urgently needed steps in order to protect Uzbekistan's sovereignty, independence, economic viability, and social development. The President and his government introduced multiple legislative and regulatory initiatives designed to modernize the Uzbek economy, with the key emphasis on private sector development.

President Mirziyoyev increased the activity of the Republic in foreign financial markets; transactions totalling more than \$1 billion were concluded. Relations with the neighbouring countries have been established. Trade with foreign partners increased by 11% in 2018. With the implementation of economic reforms, the country will increase the welfare of the population, create new jobs and increase the competitiveness of the Uzbek economy in the world market.

Therefore, we can say that the economic signals from Uzbekistan remain positive. It should be noted that the government has taken a particularly positive approach to regional economic cooperation and international cooperation. Uzbekistan has developed feasible plans that will lead large transport corridors through its territory. Such changes will improve the position of Uzbekistan on the world stage.

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INVESTMENT POLICY: NEW OPPORTUNITIES

The investment potential of the Novosibirsk region is growing significantly. The mechanism of the movement of world investment flows involved in the reproduction of gross product is a constantly adapting system. It is the new directions of investment policy aimed at preserving the qualitative parameters of the economy.

For example, one of these areas is the construction of the 4th bridge across the Ob river in Novosibirsk.

Based on the economic data, it can be concluded that the construction of the 4th bridge will require about 32 billion rubles. Also, the regional budget allocates 2.14 billion rubles, Federal funding (grant) is 26 billion rubles Grant is due to payments for the use of heavy vehicles on the network of Federal roads. The investor is guaranteed a minimum income of 47 billion rubles, which in case of non-utilization will be compensated from the regional budget.

The investment project for the construction of the 4th bridge is based on PPP projects¹. This contributes to the receipt of additional grants.

For the successful operation of this project, the following factors should be taken into account:

- proper distribution of income and expenditure of the project;
- competent design;
- assessing economic, social and political risks. If these factors are taken into account, the project will have a large number of advantages, both social and economic, political and investment.

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THE ROLE OF THE NOVOSIBIRSK REGION IN THE DEVELOPING TRADE AND ECONOMIC RELATIONS WITH THE EASTERN COUNTRIES

Today, the Russian Federation is forced to accelerate development trade and economic relations with the Eastern countries. It was caused by the imposition of sanctions imposed by the Western countries. After the adoption of the declaration on further development of integration processes within the Eurasian Economic Union (the EEU) in 2018¹, it becomes consider the role of Novosibirsk region in the system of Russian transit traffic within this declaration. The object of present research is the regional HUB formed on the base of Tolmachevo airport. The subject is transport hub of Novosibirsk region in the transit system for the EEU. The purpose of the study is to assess the impact of the Novosibirsk region in the sphere of transport, to determine methods of improving it. Tasks of the research are to examine Presidential decrees, federal and regional development programs and to identify the main problems and risks interfering development of the transport sphere of the region.

After conducting a geographical analysis of the Novosibirsk region and studying the Presidential Decree of May 7, 2018², it is proposed to elaborate a major regional HUB on the basis of Tolmachevo airport³, to develop potential routes of Silk Road Economic Belt in the Novosibirsk region and finally to develop the Novosibirsk region as an intermodal transport system.

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COMPARATIVE ANALYSIS OF SUPPLIER SELECTION METHODS

Suppliers selection process occupies an important place in activities of every trade company. Today there is an array of supplier selection methods. The following widely used methods can be identified:

- rating systems method;
- cost estimation method;
- dominant characteristics method;
- preference category method.

Each of the mentioned methods suppose receiving information on suppliers and its analysis with a view to determine the most suitable alternative for ordering goods. The study found the following disadvantages of the above-mentioned methods:

1. Rating systems method: there is no evaluation of relationships with a supplier, the process of evaluation requires significant investment of time and information resources. This method is subjective.

2. Quantification method: it requires complex calculations, large volume of information and time spending; there is no evaluation of relationships with a supplier.

3. Cost estimation method: it requires complex calculations and large volume of information.

4. Dominant characteristics method: there is no evaluation of relationships with a supplier. This method is subjective.

5. Preference category method: requires large volume of information, there is no evaluation of relationships with a supplier. This method is subjective.

Also, it should be noted, that all the above-mentioned methods have one common disadvantage: they all hardly consider and answer the question of which business information sources (including business information databases) should be used and with what purpose.

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GLOBAL PROBLEMS OF GLOBAL ECONOMY

Global problems are the results of irregularities in the conduct of economic activity around the world. Typically, there are many problems with food, poverty, resource depletion of the planet, the North-South problem, ensuring human security and the problem of the development of the oceans and seas.

All global problems have common features:

1. urgent need to solve these problems;
2. requirements for joint action by the entire international community;
3. there is a threat to humanity;
4. they are global in nature.

There following tasks should be solving in the world today: preventing any wars and armed conflicts, to preserve peace and stability on Earth. The greatest danger for all nations is the deterioration of the environment.

Also, there are more common problems in the labour market: the problem of unemployment, which affects both developed and developing countries and the problem of employment. Undoubtadely, the issue of protection of human rights and its exemption from State control is also not enough important problem in the world today¹.

Thus, all of the above problems relate to the fields of activity of mankind and require an integrated approach. It seems to me that the world community can solve them only when all efforts and resources will be carried out.

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ORGANISATION OF HEALTH CARE IN DEVELOPING COUNTRIES

There are economic problems in the organization of health care in developing countries. For example, possibilities of paid and free healthcare; troubleshoot in the combination of planned and market mechanisms in health care.

The primary objectives of a healthcare system include enabling all citizens to receive healthcare services and the attainment by all peoples of the highest possible level of health. The human right to health, the principle of the accountability of Governments for the health of their people and health system strengthening, international security and the development of science were proclaimed In the Constitution of the World Health Organization at the international level for the first time¹.

World Health Organization is an international governing body that works and develops international standards, classifications in the fields of health and medicine, trying to improve them as much as possible.

Thus, health systems in developing countries, such as the Eastern Mediterranean, Africa and Latin America, have a characteristic features: low material surroundings, low levels of production conditions and much more. Most developing countries spend less than 4% of their national income on health care Therefore, the absence of necessary funds strengthens the need to establish a nationwide system of health insurance, which will cover a large part of the population health and provide an additional influx of funds for the development of health care.

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PROBLEMS OF PRODUCTION MIGRATION IN CHINA

For 30 years, China has remained the most profitable place to locate production facilities. But now there is a trend of migration of production from China. The work is devoted to the study of the causes of production migration and countries to which production flows.

The main reasons for the migration of production are higher labor costs and an increase in transportation costs. Since the containers are returned to China empty, carriers are obliged to pay for «round trip» transportation. The salaries of Chinese workers are increasing every year. So, salaries in China have risen by 50% from 2010 to 2018¹. But the number of workers is decreasing. The point is in the aging of the nation: now the generation that has grown up during the period of «the law of one child» is represented on the labor market. These factors increase production costs in China.

The advantageous countries for the transfer of production include Vietnam, Indonesia. Vietnam is one of the main options. Cheap labor and government friendliness to foreign businessmen make the country profitable for the transfer of production. The Government plans development of deep-water port of Cam Ranh². Such companies as Samsung, LG and Intel have already moved to Vietnam. Russia's historical ties with Vietnam make it promising for investment. But Russia may be late, since it does not take any steps in this area. In Indonesia, a weak local currency reduces costs in dollars. However, frequent volcanic eruptions pose a risk to production.

Thus, at the moment there is not a single country that could fully replace China. Production is transferred to different countries depending on the type of production as well as the pros and cons of a particular region for each particular company. Therefore, in the future, there will only be a partial dispersal of the production capacity from China.

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THE INFLUENCE OF THE DIGITAL ECONOMY ON ECONOMIC GROWTH

With the development of telecommunications networks and the Internet in the economic sphere, the term «digital economy» has been coined. It relates to e-commerce and e-business. The unit of account is e-money.

The function of the digital economy is carried out with the help of many processes, which take place in e-business and e-commerce. E-business is a business-model uses the information systems. E-commerce is an automatic commercial activity based on the use of telecommunication networks, information technologies and specific legal provisions¹.

The advantages of this economy for the growth of the national economy are as follows:

Firstly, the Internet is a big advertising platform and a good tool for monitoring of the effectiveness. It is good for the search for clients for companies, especially for new. Growing client base enables to increase the income. Secondly, digital economy creates a territorial independence for consumer and producer. This is possible because using the Internet and creating another type of products named digital goods. By this way, people can stay in their region and will not go to the more lucrative one. In addition, profitability firm will last for a long time. It is advantageous for employees.

Both facts have many advantages for national economics of many countries. By the first increasing, the income and small unemployment give the State new incomes to the budget from the taxes and other contribution. Budget surplus is a good for any economy and helps it realize the social, economic and other projects. The territorial independence reduces the problem of regional disparities in human capital. Thus, it becomes possible to develop all the territory of the country.

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CORRUPTION IN THE MEDICINE PROCUREMENT AS AN OBSTACLE IN THE ECONOMIC DEVELOPMENT FOR SMALL BUSINESSES

Corruption is a common economic phenomenon; it is present in the modern world. In Russia, this problem is most acute in connection with the established way of life, system and national characteristics of our country. Corruption retards economic development, causes a slowdown in the economic development of small businesses, creates obstacles in the development of normal competition.

It is known that small business and entrepreneurship brings more than 50% of GDP in developed countries. In Russia, the contribution of small businesses is only about 10-11% of GDP. In case we consider the scope of medical procurement as one of the promising areas of small business here we see the predominance of large foreign corporations, such as General Electric Healthcare (GE). This company is a supplier of medical equipment and services provider of the maintenance of medical equipment. As an example, GE has their own dealer network in each country, which actually shows its presence in the country's market as a monopolist. Dealers, in turn, have personal agreements, often supported by corruption schemes with medical institutions for the supply of equipment and the implementation of service, repair work on behalf of the manufacturer.

Considering the fact that foreign companies have non-Russian roots, share capital and shareholders belonging to other countries, the income from economic activity also does not belong to Russia. It becomes more difficult to participate in the process of supplying equipment and providing services to entrepreneurs due to the fact that official dealers impede the work of honest small businesses and entrepreneurs by bribing responsible persons in medical institutions. Thus, it turns out that the main incomes from the activities of corporations go outside our country, we receive capital outflows. Dealers get 10-20% profit from contract. The state receives some taxes, but it is not significant, the principal amount of money does not remain within the country's economic system. The dealer network of the manufacturer prevents competitors to break through to the market. Small business can't develop in a right way.

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INVESTMENT RISKS AND RISK MANAEMENT

In this paper the classification of investment risks is given and the necessity of proper risk management is emphasized. Investment activity is directly related to risk, that is, the possibility of full or partial loss of one's investments. Thus, when doing business it is necessary to know what kinds of investment risks exist. Investment risks can be classified as follows:

1. systematic risks caused by any external events. They usually affect the economic situation of the whole country and include Political risks, Possible inflation, Currency risks, Interest rate change¹;

2. unsystematic (single) risks. Unlike systematic ones, they have no impact on the entire market and on the economic situation of the whole country. They are due to the factors entirely dependent on the activities of the economic entity itself and involve Business risks, Industry risks, Credit risks².

In order to avoid a risk event, you need proper risk management. This means identifying key problems that already exist in the activities of the enterprise, and their consistent elimination. Thus, before you build a coherent, effective risk management system, you need to eliminate the existing threats (or risks).

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¹ Baldin K. V. (2015) *Upravlenie riskami v innovacionno investicionnoj deyatelnosti predpriyatiya* [Risk management in the innovation and investment activities of the enterprise]. Moscow: Dashkov i K, 418 p. (In Russian)

² Ibid.

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PROBLEMS AND CONTRADICTIONS OF EUROZONE AND EUROPEAN UNION

There are a lot of contradictions on the territory of the European Union. Brexit forced EU's members to pay attention to them despite its protracted nature. No one knows if the Union will be able to overcome all the problems or, on the contrary, will fall apart.

It's an admitted fact that the economy of the member countries is regulated by the Eurozone, what violates the national economic sovereignty of these countries. By increasing the number of the participating countries, on the one hand, the powers of the union expand, and it turns into a supranational organization, on the other hand, relations between the countries are getting worse.

Exploring the opinions of some experts on this subject, we are able to identify the following main problems:

1. The desire of weak participants to financial well-being, despite their unpreparedness for competitive trade.
2. The dual attitude of the leading countries towards the underdeveloped countries: a) dissatisfaction that they live on their budget; b) unwillingness to lose free markets.
3. Migrants.
4. Corruption, which calls into question honest acceptance and existence within the union.

After analyzing these problems, we are able to suggest two main solutions:

1. To create a united Europe, but many countries are not ready to lose sovereignty.
2. To disband the EU and leave only competitive participants. Problems: a) lack of a clear legal exit mechanism; b) economic losses for leading countries; c) unavailability of peripheral countries to leave the Eurozone and the European Union. As a result, the problems of economic imbalance in the EU will not be solved soon.

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ECONOMIC RESULT OF A LARGE INFLUX OF REFUGEES IN THE CASE OF GERMANY

In 2015, there was a huge influx of refugees from the Middle East to Germany because of the Arab Spring, which burdened its state budget, as refugees live on social benefits and cannot work because of their status.

The main goal of my research is to find out how the well-being of the indigenous people of Germany has changed with the appearance of such a big number of refugees in the country.

EU experts are confident that the influx of refugees with low labor qualifications should have a beneficial effect on the economy. Thus, migrants will engage in unpopular low-paid labor and thereby allow indigenous people to occupy the niche of skilled labor.

The migration stimulates creation of additional employment and the development of infrastructure¹. Also, a favorable effect will be the accumulation of migrants' money in bank accounts, the deposit will be invested in the economy of the receiving state.

So, nowadays there is inflation in Germany, caused by cheap labor in the service sector. It turns out that cheap labor prevents the government from taking measures to prevent rapid inflation.

In conclusion it is necessary to say that in a short term a wave of migration from the Middle East became a cause of economic slowdown for native Germans.

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IS «GREEN ECONOMY» ACCESSIBLE ONLY TO SELECTED COUNTRIES OF THE WORLD?

Nowadays, the sector of economic science, known as «green economy», is very relevant and important. The concept contains the inclusion of socio-cultural and natural factors in the analysis of the economic dynamics, which was supported by almost all countries, but not many were able to implement it. Therefore, the goal of this research is to find the causes of the backwardness of many countries in the green economy.

Now there're ratings on «green growth» including the amount of CO₂ productivity, the level of innovations, etc¹. But it's also important to take into account cultural indicators, e.g., individualism, cultural transmission (up-bringing, defining sets of values)², which significantly affects the implementation of the «green» concept.

For instance, back in the 1980s, Switzerland was on the verge of an eco-disaster, but the state united with citizens, developed pedantry in «garbage» reform and achieved first place in «green growth» rating³. Japan is on the 20th place in this ranking, it's strong in the innovations, but struggling with air pollution. Backward countries have specific culture manifestations (lack of eco-education, the high level of power distance, the absence of indulgence), what is fundamental in this matter.

In conclusion one may say that «green economy» is attainable for each country, but for its realization it's necessary to adapt to the socio-cultural characteristics of each nation to the concept of economics.

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SECTION 4. ECONOMICS AND DEVELOPMENT: CHALLENGES AND OPPORTUNITIES

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INVESTMENT ATTRACTIVENESS OF CHINA'S FREE ECONOMIC ZONES BY THE EXAMPLE OF SHENZHEN

Shenzhen Special Economic Zone was established in 1980. In general, the creation of special economic zones was an instrument of the state policy to stimulate China's economic development and attract foreign investment. It meant to reduce currency control, make customs duties lower, introduce income tax benefits and etc.

Shenzhen is the world largest center of electronic and technical industry. For instance, the Foxcon factory, famous for the production of Canon cameras, Apple phones and tablets, Sony game consoles is located here. Moreover, such companies as Samsung, Panasonic, Omron and others are actively investing in the zone at present¹.

In addition, the Shenzhen FEZ is characterized by the developed transport and logistics network; China's largest stock exchange has been operating in this territory since 1990.

As for GDP, the annual increase makes up nowadays more than 30%, commodity turnover is growing steadily, that leads to better living standards of the population. Besides, due to the interesting architecture, Shenzhen attracts a lot of tourists, which undoubtedly boosts the economy of the PRC.

To sum up, the intensive development of the Shenzhen FEZ with the state support, the policy of free trade, integration into the world economy give high economic results for the country, bringing the PRC up to a new level.

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SUSTAINABLE AGRICULTURE BASICS AND FARM MANAGEMENT PRACTICES

Changes in the modern world require evident and consistent changes in agriculture technologies, methods and approaches. The recent decades in European Union agricultural development have demonstrated increasing practical experience in the field of sustainable agri-technologies and organic farming. As a result of this experience, the complex of scientifically based regulatory framework has been formed in EU.

In many EU countries, sustainable agriculture methods such as crop rotation, organic soil enrichment, natural pest predators, ecology-friendly animal husbandry, based on the interrelation of marketing, trading, and logistic are widely used.

The subject of the research is the opportunities and prospects of sustainable and organic farming technologies in Russia. Practical implementation of sustainable agriculture (SA) and organic farming (OF) in Russia is beginning to develop mainly in the Central and Southern regions of Russia, that is, in areas of favorable agriculture.

The research analyses the possibilities of SA and OF in areas with risky agriculture, namely in Novosibirsk region. Agricultural producers as well as food market players are interested in using modern ecologically-safe «green» technologies. Food manufacturers of Novosibirsk region are also interested in expanding the organic products market.

The implementation of SA/OF approaches and methods in Novosibirsk region faces not only technical but information challenges. There is urgent need for a single information and communication center able to unite organic farmers, agricultural specialists and consumers.

It can be concluded that the future prospective SA/OF development in Russia demands qualified specialists able to promote new trends and work in accordance with the principles of SA/OF agri-technologies.

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HEDONISM IN CHOCOLATE BUYER BEHAVIOR

The study is aimed to confirm the effect of hedonism on buyers' behavior, it means that customers sometimes seem to make irrational choice buying more expensive goods just because they look nice and bring esthetic pleasure. Thus, attractive packaging and appealing slogan on the wrapper become decisive in people's choice of products.

Let's consider how chocolate bars are usually bought. In Novosibirsk at the moment a chocolate bar of 100 grams can be sold for 35 rubles, but some people are ready to pay for the same amount of chocolate of the same quality several times more only because of its wonderful wrapper.

The survey conducted among the first-year students of Novosibirsk universities included 31 women and 19 men, aged 17—19. It has been found that 82% of respondents buy chocolate, 80% are satisfied with their purchase and 64% admit that they buy more expensive chocolate just because of its attractive eye-catching packaging.

To understand what motivates customers to buy beautifully packed products and pay more for them we turn to the hedonic teaching: «...hedonism is the individual's desire to maximize personal pleasure through acquisition, possession and use of goods that are important to him»¹.

Thus, to confirm the basic statements of hedonism, I would like to stress that buyers are willing to pay more for chocolate bars in nice wrappers because they bring them esthetic pleasure.

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**TECH UNICORNS:
A NEW GENERATION OF COMPANIES**

«The Unicorn Company» is a privately held startup company capitalization of which exceeded \$1 billion over five years. This type of companies has been rare for a long time but now it is not as rare as before. The amount of such corporations reached a peak in 2018 — «a unicorn year».

Most well known companies valued at more than \$1 billion appeared on the world market long ago and have come a long way of development. However, unicorn companies that achieved the same success as industrial giants, but in a shorter period of time began to emerge.

Most of the unicorn companies operate in such developing and profitable spheres of activity as software, e-commerce and financial services.

The importance of this topic is especially high today as for last 3 years more than 158 unicorns have appeared, and currently there are 327 of them with total valuation of almost \$1083 billion¹.

The research was carried out in order to analyze and compare the amount of unicorn companies across the world. As hypothesized, our research demonstrates that only several countries, which stimulate innovations, are the leaders in the sphere of unicorn startups. Unfortunately, there are no unicorn companies in Russia and they are unlikely to appear in the near future.

Nevertheless, economists predict the fall of unicorns because these companies are overestimated, thus, investors are becoming more cautious about the misleading aura of permanent success.

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ECONOMIC INEQUALITY BETWEEN COUNTRIES OF THE WORLD

Economic inequality is the difference in terms of economic well-being between individuals in a group, between national groups or between countries.

Unevenness of economic development of some world countries is an objective reality, which is caused by differences of their speed development. Any economy develops cyclically. Any economic system is characterized by ups and downs. According to experts, the reasons for the growth of economic inequality in the world are following evasion of wealthy people from paying taxes by withdrawing funds in offshore; reduction of workers' wages; increasing the difference between the minimum and maximum levels of wage rate.

Economic inequality has only one advantage: inequality stimulates competition among people; but it has many disadvantages: low social mobility; negative impact on the children's development; crime; low life duration; financial instability; reducing of economic growth.

The gap between rich and poor countries continues to extend. At the same time, the situation remains unresolved and no matter how much countries that are more successful try to help less developed countries. It should be noted that inequality in the distribution of income within countries increases, because of which the stability of the economy collapses, the demand drops with the rates of economic growth. Demand grows, along with an equal distribution of incomes. That is will be the beginning of stable economic growth¹.

If society is not able to solve the problem of income distribution, it can fall into a situation where low rates of economic growth will increase the income gap.

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PERSPECTIVES OF THE LABOR MARKET IN THE CONDITIONS OF DIGITAL ECONOMY

The program «Digital Economy in Russia» describes eight areas of development, one of which is personnel.

According to estimates by Oxford researchers Frey and Osborne, in 2013 in the next 10—20 years about 50% of professions will cease to exist. And according to the atlas of new specialties compiled by the Moscow School of Management SKOLKOVO and ASI until 2030, 57 will disappear in Russia and 186 new specialties will appear in 25 spheres.

Within the framework of these statements, we have interviewed more than 100 university students. The survey showed the following results. The majority of the students (75%) are not familiar with the concept of «digital economy» yet, but the majority (60%) agree with the statement of Frey and Osborne. A bank clerk (95%), a seller (93%) and an accountant, an economist (80%) were among the first professions that would leave the market. Nothing threatens medical workers (97%), engineers (82%), as well as teachers (78%) and research workers (77%) according to the respondents' opinions.

According to the analysis of Microsoft and The Future Laboratory, 65% of current students will occupy positions that do not exist yet, for example: a virtual habitat designer, a lawyer in roboetics and a biohacker on freelance.

Thus, humanity is on the verge of an information-computer revolution. The state should pursue a deliberate policy in a timely manner so that such problems as employment, retraining of personnel and the availability of the necessary qualified personnel are under control.

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COMPARATIVE ANALYSIS OF SMES ACTIVITIES IN RUSSIA AND SOUTH KOREA

Nowadays, small and medium-sized enterprises (SMEs) play a significant role in the world economy because in the context of globalization new markets and new activities have appeared. So, it is important to understand the significance of SMEs in the system of international economic relations because they help a country's economy develop much faster and more efficiently.

Currently existing SME policies in South Korea focus on such areas as: start-ups and entrepreneurship, an access to finance, human resources, an access to market (domestic and overseas), technology innovation, informatization, an access to information about state measures and treatments.

In Korea SMEs are involved in: wholesales and retailing — 27,8%; hotels and restaurants business — 19,8%; manufacturing — 11%; transport and services — 18,5%; and others. Russian SMEs' activities are: construction — 15%; transport services — 13%; retailing — 24%; wholesales — 9%; and others. Thus, SMEs in Russia specialize in sales and transportation, while the Korean ones, amongst other things, are engaged in manufacturing. The analysis shows that Korean SMEs occupy much bigger proportion of the country's GDP than Russian ones: Korea — 45.3%, Russia — 21%.

The main problems in Russian SMEs' activities are: difficult access to the markets; problems in legislation; high taxes; high SMEs' expenses; poor financing; high level of corruption; insecurity of businessmen. But all governmental measures to improve the performance of SMEs connected with the promotion and motivation instead of developing the whole system. Such measures can be widely used in Korea because this country has an elaborative and effective SME policy. But as for Russia, it is more reasonable to start with solving fundamental problems.

So, the recommendations how to make the SMEs in Russia more efficient are the following: government direct financing of SMEs; the establishment of organizations to support SMEs; lower taxes; measures for preventing corruption; the involvement of SMEs in manufacturing.

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WORLD TRANSITION TO A GREEN ECONOMY MODEL

Sustainable socio-economic development of our world is directly related to environmental technologies and effective management and planning at the state and regional levels. The term «green» or «greening» economy has recently become somehow a trendy issue discussed all around the globe. It has attracted large-scale interest of different international organizations, governments, business people, and, surely, the media.

The understanding of this concept, its definition largely depends on the body that is engaged, but in all cases it is connected with sustainability. Thus, green economy is the one that results in global sustainable economic prosperity and social welfare, while considerably reducing environmental risks and ecological dangers. Chronologically, the concept occurs and develops in the framework of the UN initiatives from the Rio 92 Conference to the Paris Climate Agreement 2015¹.

The concept of a green economy caused many discussions, but at present the level of distrust has significantly decreased. Almost all countries, both developed and developing, recognize the importance of the emergence and development of green economy. Transition to the new model of economy is becoming increasingly popular as countries have understood that it provides the growth of the gross domestic product, increase in income, reducing of unemployment and poverty rate. Also, it emphasizes the efficiency of resource use, attracts investment, and proposes opportunities to access new markets.

All in all, the transition to a green economy should mean a positive change in consumption patterns and production in industrialized countries, as well as the fight against poverty, though there are many challenges and obstacles facing countries in moving their economies to more eco-efficient principles and practices.

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¹ Green Economy. United Nations Environment Programme. Available at: <https://www.unenvironment.org/explore-topics/green-economy> (accessed 02.03.2019)

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CUSTOMER FOCUS OF THE TRANSPORT COMPANY IN THE FREIGHT MARKET

The transport market in Russia is diverse in its delivery methods. One of the leading positions is occupied by railway transport. Today, Russian Railways, according to statistics, is losing some segment of shippers. This is connected with the development of infrastructure of other types of transport. The maintenance of infrastructure for railway transport requires more significant contributions than for other types of transport. Accordingly, the tariffs for cargo transportation by rail are more expensive. For this reason, customers with small consignments who previously used the services of railway transport choose automobile transport.

Loading volumes were analyzed in recent years. The stability of volumes is ensured by the growth of container traffic. However, a detailed analysis showed that the number of consignors, as well as the nomenclature of goods is reduced. This is due to the policy of JSC «Russian Railways», aimed at increasing the shipping routes. Tariff discounts are provided to customers with a large volume of cargo, the procedure for finding vehicles is simplified. For shippers with small traffic volumes, rail delivery becomes more expensive. Due to the lack of attention to this problem, Russian Railways risks losing a segment of customers with low traffic volumes. Therefore, this problem is relevant.

In accordance with the strategy of Russian Railways, the company must meet the requirements of various customers, therefore, to save all segments of shippers, an electronic resource is offered, thanks to which the segment of shippers with small consignments of cargo will be merged and act for Russian Railways as one of the major customers. This resource simplifies the process of interaction with shippers, as well as the organization of the entire transportation process.

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EARTH REDUCTION — A GLOBAL SOCIAL AND ECONOMIC PROBLEM

Today, the most important socio-economic problem is the overpopulation of the Earth. This problem underlies many problems: ecology, the extinction of many plant and animal species, and, in general, life on Earth.

The maximum permissible, by environmental standards, the number of people living on Earth should not exceed 500 thousand people (by environmental standards). Today this tag is exceeded 12 times. The countries of the Third World remain the most crowded. In these countries, the economy is poorly developed, people are illiterate and deprived of normal medical care. All this leads to a disorderly and mindless reproduction. One day a group of scientists was sent to poor countries in Africa to tell people about contraception, but they were followed by church representatives who claimed to them that they would take on sin if they cut short. There are many solutions to the problem of overpopulation, including fantastic ones. For example, the emigration of people into space. However, it is already necessary to impose restrictions on fertility. It is useless to give money to fight terrorism, improve the environment and the like — as long as there is overcrowding. And to solve this problem you need the most radical methods¹.

We are changing our world for tens of thousands of years. We form and change the environment, while we are absolutely indifferent to the result of our actions. Huge population growth, accelerated demand for natural resources and absolute indifference to what comes next is becoming more intense.

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REASONS FOR INTRODUCTION AND CONSTRUCTION OF A HYPERLOOP

Nowadays, a spaceship is the fastest type of transport. However, the problem is that its mission is to fly to other planets, whereas people want to travel from one city to another spending minimum time.

Hyperloop is a transport system consisting of a multitude of connected tubes, where capsules will move through at a high speed, carrying people and cargo over any distance. There are two types of the Hyperloop capsules, i.e. passenger and cargo-passenger capsules. The first type has 28 seats in 2 rows. The second type can transport passengers and three cars. A trip by Hyperloop will be very comfortable and quiet. It will be faster, cheaper, safer, weather-proof and environmentally friendly. The total cost of the system is \$ 7,5 billion. Annual revenue will be \$ 25 million. A one-way ticket will cost \$ 20, and the project payback period will be reached in 20 years.

Hyperloop ensures the following benefits:

— twice as fast as a plane and three-four times faster than a high speed train;

— full transport security;

— environmentally friendly system;

— departure every 30 seconds.

Comparing the Hyperloop and the Sapsan train, we can conclude that the capsule is better than the high-speed train in relation to speed, ticket price and departure frequency.

JSC Russian Railways created a special working group in cooperation with Hyperloop One Company to investigate opportunities for high-speed vacuum trains. The implementation of such project within the existing heavy passenger traffic in Russia is justified only between large cities.

The realization of this project can be beneficial for the company and the country in general. The distance between the cities will be covered in 15-30 minutes. The cities will turn into bus stops or subway stations. Thus, many problems, such as employment and recruitment, house purchasing, overcrowding in big cities will disappear.

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TRENDS IN THE DEVELOPMENT OF FOREIGN TRADE OF THE NOVOSIBIRSK REGION

Recently, foreign trade has become an important factor not only in the formation of inter-state relations, but also in the socio-economic development of the territories.

Novosibirsk region is the largest industrial and scientific center. High-tech innovative products manufactured at Novosibirsk enterprises are in demand both in the Russian regions and in the countries of near and far abroad.

Over the past four years, there has been a steady increase in foreign trade. In 2018 this figure increased in comparison with 2015. 1,7 times and reached \$ 5288 million. The number of foreign trade partners increased from 130 to 140 countries¹. Positive dynamics is observed both in export and import volumes. However, over the past two years, the import growth rate has outpaced the export growth rate (56% and 16% in 2017), and 24% and 22% in 2018 respectively). Trade openness of the region is 0,55%. The foreign trade quota of the region reached 14% in 2018.

The main trading partners of the region in recent years are China (30% of foreign trade turnover in 2018), Kazakhstan (9,4%), Germany (9,1%), Ukraine (8,9%), USA (6,6%)².

The export potential of the Novosibirsk region is determined by the products of processing industries.

Based on the analysis of statistical data, it is possible to identify a number of trends in the development of foreign trade of NSOs: the growth of foreign trade, the strengthening of export orientation and the expansion of the geography of foreign trade activities, the increase in exports of high-tech and high-tech products.

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¹Federal Customs Service. Siberian Customs Administration. Available at: <http://stu.customs.ru> (accessed 24.04.2019)

² Ibid

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UNFAVORABLE CONDITIONS FOR THE DEVELOPMENT OF SCIENCE

Purpose and activity. The main goal of science is to describe, explain and envisage the processes and phenomena of objective reality, which are the subject of its study, with the aim of using them in the practical activities of mankind. There are a number of adverse conditions for the development of science: financial difficulties, wrong motivation, received by false ideas and purposes, reproducibility of research results.

Many specialists do not want to put up with adverse conditions for the development of science. They understand the value and true meaning of it, and they want to do something in order to get as close as possible to this simple and fairly understandable way. That is why we have identified the most common and acute problems of modern science.

Functions. To solve these problems, researchers identify four social functions of science:

— Cognitive: It consists in the knowledge of the world, its laws and phenomena.

— Educational: It consists not only in learning, but also in social motivation, the development of values.

— Cultural: Science is a public domain and a key element of human culture.

— Practical: The function of the production of material and social benefits, as well as the application of knowledge in practice.

It is worth highlighting three main issues that modern scientists and society constantly work to solve: financing, openness, and encouragement of failures. Working in these areas, modern science will be able to achieve even greater development and will be an example for other spheres of human activity.

Despite all the problems and shortcomings, modern science is developing rapidly. We live in an era of informational freedom and unique new opportunities, which are a partial solution to existing problems.

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HEDONIC CHOICE IN USERS OF MUSICAL ONLINE SERVICES

Today, Yandex.Music together with Apple Music and Google Play Music are the most popular music services in Russia. The total number of paid subscribers to music streaming services is more than 1 million users. This means that over 1 million people pay money just to listen to music. This could be done for free, but they still choose a paid subscription to «enjoy» the music without limits and annoying ads. That is, people are willing to spend money on these music services, because it will be more convenient for them to listen to music, which means they will get more pleasure from listening to it. This example perfectly illustrates the phenomenon of hedonism. Hedonism is the individual's desire to maximize personal enjoyment by acquiring, owning and using products that are important to him¹.

In March 2019, a survey of 68 Siberian Institute of Management — the branch of RANEPА students was conducted. 64,7% of the students answered that they have a paid music subscription, of which 81,8% are completely satisfied with their purchase and 86,3% will continue to use paid subscriptions. 70,4% believe that it would be possible to do without a subscription, but they still get paid one every month.

Based on these data, we can conclude that many people do not want to abandon paid subscriptions in favor of free alternatives, even if they could, because they put their pleasure and enjoyment first. Here we can just see the essence of buyer's hedonic choice. If you use the hedonic approach in pricing, then both the buyer and the seller will be satisfied, because they both get what they want. Buyers get enjoyment, and sellers get profit.

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CAREER GROWTH AND ATTITUDE TO MONEY: ARE THEY CONNECTED?

Financial literacy and money-management skills have become a prerequisite for success nowadays. Economic and social development requires to be ready for successful economic self-realization in the conditions of market relations. Recently, the psychological aspect in the students' perception of money is given much attention that can be seen in the article of qualified psychologists¹. The aim of this study is to identify the level of financial literacy of students and their attitude to money.

We conducted a study that involved 36 students of the Altai Branch of RANEPА (19 girls and 17 boys aged 19—22 years). We investigated the perception of a «rich man» and made a comparative analysis of the results of the methodology «attitude to money» on the scales: positive and rational attitude to money, fixation on money, anxiety and negative emotions towards money, and therapeutic function of money to understand students' concept in this regard. The research found that students enjoy spending money but they are irresponsible about their spending and sources of income, they also demonstrated lack of empathy for underprivileged or low-income people. Therefore, when selecting a place of practice and internships, students often choose those places which offer higher salaries at the beginning without thinking about the career growth in the long term, while vacancies with a lower salary, but a guaranteed intense career growth remain unclaimed.

So, career centers of universities can play an important role in the professional support to students during their studies in the field of career development and economic achievement. They should not only establish contacts with employers but transform students' attitude to money and perception of the concept «rich man». We believe that it is an important aspect of determining the professional fate of a person.

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ECOLOGY OF THE URALS

A huge number of the enterprises of the heavy industry promotes extreme environmental pollution of the Ural. In this area the objects of fuel industry, ferrous and nonferrous metallurgy, the timber-chemical industry, power industry and mechanical engineering, main for our country, are located. It should be noted that the majority of these enterprises functions on outdated technologies which do not conform to the modern environmental standards. Production on an overwhelming majority of the industrial facilities of the Ural district in respect of ecology is also far from perfect.

The Ural district is the indisputable leader of Russia in extent of air pollution by harmful emissions from stationary sources: they make more than 20% of total amount of pollutants of the atmosphere here. Most strongly the ecology of Chelyabinsk region and ecology of Sverdlovsk region suffer from an air pollution problem from harmful emissions from stationary sources. In these regions there are industrial enterprises which provide more than 10% of harmful emissions of total amount of pollutants of the atmosphere of the Ural district. For example, the Magnitogorsk Iron and Steel Works OJSC annually releases more than 300,000 tons of harmful substances into the atmosphere. This figure is equal to the volume of harmful emissions in a year from all industrial facilities of the Northwest area.

Thus, the ecology of the Urals is unsuccessful for accommodation. Every year the incidence of the population grows. Many cities in the Urals are officially recognized as harmful to accommodation, in them the crisis situation, which we equate to ecological disaster, is observed. Environmental problems of the Urals led to decrease in the standard of living of the population. People, caring for their own health and wellbeing of the families, leave this region of Russia in search of the best conditions for life.

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PROBLEMS OF INVESTING IN SMALL AND MEDIUM — SIZED BUSINESSES

The development of small and medium-sized businesses (SMBs) today remains the most relevant. This is due to the fact that SMBs influence the rate of economic growth, the composition of nominal and real gross domestic product, create new jobs, promote the development of human capital, and provide the market with new goods and services.

Obtaining subsidies and loans from the state and municipal support funds and reducing the financing of SMEs from the federal budget remains one of the main problems. Thus, in 2017, 7,5 mln. rub. was allocated, in 2018 — 5,7 mln. rub., in 2019 — 4,2 mln. rub. In this regard, it is necessary to distribute funding among specific projects, implementation of which will bring a positive result¹.

In addition, the problem of investing in SMBs is associated with high credit risk. Small and medium-sized enterprises cannot provide an absolute guarantee of their obligations, have a small amount of assets, and sometimes the staff does not meet the necessary professional skills, which leads to the fact that the projects are either poorly developed or expensive².

Many banks consider SMBs risky due to their volatile market positions, so loans are issued with an overestimated interest rate. This situation limits the ability to lend SMBs.

It follows from the above that the level of SMBs development in Russia does not meet modern standards and cannot compete in the global market.

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THE PROBLEM OF PACKAGING AS AN ELEMENT OF CORPORATE IDENTITY

The topic is valuable for the professional marketing community. The relevance of the work is due to the fact that many manufacturers are now looking for ways to reduce their costs¹. Proper packaging helps the consumer to see besides the consumer properties of the product and its price, the emotional benefits of the product, which are ultimately the most decisive factor for the choice of goods or services².

Packaging of goods allows acquainting potential consumers with their features, characteristics, advantages and activities of the manufacturer.

The main components of the corporate identity on the packaging are: name, slogan, visual and verbal elements (trademark, color, font, etc.). Each of these elements is determined depending on the communication strategy of the company, they allow it to effectively interact with the target audience.

In the work, the functions and tasks of packaging are presented as an element of corporate identity. The author conducted an empirical analysis using focus groups to assess the packaging of goods (corn flakes «Ruzik», toothpaste «Colgate», candy «Raphael», coffee «Nescafe», candy «M&M»).

The study has shown that:

— the text on the package should be short and reflect all product information;

— the color should be chosen taking into account the colors of the corporate identity and cause an emotional response from the consumer.

The results of the study allowed us to obtain a formula for a successful corporate identity: a noticeable and recognizable trademark, a font appropriate for the overall composition and idea, a simple slogan, a minimal text content, bright and colorful graphic elements.

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E-COMMERCE COOPERATION BETWEEN RUSSIA AND CHINA

Internet trade is widely-spread all over the world due to the changes in people's lifestyles and the emergence of smart phones with the Internet. China is considered to be the largest trading platform, and it causes interest in studying its e-commerce market, as well as the dotcom turnover between China and Russia.

Chinese e-commerce platforms are in the top 10 around the world. The most popular one in Russia is Aliexpress, the subsidiary of Alibabagroup. In 2015 the volume of Internet trade in China amounted to 20,8 trillion yuan. The volume of the Chinese-Russian segment was estimated at 4,5 trillion¹.

The basis of Chinese-Russian cooperation in e-commerce is import. Russian people usually order Chinese textile products, technical devices and domestic appliances. In China Russian agricultural products are in great demand, because Russia is reputed a green country with high quality control of food products. As for consumer items, people from the Celestial Empire prefer buying souvenirs and jewelry, especially amber and fur.

It is obvious that such traffic of goods requires appropriate delivery. To stimulate cross-border e-commerce with Russia the first special airline for international parcel transfers was opened in Harbin in November 2013. At the moment, there are more than ten such airlines, connecting Russia and Harbin².

To sum up, all the mentioned above proves the fact that the development of trade relations between Russia and China continues in a positive way. By reducing the level of customs duties, improving the financial environment and infrastructure, favorable conditions are created for the further cooperation of countries.

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IS ECONOMIC GROWTH POSSIBLE IN RUSSIA?

In all countries, the state stimulates economic growth.

Each year, the government and the expert community make predictions describing potential risks and opportunities for the near future.

The rate of economic growth is influenced by inflation and unemployment. Excessive unemployment entails economic and social costs, does not allow society to reach its potential. Inflation gives rise to both economic and sociopolitical problems, that is, the political stability of the society is undermined and social tensions increase.

State regulation and promotion of economic growth is one of the important problems of the economic science. In modern conditions, the economic policy of the state becomes a necessary element of the market system. State participation in the economy is necessary for any government, regardless of whether it is a market economy or a command economy.

In the upcoming period, Russia's economic growth will be determined by the sustainability of the macroeconomic policy pursued, an increase in the predictability of external factors that affect the domestic economy, the reorientation of buyers to the purchase of Russian goods, by improving the quality of the product range and their availability in various product groups. All these things will provide an opportunity to increase the share of finished products in the structure of Russian exports in future. In addition, the development of the institutional bases for the functioning of domestic small, medium and large businesses remains important.

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PENSION REFORM: SOCIAL AND ECONOMIC CONSEQUENCES

Federal Law of 03.10.2018 № 350-FZ «On Amendments to Certain Legislative Acts of the Russian Federation on the Purpose and Payment of Pensions»¹ entered into force on January 1, 2019 caused a social tension due to the fact that people are afraid of losing a certain guarantee in the form of a pension. Thus, the results of sociological studies showed that only 7-8% of citizens had a positive attitude towards pension reform in Russian and 90% of citizens expressed skepticism about this innovation².

This study examines the feasibility and effectiveness of this reform. An analysis of the practice of implementing social policies of the post-Soviet states indicates that Russia is the last of the CIS countries to increase the retirement age. In 2015, the average life expectancy in OECD countries was about 80 years, with a retirement age of 65 years for both women and men³. According to Federal State Statistics Service, life expectancy in Russia will reach 81,68 years by the end of the transitional period of the reform⁴.

The adopted changes actualize the task of indexing pensions for non-working people above inflation. For the pension system, such sources are economic growth and, as a result, the growth of the wage fund, financial support from the federal budget.

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EVALUATION OF FEASIBILITY OF SMALL FLORAL BUSINESS ENTERPRISE TRADEMARK REGISTRATION

Today competition is tough in the market of floral services in the Russian Federation. The physical volume of the national market in 2015 amounted to 1,77 billion pieces¹. In 2016—2018 this indicator slightly grew by 2—5%. However, the forecasted growth rate of the market of fresh flowers is about 25—30 % per year, due to the increase in retail trade. Retail sale of flowers is carried out mainly through small outlets and flower kiosks (65—70%)². However, the share of shops and up market outlets is gradually increasing, up to 20% in some regions. According to science research, based on the above, we concluded that the competition in the floral services market is high and for a small enterprise to ensure the competitive edge it is important to develop and register a trademark. Reasons for it and benefits can be: to protect the brand from competitors, to become recognizable among consumers and manufacturers, to increase the level of capitalization as trademarks serve as an excellent auxiliary tool for obtaining a bank loan.

About 46,600 applications from Russian applicants for trademark registration were filed in 2017, including 5% of applications in the field of floral business³. State registration of a trademark allows organizations to have the following prospects in the future: trademark may only be used with the permission of the organization, the owner can enforce a ban on the import of counterfeit goods into the Russian Federation under registered trademark, an organization can advertise the product freely in any media, an owner of a trademark can expand the scope of activities by selling franchises in the country, receiving additional profits. Today it is important to not only create and replicate your logo but also to protect against copying and counterfeiting.

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REVIEW OF THE BEST PERSONNEL MOTIVATION SYSTEMS IN RUSSIAN AND FOREIGN COMPANIES

The personnel of the enterprise is the main resource allowing to preserve and increase the competitiveness of the organization. In this regard, the results of labor of workers, based on their desire and effort to perform their functions as qualitatively as possible. The motivation of work is the desire of the employee to meet their needs for certain benefits through work aimed at achieving the goals of the organization»¹. In different countries of the world, certain motivational mechanisms are foreground.

Russian company JSC RN-Uvatoilandgas, operating in the Tyumen region, uses a system in which wages are formed based on salary, taking into account professional status and grade, which take into account the complexity and volume of work performed.

«Family motivation» is very popular in America. IBM, a manufacturer and supplier of software and hardware, provides employees with children the opportunity to work flexibly, and also creates corporate nurseries and kindergartens.

Mitsubishi UFJ Financial Group is a Japanese banking and financial holding company that uses a motivational system, in which the main factor is work experience. It is believed that the longer the employment period, the higher the position and salary. Using such a system, a corporation minimizes the risk of losing employees.

In this way, it can be said that the applied personnel motivation systems are very various. Employers around the world point out the need to motivate staff not only with material means, but also with non-material means.

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SPECIAL FEATURES' ANALYSIS OF THE TRANSPORT PROVISION OF THE REGIONS OF WEST SIBERIA

Transport is an integral part of regional infrastructure. The purpose of transport is to ensure the movement of goods and passengers through space and time, therefore, it is mostly characterized by territorial specificity¹.

The development of our country and its individual subjects' economy depends largely on infrastructure of the territory. Identification of special features of the territory and its degree of development can become the basis for the development of regional transport strategies. And for the first stage of such analysis of transport provision the Republic of Khakassia was chosen by the author of the article.

The analysis of current infrastructure of the region has revealed that almost all modes of transport exist there, except the river transport.

The total length of roads in the Republic of Khakassia is almost 7,000 km. Though density of highways in the region is 113,6 km per 1000 km². In 2017 the air transport carried out 107 flights and transported 1440 passengers². The length of the railways of the Republic of Khakassia is 666,6 km. By the way, density of railways is 108,2 km per 10000 km². At the moment, 43 railway station are operated there.

The present analysis makes it possible to suggest that the main directions of the network development of communication routes are linked with the development coal-mining enterprises and with the significant increase of the traffic flows directed to the East.

The next stage of our study will be a region's needs evaluation of transport infrastructure and its comparison with the existing network.

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CHECKING THE EFFECT OF HEDONISM IN THE SELECTION OF BOTTLED WATER

People are inclined to spend money irrationally. While choosing goods they rely on the look of the goods and the aesthetic pleasure the goods give to them rather than on their usefulness. Sometimes they are ready to pay even 10 times higher if the purchase brings them pleasure. Why is it so? The answer is given by the hedonic method of pricing. The word «hedonism» can be characterized as the purpose of a consumer to increase wealth in order to obtain maximum pleasure from different products. Hedonism considers pleasure as the prime target and the main motive of human behavior¹.

A survey among the first and second year students was conducted in the Siberian Institute of Management — the branch of RANEP. 27 residents were interviewed, among whom there were — 19 women at the age of 17 to 20 and 8 men at the age of 17 to 20. Residents were given some questions. For example: «Do you buy bottled water?», «Do you have personal income?», «How much money can you spend on a bottle with a more beautiful and aesthetic label?», «Will you buy «beautiful water again?». During the survey, it was revealed that only 14% of respondents had personal income. 92% of respondents buy bottled water and 67% of them are satisfied and will buy a bottle again. Student are ready to pay 1,5 times more for a bottle with a more beautiful and aesthetic label.

To prove the hedonistic method of pricing it can be concluded that people spend more money on goods with a beautiful label because they bring them aesthetic pleasure.

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¹ Kazancev Yu. Yu. Soderzhanie ponyatij gedonizm i utilitarizm [The contents of the concepts of «hedonism» and «utilitarianism»]. *EHkonomika i socium problemy i perspektivy vzaimodejstviya Materialy III Vserossijskoj Nauchno prakticheskoj konferencii* [Economy and society: problems and prospects of interaction: Proceeding of the 3-rd All-Russian Scientific and Practical Conference]. Saratov, 2016, 125 p. (In Russian)

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MORDEN TRENDS OF START-UP INDUSTRY DEVELOPMENT IN SILICON VALLEY

Silicon Valley is the biggest place of innovation in the world proven itself to be such by success of the first startups: «Hewlett-Packard», «Apple», «Google». This activity was supported by the state government and nowadays it is the best place for investment attraction and implementation of ideas.

A large number of venture capital funds, accelerators and private investors attract applicants from around the world. Moreover, here are the best USA universities that form «the intellectual core»: the Universities of Stanford and Berkeley, whose graduates also join the ranks of the Silicon Valley inhabitants. Highly developed technologies, tough competition and big money attract major investors, ambitious and educated people¹.

A startup is always associated with big risks. Silicon Valley is not only about «Intel», «Airbnb», «Amazon» and «Uber», but thousands of unsuccessful startups as well. Often, applicants for grants cannot explain clearly the idea of their project, and investors have to take risks investing in a startup, knowing that the success of one project will cover the losses from all unsuccessful ones. The new trend turns the startup industry into a kind of «a bubble» — experience has shown that only about 5% of startups receiving investments achieve noticeable success; in other cases, the project does not develop after several rounds of investment¹.

In Silicon Valley, one of the best start-up infrastructures has been formed; and the industry is becoming more and more attractive for investors and entrepreneurs.

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¹ Silicon Valley — a place, history, infrastructure and the most successful people, projects and companies. United Traders (In Russian). Available at: <https://utmagazine.ru/posts/12540-kremnievaya-dolina-mesto-istoriya-infrastruktura-i-samye-uspeshnye-lyudi-proekty-i-kompanii> (accessed 10.03.2019)

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PERSONALITY CHARACTERISTICS OF ATHLETES AND PROVISION OF PSYCHOLOGICAL SUPPORT

Psychological support is an essential element in the modern high-performance sports as athletes have to overextend themselves both during training and competitions. But a unified approach to motivate sportsmen is not always successful for their performance. Therefore, this research is dedicated to the study of mental readiness and personality characteristics of athletes engaged in various types of sports activities in order to develop personalized programs for psychological assistance aimed at improving their achievements.

We conducted a research using various methods of statistical data processing to identify the relationship between the personality characteristics of athletes and the type of sports. In the sample for the study there were 60 people (30 girls and 30 boys) of 15-19 years old with a category of candidate for the master of sports and masters of sports engaged in record (20 people), contact (20 people) and artistic (20 people) types of sports activities. We obtained the most significant results by such methods as: Tepping-test, Eysenk personality questionnaire, questionnaire «Mental reliability of athletes» by Milman.

The tests showed that the choleric temperament of the athlete's personality is most characteristic of record, contact and artistic types in sports activities. An athlete with a choleric temperament tends to have full confidence in his or her trainer. That is why the trainer has a great influence on the emotional and motivational state of the athlete helping him or her to cope with anxiety and pre-start excitement, and the athlete in turn is ready for performing all tasks assigned to him or her.

As a result of the research, we developed practical recommendations for sports psychologists and trainers. Also, we developed a training course for self-control for athletes.

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GLOBAL TRENDS IN ECONOMIC DEVELOPMENT

Global trends affect society, economy and almost all spheres of life. Our world is continuously changing and the main problem lies in predicting how new trend will impact this time. While some businesses adapt to changes just in time, others miss their opportunity and lag behind. The main purpose is to adapt faster and get more benefits than others.

There are three global trends, which determine our future. First of all, digitization of everything. The far our society goes, the more everyday objects move closer to the networked interconnection. Now 28% of payments are made digitally, 64% of adults use smartphones and see contextual advertising, 84% of adults use the Internet in the United States. Digitization could add some 2.2 trillion dollars to annual GDP by 2025 and this is only prediction, which is increasing each year¹. After a rapid globalization, new phase has started, which called “islandization” It is a second trend, which has been marked, by growing levels of protectionism and nationalism. While the US started this trend, many of other countries followed this way and created more localization measures. It forces businesses to find new way of domestic cooperation, but it won’t be easy, because of heavy taxes on imported components and restrictions. And the last trend is Sharing Economy. It means person-to-person operations through a website or an app with providing access to a good or service without a transfer of ownership. Services such as Airbnb and Uber are the largest nowadays in Sharing Economy sector. The main benefits of Sharing Economy are social mobility, job creation, low costs and strong community.

To summarize, new trends open the doors to forward-looking firms and provide more opportunities to perform well in rapid changing world. Big companies can benefit from these trends in many ways.

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¹ Manyika J. Digital America: A tale of the haves and have-mores. San Francisco, 2 p.

SECTION 5. TOPICAL PROBLEMS OF LEGAL SCIENCE: THEORY AND PRACTICE

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THE ROLE OF INTERNATIONAL COOPERATION BETWEEN THE INTERPOL AND THE RUSSIAN FEDERATION IN THE STRUGGLE AGAINST CRIME

Today's crimes are interconnected and global. The world is facing the challenge of countering such phenomena as terrorism, human trafficking, illegal migration, illicit arms and drugs trafficking, crimes in cyberspace, corruption.

Interpol is the world's largest global police organization. It consists of 194 member countries. Interpol helps member countries to locate and arrest up to 5000 of fugitives per year¹ using its global police network and technical tools. Our country joined the organization in 1990.

By joining Interpol Russia got the opportunity to take a huge mass of information on wanted persons, vehicles, cultural values etc. on the international level. So over the last years cooperation between the Russian Federation and Interpol has significantly increased for many positions.

For example, about 50 people, who have committed mainly grave and especially grave crimes, were annually extradited to Russia from 2011 to 2015 with the assistance of the NCB Interpol. 64 criminals were extradited in 2016, so next two years their number had already exceeded 70².

In conclusion, Russia is actively engaged in international cooperation in the fight against crimes. The efforts of domestic law enforcement agencies are always given high marks from the Interpol General Secretariat and their foreign colleagues. In order to counteract crime, it is necessary to continue building up cooperation and support the international law enforcement community to make the world a safer place.

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¹ Interpol official website. Available at: <https://www.interpol.int/News-and-media/Publications2/Annual-reports2> (accessed 26.02.2019)

² The official website of the Ministry of Internal Affairs of the Russian Federation (In Russian). Available at: <https://мвд.рф/news> (accessed 26.02.2019)

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SOURCES OF CONSTITUTIONAL LAW: PROBLEMS OF DEVELOPMENT

A source of constitutional law is generally understood as the branch of law that establishes the foundations of the state system, ensures the observance of human rights, regulates the order of State government bodies' formation as well as the principles of their activities.

The constitutional legislation is known to have two levels: the Federal level and the subjects of Federation level, in accordance with the subjects of jurisdiction. It is necessary to make fuller use of the mechanisms of the subjects of Federation participation in the legislative activity at the Federal level.

The process of constitutional law sources formation is still going on. Among these sources are the acts adopted in the second half of 1980s as well as the new ones that appear today.

The co-relation and hierarchy of regulatory legal acts, their legal nature and force remain urgent today. This is the case, for example, of the Federal laws and Federal constitutional laws co-relation. Some issues of constitutional and legal regulation, which would have to be regulated by the Federal constitutional law, are nevertheless regulated by the Federal laws, for example, the procedure for the election of the President and the formation of the Federal Assembly Chambers in our country.

Domestic and international treaties, sources of constitutional law, have an important regulatory impact. They are an integral part of the legal system of the Russian Federation, and the Constitution establishes the priority of the international Treaty norms in relation to the national legislation.

The system of constitutional law including various types of the sources of law is constantly updating. These sources of constitutional law are very important for the consolidation of legality in the constitutional state.

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THE PROBLEM OF INTERACTION BETWEEN INTERNATIONAL COURTS AND NATIONAL LAW IN THE PROTECTION OF HUMAN RIGHTS

Nowadays human rights protection is one of the most important problems in the world, modern society embeds new ways to follow and protect human rights, including international ways of observing and judging.

The practice of appealing to the international courts to defend human rights is getting more and more common. The best and most obvious example is European Court of Human Rights, which annually deals with thousands of claims from 47 countries under its jurisdiction.

However, it is obvious that human rights violations usually come from national law system, and international courts are determined to deal with those violations. Therefore, if violations come from national law system then courts should have the abilities to correct those government or legislative system actions, which have led to the mentioned violations.

The controversial nature of relations between states and international organizations implies that it needs straight regulation.

Right now, the international law has many so-called white spaces in acts; there is no accurate and codified list of human rights and procedures to follow if human rights are violated. Those gaps are leaving too much space for a government to avoid decisions of a court, also it gives a court freedom to interpret various actions as violations and put unnecessary pressure on governments. That leads to deterioration of relations between state itself and international court, whereas the main target of those relations is to collaborate effectively and provide powerful and active human rights protection from both sides of an agreement.

The solution is to create a special international law act regulating procedures and forms of interaction between stated subjects when it comes to the cases about human rights violations. The following act should contain: full list of human rights, separation between competences of international courts and inner state authorities, list of sanctions which are going to be applied to the guilty party in court, and also the appeal procedure against the decisions.

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THE RIGHTS OF CITIZENS OF THE RUSSIAN FEDERATION TO A FAVORABLE ENVIRONMENT

The rights of citizens of the Russian Federation to a favorable environment is, perhaps, one of the most important rights that citizens of our country have. Article 42 of the Constitution of the Russian Federation proclaims the right of citizens to a favorable environment and reliable information about its conditions. A favorable environment has always been, is and will be the most significant factor necessary for human health, not only in Russia but also in the world. According to the results of the research of the Russian scientists and other countries, the people's health depend on the nature of the environment in which they live by 25—45%. The Universal Declaration of Human Rights, adopted in 1948 by the UN General Assembly, proclaiming the right to life (article 3) and a decent standard of living (article 25) means the right to a favorable environment. The problem of the survival and prosperity of human race in the conditions of the environment is the most important in the twenty-first century. This is especially true for Russia.

Currently, 42% of the country's territory represents an ecological disaster zone. More than 50% of citizens live and work in environmentally unfriendly areas. The activities in Russia over 90 years connected with the manufacture and sale of goods, work and services, has led to a local ecological crisis.

The Russian President in his recent speech in the Federal Assembly promised to adopt a law on the quotas of harmful emissions in spring of 2019 and it should make a difference.

In conclusion, closing polluting enterprises in the field of recycling and disposal of garbage, call for the withdrawal of 12 cities from the zone of environmental disaster, audit of nature reserves should significantly affect the solutions to the problems of ensuring the quality of the environment. Thus, the state interests in raising the level of greening the country should create a favorable environment for citizens.

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ANTI-CORRUPTION ENFORCEMENT IN PUBLIC PROCUREMENT OF GOODS AND SERVICES FOR STATE OR MUNICIPAL NEEDS

Significant financial resources directed by the state to meet the needs of government and local governments, state and municipal institutions in goods, works and services necessary for them to perform established functions make this area of economic relations extremely prone to criminal encroachment. It definitely requires ensuring the transparency of the implementation procedure procurement of goods, works, services to meet state or municipal needs (hereinafter — procurement) and improving the efficiency of budget spending allocated for these purposes. According to the Ministry of Economic Development, the total volume of contracts concluded for the I—III quarters of 2018, excluding contracts, which are state secrets and are not publicly available, amounted to 6,76 trillion rubles.

At the same time, a significant proportion of crimes in the procurement of goods, works, and services for the provision of state or municipal needs is corrupt in nature and is associated with criminal actions of government officials and the heads of public institutions. The authority has to organize auctions and monitor the conditions of concluded government contracts aimed at self-aligning criminal schemes for cashing budget funds using subcontrol organizations, as well as encouraging entrepreneurs to transfer unlawful remuneration for ensuring the acceptance of work performed, services rendered, goods supplied, and further lobbying for their interests and patronage when concluding state or municipal contracts.

Thus, the scientific novelty of the research is due to the relevance and purpose of the study. It is determined by the fact that prior to the introduction of Federal Law № 99-FZ of April 23, 2018 into the Criminal Code of the Russian Federation of Article 200.4, there was no crime of abuse in the procurement of goods, works, services to meet state or municipal needs.

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TAX HAVENS: CURRENT REGULATION

In 1998, the OECD issued a report on harmful tax competition to draw the international community's attention to problems of tax havens. The report eventually became the basis for offshore jurisdiction regulations.

The report identified some characteristics for tax havens: no transparency, low/zero tax rates, no information exchange, and ease of establishing companies by foreigners. By 2003, other features had been added: financial secrecy, no exchange control, and the banking sector's relative importance.

On transparency, a beneficial owner opening an offshore company used to be able to avoid disclosing his identity. Thus, his offshore incorporator could also open a bank account using only the company name. Now, however, the incorporator must provide the actual owner's name. Furthermore, several offshore countries create lists of non-resident beneficial owners, but these lists are currently not made public, despite OECD pressure to the contrary. The OECD also creates white, grey and black lists of countries showing their tax rates and compliance with information exchange. As such, a «black» company cannot open a bank account nor engage in international trade.

In 2013, the OECD offered the G-20 a BEPS action plan with a taxation system based on assessing taxes on profits solely in that country where the profits are generated. This plan dealt with internet trading, hybrid taxation, and transfer pricing and abusing treaties of double taxation avoidance.

The January 1988 Strasburg Convention mandated automatic information exchange. Furthermore, per the 2014 CRS MCAA, CRS is mandatory and banks must collect information on account holders and send it annually to the tax agency in their home country. All signatories now exchange information.

Nevertheless, tax havens still endure. Individuals can use offshore schemes, although this process is now more difficult and expensive. Not only criminal elements use tax havens, but also those who fear possible hostile takeovers.

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THE CONCEPT OF A SHAREHOLDERS' AGREEMENT IN RUSSIAN AND BRITISH LAW

The model of a corporate contract has been known for the foreign law and order for a long time. Today we can talk about ways of understanding shareholders' agreements in British as well as in Russian law.

As for British concept, shareholders' agreements are contracts entered into by two or more shareholders. Ordinary rules of contract are applied and it means that shareholders' agreements bind only those shareholders who enter into the agreement and can only be amended with the agreement of all parties to the agreement.

The matters which are dealt with in shareholders' agreements vary depending upon the context in which an agreement is put: Appointment of directors for fixed terms; Protection from removal of particular individuals from the board of directors using weighted voting rights, etc.

If a shareholder who is a party to a shareholders' agreement breaches the agreement, any other shareholder who is a party to the agreement and has suffered loss caused by the breach, that is not too remote, may sue for damages for breach of contract. This is confirmed by court practice.

As for Russian law, Russian legislation did not contain any regulation of corporate contracts until 2009. The content of the corporate contract contains a preamble indicating the details of the parties to the contract; assurances of the parties; basic definitions; subject of agreement; voting procedure at the general meeting, etc.

In practice, even in a court, it is extremely difficult to force a member of a company to fulfill obligations from a corporate agreement. In the legislation of the Russian Federation there is no corporate liability for violation of a corporate agreement. Generally civil liability measures are applied.

Thus, the general understanding of the corporate contract in the UK and Russia is very similar. Differences arise only when a corporate contract in practice is applied, because in the Russian Federation such agreement has existed only for several years.

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JUDICIAL PRECEDENT: THE INFLUENCE OF A JUDGE ON LAW

Judicial precedent is a principle or a rule established in a previous legal case that is either binding on or persuasive for a court or other tribunal when deciding subsequent cases with similar issues or facts.

Nowadays lawyers admit that in countries with Anglo-Saxon legal system judicial precedent has more power than law. There are two types of judges: an active judge and a passive judge. An active judge becomes a law-maker: new precedents are created and become a source of law. A passive judge doesn't create any new precedents, they try to obey the law and they don't make any changes.

In the European Court of Human Rights judges are active and sometimes they confront national law. For example, on 21 May 2006, Konstantin Markin lodged a complaint with the European Court of Human Rights, alleging that he had been a victim of discrimination: he was not allowed to have vacation to take care of his children. Already on 30 August 2006, the Strasbourg Court decided to communicate the complaint. The European Court recognized that the refusal to grant a male soldier leave to care for a child on an equal basis with a female soldier is contrary to the principle of gender equality of citizens, proclaimed by the Convention «On the elimination of all forms of discrimination against women». After that Russian lawmakers allowed male soldiers to take vacation because of children who need care.

Thus, we can conclude, that active judges are more useful for society because of several reasons: some laws are not suitable and outdated for the 21st century due to the changed social and cultural rules, laws in some countries can't guarantee some values of the modern democratic world (for example, gender equality) and with a judicial precedent a judge can rule on the case based not on outdated legislation but on realities and values of today's world.

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ACTUAL PROBLEMS OF LEGAL SCIENCE

At present the rapid increase of offenses committed by people under the age of eighteen is the urgent issue in Russian society. The conditions of the commitment of offences are negative circumstances that directly influence the formation of crime's causes¹. It seems that the main factors are the following: improper fulfillment of parental duty; their own anti-social behavior; weak delinquency prevention; and the last but not the least — widespread family alcoholism and drug addiction.

The key factor is the delinquency prevention among juveniles, as it is more difficult to combat with already committed unlawful actions rather than to prevent them. However, at this stage of struggling with offenses, there exist some problems. Law enforcement agencies cannot fully cover preventive measures. Parents delegate their direct responsibility for childcare to schools and other organizations, despite the fact that an initial teacher is a parent and family itself. Educational institutions, which are one of the first sources of information about juveniles' illegal acts, often turn a blind eye to the committed actions. And this sense of impunity leads to the commitment of more serious offenses by people under the age of eighteen.

Not indifferent and opportune preventive measures of juvenile delinquency are extremely important, as it allows preventing not only the fact of violation, but also the border crimes.

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¹ Gavrilov F. B. Prestupleniya nesovershennoletnih [Juveniles' offences]. Student. Postgraduate. Researcher, Vladivostok: Expert Science, 2018, 10 (40), pp. 193-196 (In Russian)

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**ANALYSIS OF THE RUSSIAN LEGISLATION
RELATING TO SEARCH FOR MISSING CHILDREN
AND PRACTICE OF ITS APPLICATION
IN THE SUBJECTS OF THE RUSSIAN FEDERATION**

According to ICMEC¹ about eight million children go missing every year worldwide. Unfortunately, they are not always returned home safe and sound. Children go missing for a number of reasons (deliberate and undeliberate ones): family conflicts, peer pressure, mental disorders (transitional age), accidents, homelessness, and domestic violence. They may be victims of murderers and rapists. Some children leave home on their own, and some are held against their will.

Throughout human history attitudes towards children have undergone changes. At present a child is a subject of law. However, due to the age characteristics children are not able to protect their rights and to defend their interests. So they need some special, enhanced legal and social protection. Children protection is one of the most important areas of human rights activities in Russia and Europe. Today there are many non-governmental organizations around the world supporting and protecting children at the local level. In recent times, strategic, technical, organizational and legal areas for children protection on the Internet are being particularly actively developed by specialists of human rights centres, it is being of no small importance in the context of the Internet resources globalization. The actions to protect juveniles are based not only on the laws of the Russian Federation, but also on international documents.

The analysis of the legislation on search for missing children and practice of its application proves the necessity to refine the mechanisms for finding the missed children so that to reduce the child deaths. This can be achieved by means of additional legal regulation of search for missing children. Besides, to make the search more effective a set of additional measures should be developed when studying the child psychology.

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¹International Centre for Missing & Exploited Children Available at: www.icmec.org (accessed 24.04.2019)

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**FEATURES OF LIABILITY IN ARTICLE 264
OF THE CRIMINAL CODE
OF THE RUSSIAN FEDERATION
WHEN USING AUTONOMOUS VEHICLES**

The problems raised in this work are very relevant in our time. Artificial intelligent systems, autonomous control systems and even autonomous vehicles are being introduced into the transport infrastructure. The law also should not be static.

For the purposes of criminal liability, the author distinguishes between two types of vehicles with intelligent systems: vehicles with autonomy elements and fully autonomous vehicles (drones). The first ones are such vehicles that are controlled by the driver for most of the time and with the inclusion of certain functions can operate autonomously.

Autonomous vehicles (drones) is a type of transport that is fully automated and is operated without a driver using optical sensors, radar and computer algorithms. Into the same category we will include cars equipped with an "I'm drunk, take me home" function, since such a system eliminates the driver's intervention in driving process.

Based on the proposed classification, the driver's responsibility for causing serious harm to human health or death will be delimited. The main role in determining the boundaries of criminal responsibility in the case of driving an autonomous vehicle is played by the objective aspect of crime, as well as the guilt of the subject in the occurrence of consequences.

In conclusion, the author offers thoughts on improving legislation in the area of road traffic in Russia. This will help to eliminate strict liability and to avoid punishing the innocent.

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COLLECTION OF TAX DEBTS IN LIQUIDATION OF A LEGAL ENTITY

According to article 61 of the Civil Code of the Russian Federation the liquidation of a legal entity leads to its termination without transition to the universal succession of its rights and obligations to other persons. From the moment of the decision to liquidate the legal entity the term of performance of its obligations to creditors is considered to have come.

The founders (participants) of the legal entity or the body that made the decision to liquidate the legal entity shall appoint a liquidation Commission (liquidator) and establish the procedure and terms of liquidation in accordance with the law.

Since the appointment of the liquidator the powers to manage the Affairs of a legal entity shall acquire to him. The liquidator takes measures to identify creditors and get receivables. After the deadline for submission of claims by creditors the liquidator makes an interim liquidation balance sheet which contains information about the assets of the liquidated legal entity the list of requirements submitted by creditors the results of their consideration.

The obligation to pay taxes and fees of the liquidated organization is fulfilled by the liquidator at the expense of its funds including those received from the sale of its property.

Having analyzed paragraphs of Art. 63 and 64 of the Civil Code of the Russian Federation regulating the order and sequence of payments to creditors of the liquidated person it is possible to conclude that tax authority is not allowed to collect taxes and fees without recourse to court.

By virtue of Art. 64 paragraph 1 of the Civil Code of the Russian Federation the obligation on obligatory payments to the funds and non-budget funds is repaid on the third stage. At the same time the claims of creditors of each stage are satisfied after the full satisfaction of the claims of creditors of the previous stage with the exception of creditors' claims for obligations secured by the pledge of the property of the liquidated legal entity.

The tax authorities are required to take into account the rules and principles established for the payment of taxes by the organization in liquidation. Other order and priority of satisfaction of creditors' requirements.

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THE LEGISLATIVE DEVELOPMENT AND THE FORMATION OF THE INSTITUTION OF THE JURY IN RUSSIA

At the moment, new draft laws of the judicial reform are being developed in Russia. In order to avoid making mistakes, the developers study and analyze the previous experience of our country on this issue. Being interested in the given theme, I've done my own, independent research. I've studied the history of trials by the jury in Russia and identified advantages and disadvantages of introducing this institution.

The jury trial in Russia was first formed by Alexander II in 1864. Gradually, with the introduction of the jury important principles of justice such as: transparency, adversary, equality of rights of the parties were applied, as well as the right of the defendant to be protected by the jury. The jury trial was abolished in 1917, the legislative development and formation of the Institute of jurors in Russia was revived only in 1993. Some requirements to the jury remained the same as in 1864, a candidate for a juror can be a person who has reached the age of 25, and does not have criminal records, speaks Russian and he/she is not devoid of reason.

There are certain disadvantages of the jury trial. It is often difficult for jurors to independently assess such types of evidence that require in-depth knowledge of the criminal case materials. They also do not have special professional skills. Another urgent problem is the lack of courtrooms for the jury trials.

The advantage of the jury trial and at the same time the importance of this reform is that the institution of jurors allows to establish public control over the preliminary investigation. In this system, we can highlight another positive point, jury system is much more independent and fairer, because it consists of a group of people that is almost impossible to bribe. As a result, it ensures the fair play of due process and guarantees a just outcome.

To sum up, there are controversial opinions on the jury trial. Anyway, the advantages of the jury trial outweigh the disadvantages.

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THE EXPEDIENCY OF INTRODUCING A MISDEMEANOR INTO THE RUSSIAN LEGISLATION

In this study the problem of the expediency of introducing a misdemeanor into the Russian legislation is considered. A misdemeanor is a minor offence, for which a prison sentence is not provided. This category includes such crimes as intentional infliction of minor bodily harm, slander, house-breaking, etc.

It is assumed that the planned innovation will allow to more fairly classify criminal acts depending on the nature of social peril. The authors of the bill also argue that citizens who committed a crime by mistake will be able to continue their normal life without the negative consequences associated with criminal prosecution. But, the foreign experience suggests otherwise¹.

However, the introduction of a misdemeanor may violate the preventive function of the entire criminal legislation of the Russian Federation. According to research, legal scholar Alexandra Natapoff annually produces over 13 million criminal misdemeanor cases, and the people arrested for minor crimes are swept through courts where they often lack lawyers, judges consider cases in mere minutes, and nearly everyone pleads guilty to avoid trial challenges. Whereas, in the Russian Federation, on average, only about 500,000 petty crimes are committed annually. Besides, the mechanism of assigning a misdemeanor is unclear.

Thus, we can conclude, that the introduction of the institute of misdemeanor into the Russian legislation is not advisable. To make the criminal legislation of the Russian Federation more liberal we can introduce a provision into Art. 86 of the Criminal Code that crimes under articles attributed to the misdemeanor do not entail a record of criminal conviction.

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¹ Rhodan M. (2014) A Misdemeanor Conviction Is Not a Big Deal, Right? Think Again. Time. Available at: <http://time.com/76356/a-misdemeanor-conviction-is-not-a-big-deal-right-think-again/> (accessed 09.03.2019)

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THE INSTITUTE OF CONSIDERATION IN THE RUSSIAN LEGAL SYSTEM: TRENDS AND PROBLEMS

When Russian economic system has been transformed into a market economy, lawyers had to borrow English legal terms, instruments, and institutes. However, some of them were accepted by our law system, while the other part was not. This is an open question — should we borrow them or not since many new instruments from the Anglo-American legal system have appeared in our legal system during the last 5—10 years. Some lawyers suppose that an institute of consideration is one of those instruments and institutions that we should think of in our legal system.

In Anglo-American legal system consideration is widely used because it has been developing from the thirteenth century. In fact, this term includes both detriment to a promise and a benefit to a promisor.

Surprisingly, this term can be found also in article 423 of the Civil Code of the Russian Federation. It says that a communicative contract is one of the agreements according to which one party gets a payment or other considerations. So our legislators narrow down the institute of consideration and make it simpler. Obviously, consideration is succumbed to reception and elaboration. Although lawyers cannot predict if we would continue reception of this institute into our legal system.

Nowadays in Russian judiciary practice consideration is used as an interpretation tool for article 423 of the Civil Code (case № 2-6657/2018). The demand for creation of this unique conception is growing up due to the fact that the legislator includes more and more new terms as estoppel (article 166) or option contract (article 429.3).

To sum up, many of these terms arose due to evolution of consideration. Nowadays they are strongly connected. Russian legal reality needs using the borders. Also, we could make a list of contracts in which consideration can be used as under Anglo-American Law. Of course, inevitably we will borrow some institutions and instruments from other legal systems, however we should also think how they will be used in our legal doctrine and legal practice.

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CONSUMER PROTECTION LAW AND PRODUCER'S DUTY

The article is devoted to the protection of consumer rights and the current state of Russian consumer law. It also explains the relevance of this problem, addresses the main issues related to the legal regulation of consumer protection.

With the introduction in April 1992 of the Law of the Russian Federation «On Protection of Consumer Rights», a legal basis was created for the formation and implementation of a targeted policy in this area.

The law does not clearly differentiate the duties of the manufacturer and seller of goods and services that do not meet the requirements of the law. The problem of this study is relevant in modern conditions.

The object of the research is public relations in the field of consumer rights protection in Russia.

The purpose of this work is to consider the main problems related to the legal regulation of consumer protection.

The effectiveness of the application of consumer protection laws and the monitoring of compliance with them require not only a good legal framework, but also the progressive formation of a consumer policy incorporating legal, organizational, informational, educational, and a number of other areas.

Thus the Law of the Russian Federation «On Protection of Consumer Rights» stipulates the need for state control and supervision over abidance with laws and other regulatory legal acts of the Russian Federation governing relations in the field of consumer rights protection.

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IMPLEMENTING THE COMMERCIAL SECRET MODE IN THE FIELD OF UNFAIR COMPETITION

Considering modern market conditions with the great importance attached to technologies developed inside a corporation, such as valuable technical, managerial and other economic decisions, as well as statistic data and all those profit-making things that are unknown to outsiders make up a so-called «production secret».

By law a commercial secret is the mode of non-revealing the information used by its holder in existing or probable conditions for gaining profit, cutting down on extra costs, maintaining commodity, labour and service market share or profiting in other ways¹.

But the question remains, what kind of information we should refer to as «secret»? An objective sign of the information defined as «a commercial secret» is its commercial value, which, in turn, results in increased material benefits, that, undoubtedly, cause some kind of fraud involved in illegal obtaining of such information that from the legal point of view can be either actual or potential. Its assessment can be quite arbitrary, which leads to a vague subjective assessment of the amount of value.

Thus, disagreements between a competing entity and commercial secrets result in damage to the interests of the economic entity as a whole, excluding competitive advantages, unjustified costs, loss of profits, bankruptcy, corporate conflict and other negative consequences. Besides, it's worth mentioning that protection of commercial secrets and that the existence of a commercial secret itself implies privacy and inaccessibility to third parties, which a priori does not exclude the occurrence of adverse effects for a business entity².

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¹ Federal Law No. 98-FZ of July 29, 2004 On Commercial Secrecy // System ConsultantPlus

² Gavrilin N.P. *Intellektualnaya sobstvennost. Kommercheskaya tajna* [Intellectual property. The commercial secret]. *Ocenka investicij*, 2017, 1 (5), pp. 25—34 (In Russian)

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ASPECTS OF CHOOSING WORLD CONCEPTS OF MANAGEMENT TO SUCCEED IN ECONOMICS

Nowadays choosing world concepts can lead to a success of the company. It should be noted that one company was chosen from Fortune 500 list¹. Apple is the world's largest information technology company by revenue and the world's third-largest mobile phone manufacturer.

For the deep analysis of the company's situation, we have considered the data (revenue, profit, assets and expenses) for 15 years. Taking into account the considered period of Apple financial indicators (from 2003 till 2017), this company has been repeatedly ranked in top positions of Fortune 500. Apple has stable financial indicators (there is an increase of all indicators — revenue, profit and assets). Its revenue has grown in 42 times during the considered period of time. It should be noted that in 2013 and in 2016 Apple had a drop in its performance (decrease of profit in 2013 and fall of revenue and profit in 2016). The reasons that led to this fact were the lack of revolutionary developments and the associated margin drop².

Apple used such managerial concepts as innovations, quality control, product development, chief shifting, talent management, leadership shifting, licensing, software technology. The key success factors of Apple were innovative activities, differentiation, a well recognized and cherished brand name, retail and distribution network, diversity of product line.

The financial indicators of Apple are one of the most impressive in the market for the last century. Decisions around the technology used within an organization have traditionally been the domain of the IT department. The company enjoys a high level of brand loyalty and has been repeatedly ranked as the world's most valuable brand.

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¹ The official site of the Fortune's Magazine Available at: <http://fortune.com/fortune500/> (accessed 01.03.19)

² The official site of Apple Inc, 2018 Available at: <https://investor.apple.com/investor-relations/default.aspx> (accessed 01.03.19)

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ON THE LEGAL STATUS OF OFFSHORE COMPANIES IN RUSSIA

This article is devoted to the peculiarities of specified offshore companies in Russia. Nowadays market economy grows rapidly. In this circumstances the need for zones of high investment attractiveness draws focused attention to offshore companies in terms of the law.

In this paper, offshore refers to a specialized zone designated for arrangement of facilitating legal conditions for non-resident companies to run their business.

The key legal features of offshore zones are low or zero tax rates, absence of Double Taxation Avoidance Agreement, and restriction of carrying out activities in the offshore jurisdiction.

Recently, in Russia, special administrative regions — Russky and Oktyabrsky islands — have been launched. These areas are considered as an alternative to foreign offshore zones. The main benefit that the companies get is favorable tax rates after they acquire the status of an international holding company.

Under the new law, the procedure of redomicillation of foreign companies in Russia is possible. In turn, it allows foreign business entities change *lex societatis*, which is the personal law of a legal entity, and move the company incorporated in foreign jurisdiction to Russian jurisdiction.

The specificity of statutory regulation of this sphere lies in absence of succession rights and obligations between a foreign company and a newly registered international company, since, in fact, there is no establishment of any new legal entity. On the other hand, redomicillation of foreign company does not mean the termination of liabilities a company has already had. That gives the right to participants in civil-law relations to set up claims based on their relations with the previous stockholders.

It may be concluded that it is necessary to eliminate the revealed contradictions in order to prevent the appearance of legal gaps in the sphere of offshore business regulation.

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SECTION 6. PHILOLOGY AND LINGUISTICS IN MODERN SOCIETY

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REALIZATION OF SPEECH GENRE «DECLARATION OF LOVE» IN «THE FORSYTE SAGA» BY JOHN GALSWORTHY

The problem of genre identification was relevant at all stages of linguistic development. Genre as a stable form can't be studied separately from the text, which is characterized by the unity of style affiliation and genre definitions. Nowadays researchers pay a lot of attention to the theory of speech genres, formulated by M. M. Bakhtin. It is based on the boundless possibilities of our language and on the variety forms of its realization in written works and oral speech. So, the content of a separate utterance, its composition, style and set of certain language instruments directly depend on special conditions, which are formed by the humans' activity and their states.

Love is one of the most difficult and multifaceted phenomena of our life. So, it can be viewed not only from the point of art, but as a subject of linguistic, too. For example, if we talk about the language implementation and usage of specific love-expression features in literary texts.

The practical goal of our work was to distinguish the cases of genre realization in the novels: «The Man of Property», «In Chancery», «Indian Summer of a Forsyte», «Awakening», written by the most prominent English writer of the XX century John Galsworthy.

84 text fragments were examined. All of them were devoted to the different kinds of love. Let's see: undivided love (Soames and Irene) — 20 times; mutual love (Irene and Bosini) — 15 times; love to the material values or property (Soames) — 15 times; love to the beauty (Irene, old Jolyon) — 9 times; love to the children and grandchildren (old Jolyon) — 14 times; mother's love (Irene) — 5 times; Irene's sympathy to the young Jolyon — 6 times.

As a result it was established that psychological states and interpersonal relationships can't be transmitted, resorting only to the help of a limited set of speech genres. The process of communication, in addition to verbal help, is based on non-verbal ways of expressing feelings and thoughts. «The Declaration of Love» genre is a difficult, organized structure that consists of simple genres layering. This diversity makes the speech more intense and vivid. And it is especially important for the literary works. After reading, the rich genre palette provides the best impressions from reading.

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LANGUAGE PORTRAIT OF THE RUSSIAN DEFENSE MINISTER SERGEI SHOIGU

Language personality is one of the urgent and perspective issues of modern cognitive and communicative linguistics. This problem is of particular interest for linguists in the light of the new approach proposed by Yu.N. Karaulov — «language personality is hidden behind each text» (in contrast to the main thesis of linguistic studies of the last half-century «system of language is hidden behind each text»)¹.

The aim of the research work is to analyze the linguistic means typical for the speech of the Minister of Defense of the Russian Federation. The material for the analysis was official speeches and reports in English language by Russian Defense minister Sergei Shoigu.

As a result of the research, linguistic means used by the Minister have been classified into three groups, i.e. morphological, syntactic and lexical means. On the syntactical level, the Minister uses a special set of parenthetical words: connectives and prepositional phrases. These phrases allow manipulating the audience, creating a leading advantage in minister's speech. Specific characteristic of minister's speech is the use of complex sentences (object clauses, adverbial clauses of time, and adverbial clauses of place) and simple sentences both in active and passive voice.

The lexical peculiarities of the Defense Minister are characterized by the use of terminology in the field of economics and politics. The analysis has shown some morphological features inherent to the language portrait of the Defense Minister: the predominance of the noun over the pronoun which makes it possible to structure the text, concretize and avoid ambiguities; and dialoginess of speech.

To conclude the language portrait of Russian Defense Minister Sergei Shoigu is marked by a set of special linguistics means. These means are aimed at achieving communicative goal of the official speeches and reports. The linguistic means used by the Minister characterize him as a self-confident and authoritative minister.

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COGNITIVE APPROACH TO CUMBRIAN TOPONYMY

According to the cognitive approach, language is a product of the human mind, thus it can be investigated as a cognitive phenomenon. Toponyms, as elements of language, are also the products of the human mind, produced by people living in communities. The cognitive approach can be used effectively in several areas of toponymy, and it can offer a solution to some questions of onomastics.

The purpose of the study lies in the comprehensive research into the Cumbrian toponymy, namely place names of Lake District area (North-West of England, UK), using the cognitive-matrix modeling method for classifying the place names and identifying the underlying principles of their formation. The key method for studying this problem is the cognitive-matrix analysis of place names coupled with the statistical analysis method, the method of historical and geographic reconstruction, the systemic approach and the descriptive method. The empirical evaluation of the place names in the studied region will help to reveal the diachronic development of geographic situations, particular characteristics of landscape, hydrology, soil, vegetation, and wildlife, as well as re-enact historical events and remodel the population patterns across the territory, which are related to the natural landscape. The study will also help to reveal the traditional system of orientation in space and the attitude to the surrounding world through the anthropocentric worldview.

The cognitive approach covers numerous aspects of cultural knowledge accumulated over centuries in the studied territory through deciphering the semantics of the toponyms, thus revealing the historical modes in which people used to manage natural resources, engage in agriculture, find their direction in space, history and cultural experience in general; and the special attitude to natural objects and sacred places. The obtained materials can be of great use to language researchers, historians, ethnographers, culture experts and geographers.

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THE USE OF ICT IN TEACHING STUDENTS MAJORING IN LINGUISTICS

The article examines possibilities of information and communication technologies (ICT) in the organization of the individual work of students majoring in linguistics. In the experiment the two platforms were compared: DiSpace 2.0 and eLang.

The individual work is becoming very important in the educational activities of students in modern education. Currently, the federal state educational standards require to leave more time for the individual work than the previous standards, which forces teachers to look for new forms of its organization.

The traditional forms of the individual work include a report, course project, and diploma project. In many cases, the individual work can be organized by using ICT.

The experiment was conducted with participation of the 2nd year students majoring in linguistics. The students were studying English grammar with the use of NSTU electronic systems: DiSpace 2.0 and eLang. English grammar courses were developed with the help of systems DiSpace 2.0 and eLang. The courses include the theory and tests. Students had unlimited access to these courses and could study the theory and do the tests themselves.

Both systems are suitable for creating tests for practicing grammar skills. However, the system DiSpace 2.0 is more convenient to carry out the knowledge control. In this system, it is possible to give a test to a certain group of students and see the results of any student. The eLang system is more suitable for students to practice English grammar exercises on their own in order to improve their grammar skills.

Thus, it is possible to recommend teachers to use these two systems together. The developed courses with interactive tasks helped to increase the students' motivation to learn, as well as to improve their grammar skills.

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STRUCTURAL FEATURES OF ENGLISH SWIMMING TERMS

In the period of increasing international contacts in the professional fields it is becoming more important to gain a large amount of professional knowledge for a successful communication¹.

Sport has become a great phenomenon and people all over the world are indulged in sports activities. Swimming is one of the most ancient and available types of sport. First swimming competitions were held in the 15th century, the first swimming organization appeared in England in 1869².

The purpose of our research is to reveal structural peculiarities of English swimming terms.

Doing our reseach, we've analysed 155 English swimming terms in special sports literature and sports dictionaries.

The analysis allowed to define quantitative relations of structural groups of terms: two-component term combinations — 93, three-component term combinations — 21, implicated term combinations — 24, compound terms — 11, phrasal term combinations — 6. This analysis can be used for creating more active translational models to simplify two-way communication of coaches and sportsmen.

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² Free sports encyclopedia. Available at: <http://ru.sport-wiki.org/vidy-sporta/plavanie/#i-2> (accessed 16.02.2019) (In Russian)

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**PECULIARITIES OF TRANSLATING
A FICTIONAL LANGUAGE
IN THE NOVEL «CLOUD ATLAS»
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Modern translation theory faces numerous problems, one of the most difficult being the translation of constructed languages in literary texts. Such languages are called fictional and often partially or fully composed of nonce words. The problem of translating fictional languages appeared in the 18th century and it is still relevant. The growing popularity of science fiction is also a reason for the increase in the number of fictional languages.

Fictional language is an artificial language introduced in any form of fiction. Such languages can be based on real languages but very often their features, history and types are created by an author or a group of people¹.

The task of a translator is to transfer all features of fictional languages without losing any details.

As an example, the translation of David Mitchell's novel «Cloud Atlas» made by G.B. Yaropolsky was analyzed. The translator used various transformations and stylistic devices while translating different features of the fictional language:

— phonetic peculiarities were translated primarily by introducing elision: «reck'n» — «п'лагаю»;

— to translate lexical features the translator mostly used word creation («babbit» — «бббень»), euphemisms («slugger-buggahs» — «увальни-бббени»), dysphemisms («eat» — «сожрет»), descriptive translation («teborned» — «рожденного снова»), calquing («lardbird» — «жар-птица») and graphon («See» — «Вишь»);

— grammatical peculiarities were conveyed by using substitution of parts of speech («Eastly» — «К востоку»).

In conclusion, translating fictional languages requires combining both transformations and stylistic devices. We can infer that methods of translating any fictional language are determined by its complexity and type.

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THE LANGUAGE OF HARRY POTTER: AMERICAN VS. BRITISH

Nowadays English language is constantly changing. The series of Harry Potter books is a good example of these changes that shows regional language adaptations. The American edition of these books became a subject of linguistic and literary disputes. The first book, «Harry Potter and the Philosopher's Stone», which was published in 1997 in Britain, got published in the USA as «Harry Potter and Sorcerer's Stone» and became really Americanized.

The author conducted a comparative analysis of the British and American versions of the Harry Potter books. According to this analysis, three tendencies of textual replacements were found: weakening, strengthening and constancy.

Weakening, or termination, is the prevailing trend. However, in certain aspects, there are also permanent replacements. Mainly it concerns spelling, punctuation and rarely some morphological categories.

Spelling variations demonstrate the greatest consistency of substitution. The spelling component is the most stable and reliable in determining the boundaries of options in a written text.

Most of the variations in the American and British editions of the book are related to the regional differences between British English and American English that can be easily checked with dictionaries.

The first Harry Potter book has appeared before the era of the Internet, in conditions of the so-called language isolation and it can be found in a huge number of editorial replacements. Ten years later the situation has considerably changed: the books of this series are rather popular in the USA, and the last parts are less exposed to adaptation, mainly due to the author and public. However, it was not a total overcome of distinctions: a number of text elements still has been edited.

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THE MANIFESTATION OF SEXISM IN THE GENDER-MARKED ZOO METAPHOR

The paper focuses on some language examples used to demonstrate power over women and analyzes the discourse associated with the manifestations of sexism in language.

The ideology of sexism divides people into men and women and opposes them to each other, attributing them opposite qualities. It justifies the dominance of men and the subordination of women, asserting the natural origin of this inequality.

Given the unequal distribution of power between men and women in society, we have analysed a few cases of overt manifestations of sexism in the use of gender-marked zoo metaphor that demeans and discredits the position of women in society.

The survey proved that zoo metaphor is a powerful communicative tool, the effectiveness of which is due to the following factors: it is easily analyzed, focuses on relevant categories and concepts, enriches communication, facilitates understanding and exchange of views. At the same time, researchers often pay attention to the pejorative nature of zoosemantic names of individuals.

According to our research, some of the most derogatory female zoo metaphors are names of domesticated animals, those that are bred to serve human needs. Such terms reflect the idea of women as servants, e.g. the zoo metaphor «cow» («heifer») — an animal that is constantly in a state of pregnancy and breastfeeding — is used to describe a very full and sad woman. There is no doubt that the name of women «heifers» is due to their lower social position compared to male social status. A «cow» («heifer») is not just a name, a «heifer» is a social role with a set of certain actions and qualities.

The use of such offensive zoo metaphor against a group is a signal of status inequality and unequal opportunities.

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

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FEMINITIVES IN MODERN SOCIETY

At present, feminism and feminitives are very controversial topics and the causes of heated debate. The aim of this work is to study attitudes towards feminitives in modern society. The objectives of the study are the following:

— to find out what feminitives exist and are used in the Russian and English languages;

— to conduct a survey among two age groups: from 18 to 25 and from 25 and older;

— to analyze how the questioned groups relate to this phenomenon in the Russian language;

— to find out how to use such words in English.

Nowadays, one can easily stumble upon disputes on the Internet regarding the emergence and use of feminitives. Currently the Russian language is being transformed, common words that are familiar to most speakers are being modified to be more neutral in gender. Just as in the English language Russian has long been a part of this trend for more inclusiveness and gender equality. However, many words such as engineer, president, illustrator, and other professions still have no established forms. Researchers explain this by the dominance of men in these areas of life for such a long period in history.

In English, this process of changing the language this way is no longer new. There has been a tendency towards leveling the genus. Gender-labeled profession names are replaced with gender neutral ones over time.

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MYTHOLOGIZATION OF URBAN TOPOS IN S. GALANIN'S WORKS

The concept «city» is a cultural universal, which is significant for writers, poets and scientists from various fields of humanities. One of the most popular areas of studying the city is its description at various semiotic levels. The purpose of our study is to show that the concept «city» isn't only a semiotic phenomenon but also mythologized topos in Galanin's songs.

The concept «city» is one of the most important concepts in modern rock poetry. We researched 12 albums of Galanin's rock band and analyzed the texts of 21 songs with key word «city». Galanin's reception of urban topos has dual nature. At the first level the city is described as the real topos e.g. «panel Moscow» with «the Kremlin fate». This real topos has specific city features e.g. streets, hatches, tunnels, parks and others. People who live here are the typical children of the big city. Thus, at the first level of description the city appears as a topos containing the main features of the modern city. It is a typical model of the place where a person lives and also it is a symbol of a destructive technological civilization. The lyrical hero's escape from the city to the idealized pastoral space refers us to the second level of description — the biblical allusions. In our opinion, at a symbolic level the city in the Galanin's songs is similar to the Israeli camp which wanders with Moses searching the Promised Land. People are bogged down in the «city's bothers» and problems, they don't believe in the existence of the Eden Garden; therefore not all of them will be able to achieve it. The song «A Fairy Forest» recreates the image of the Eden Garden in which «parrots sit on cherished trees, animals walk everywhere, no one eats each other». The author emphasizes the fact that people don't believe in the existence of the Eden Garden: «I want to see it because it doesn't happen». Salvation is impossible because «this forest is far and we haven't become the others».

To sum up our research, we can say that the city as one of the main mythologies of modern rock poetry can be studied in the context of the modernized city topos. At the first level the city is described as the real topos. The second level of description (symbolic and mythological) refers to biblical allusions; however, it is perceived in the context of the person's ability of self-consciousness and self-improvement.

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THE REASONS FOR A SENTENCE SEGMENTATION WHEN TRANSLATING A PROFESSIONALLY-ORIENTED TEXT

The main task of translating a professionally-oriented text is to convey to the reader the reported information most accurately, clearly which can be achieved by a logical presentation of the information. Recently, there has been an increase in the number of large, complex sentences, in which no one can understand what information is related to what sentence part.

The author of this article conducted a research and analyzed various texts and articles. Then the author presented the main reasons for the sentence segmentation in the table below:

Reason	Frequency, %
Peculiarities of an English sentence	16
Fully-conveyed idea of a segment when the sentence is externally segmented	18
Genre-stylistic peculiarities of an English sentence	10
Interlingual asymmetry	36
Actual segmentation	20

According to the analysis, interlingual asymmetry is the most frequent reason for a sentence segmentation.

Further the author studied interlingual asymmetry in detail and found out that on the grammatical level the asymmetry is caused by differences in Russian and English grammar forms and syntactic structures. On the lexical level the asymmetry is presented by translation equivalents. Then the author presented the algorithm of segmenting the sentence to be translated:

Define the boundaries of semantic groups and principal parts of a sentence. → Define the linking elements in the word combinations if any. Define the modified noun in the semantic group. → Analyze the linking types in the semantic group. → Translate the word combination. → Find the Russian equivalents according to genre, style and protection field of a text.

To sum up, a sentence segmentation is an integral part of translator's work to make a translated text equivalent and adequate.

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PRIMARY AND SECONDARY LINGUISTIC PERSONALITY: FORMATION AND DIFFERENCES

The research goal is to explain the differences between primary and secondary linguistic personalities. The research objectives are to provide an overview of primary and secondary linguistic personality, to analyse the way they are formed and to illustrate their interaction within the human consciousness through the examples.

Language is an integral part of a person as well as a culture that encourages a formation of a personality. Each personality is embodied in a language,

so it is a linguistic personality, which is a set of cognitive abilities, psychological features, social and pragmatic aspects of personality which develop through speech activity¹. The primary linguistic personality develops since one was born as affected by the environment. I.I. Khaleeva argues that the secondary linguistic personality develops while mastering a foreign language².

Thus, the formation of a language personality is the acquisition of both the foreign language and the background knowledge of the cultural peculiarities of the people who speak it.

It can be demonstrated by the example of the lacunarity phenomenon concerning the semantic group «Education and upbringing». Some English phrases cannot be properly translated into Russian, e.g. common room, drop card, classman etc. The descriptive translation seems to be the best way to deal with these concepts.

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CLICHÉS IN SCIENTIFIC DISCOURSE

The aim of our scientific research is to identify structural characteristics of a scientific article and details of using certain clichés in different parts of its structure.

The first point of our research is to consider and analyze the terminology of the relevant problem which includes: discourse, scientific discourse, scientific article and cliché. Cliché is the main term of our research, which we understand as «a speech stereotype, a set expression used as a standard which is easy to reproduce in a certain context»³. As the next point of our research

¹ Momotova Y. G. Ponyatie i struktura pervichnoj i vtorichnoj yazykovoj lichnosti [The concept and structure of the primary and the secondary language personality]. Vestnik Vyatskogo gosudarstvennogo universiteta. Kirov: Nauchnoe izdatelstvo VyatGU, 2011, pp. 109-114 (In Russian)

² Khaleeva, I. I. Osnovy izucheniya teorii ponimaniya inostrannoj rechi (podgotovka perevodchikov) [The basics of learning theory of foreign speech understanding (training of translators)]. Moscow: Vysshaya shkola, 1989, 238 p.

³ Rozental D. E., Telenkova M. A. Slovar-spravochnik lingvisticheskikh terminov [Dictionary-reference of linguistic terms]. 2nd ed. Moscow: Prosveshchenie, 1976 (In Russian)

we have selected 200 random free-access scientific articles on different subjects in English from <https://www.sciencedirect.com/> to identify the types of articles according to their logical structure and the most salient clichés of different logical components. Then we analyzed their structural characteristics, the composition and the frequency of cliché usage in each structural part of the articles with the first and the most popular structural type and have made the following conclusions:

1. There are 2 types of structures used in scientific articles: the 1st and the most common one includes the Introduction, the Materials and methods, the Main part, the Results and the Conclusion (67% of analyzed); the 2nd type consists of the Introduction, the Main part, and the Conclusion (33%). The Introduction and the Conclusion contain the largest amount of clichés.

2. Each of the logical parts of the first type scientific article structure has its most occurrent clichés: in the Introduction it is «to be associated with» (in 30% of the articles); In the Materials and methods — «to conduct research» (in 35%); In the Main part and in the Results — «to be associated with» (in 34% and 25%); In the Introduction — «to present results» (in 50%).

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TO THE PROBLEM OF INHERENT EXPRESSIVITY OF LINGUISTIC UNITS (BASED ON ENGLISH SUFFIXED SHORTENINGS)

Language expressivity is a representation of real emotions in human consciousness and is one of the main cognitive categories. Considering language expressivity of linguistic units, linguists distinguish the adherent expressivity (speech, occasional) and the inherent expressivity (language, denotative). English suffixed shortenings are formed by a reduced stem that becomes expressively marked for subsequent suffixation. Expressivity of such units is manifested in a word-building pattern. In fact, most suffixed shortenings are accompanied in dictionaries by «derog», «informal», «slang», which indicate their slang (substandard) or conversational character and expressivity by nature.

The conducted analysis revealed that inherently expressive suffixed shortenings ending in -ie/y, -o, -er, -ers, -ee, -s can possess negative and positive pragmasemantics. The latter can be observed in the following groups:

— suffixed shortenings representing the child speech: lolly < lollipop, biccie < biscuit, choccie < chocolate, taters < potatoes;

- diminutive-hypocoristic forms of names, surnames, nicknames: Ambie < Ambrose, Pattie < Patricia, Wills < William;
- household words: coldie < ice-cold beer, Chevvy < Chevrolet;
- evaluative words: fabby < fabulous, marvy < marvelous;
- toponymical reductions: Tassie < Tasmania, Durbs < Durban, Philly < Philadelphia, Freo < Fremantle.

Suffixed shortenings with negative pragmasemantics are mainly used in order to diminish an interlocutor in situations of informal communication: wino < wine drinker; dipsy, dippo < dipsomaniac, dumbo < dumbhead.

Thus, suffixed shortenings are inherently expressive linguistic units. We believe that further study of the problem can lead to interesting results.

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NEW AREAS OF EUPHEMIZATION IN MODERN ENGLISH

Euphemisms are neutral words that are used in texts and public statements in order to replace others that are considered unacceptable for any reason. Euphemism is a consequence of the lexical taboo, which, thanks to all sorts of prejudices, superstitions, religious beliefs, requirements of etiquette and political correctness, is imposed on the use of the names of certain objects and phenomena of the world, resulting in a person resorting to allegorical expressions.

As a multifaceted phenomenon of language, euphemism has a linguistic and extralinguistic nature. This gives us the opportunity to study euphemisms from the point of view of three aspects: social, psychological and linguistic.

Euphemism has its own specifics. It manifests itself both in the linguistic essence of euphemia, and in the topics that are most often subjected to euphemization, the areas of use of euphemisms. On the basis of our research, we can make the following classification of spheres and euphemization topics, based on various existing classifications:

- traditional euphemisms denoting natural physiological processes; human anatomy; sexual relations; death; supernatural power;
- new euphemisms mitigating or disguising different kinds of discrimination; raising the status of low-status professions; hiding the activities of the declassed groups of society and people abusing alcohol and drugs; manipulating public opinion (pseudoeuphemisms); used in the press for the purpose of political correctness or manipulation of people; attracting people and acting as a kind of advertising.

In our research we have considered relatively new spheres of euphemization in the English language. The new spheres of euphemization and modern euphemisms include the spheres of political correctness, sociolects, the sphere of medicine, the sphere of military affairs and the sphere of pseudo-euphemisms, the sphere of nutrition, for which we have given examples, analyzed them and gave our own comment.

We believe that the use of euphemisms is not limited to this at present. There are new areas that will be the subject of study for the researchers in the future.

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SOMATIC LEXICON IN HYDROGRAPHIC VOCABULARY OF THE YAKUT LANGUAGE

This paper considers the current problems of local geographical terms of the Yakut language. The author analyzes metaphorization of somatic lexicon on the material of the hydrographic vocabulary.

It is worth of note that somatic vocabulary of the Yakut language is one of the ancient layers of word stock of the language. The word «somatism» derives from the Greek «soma» — «body» and means a certain part of the body.

The study is illustrated by material from «Great Dictionary of the Yakut Language» (2004-2016) and from the manuscript of Bagdaryyn Sulbe «Dictionary of local geographical terms of Yakutia». Through sampling of these lexicographic materials, we found 39 somatisms that are metaphorized in the hydrographic vocabulary of the Yakut language. These include the following words (the meaning of hydrographic vocabulary is given after the dash): *kharakh* «eyes» — «small deep lake»; *tebe* «head» — «headwater», etc.

As a result of the correlation of certain signs of a hydrographic object with parts of the human body (87%) or an animal (13%) forms a metaphoric image of a person or animal transferred to a hydrographic landscape.

One of the main layers of somatic vocabulary are the names of the outer parts of the human body — more than 80%. At the same time, metaphorization mainly involves the names of the upper parts of the human body (approximately 74%), especially the names of the parts of the head and face (40%).

Almost all the terms in question also function in the field of orography. At the same time, the metaphorization of somatic vocabulary in the field of hydrography occurs less frequently than in orographic one.

Thus, the somatisms that make up the main vocabulary of the Yakut language have a large word-building potential. One of the main layers of somatic vocabulary are the names of the outer parts of the human body — somonyms.

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SEMANTIC AND ETYMOLOGICAL ASPECTS OF THE THEMATIC GROUP 'FOOD' IN MODERN ENGLISH

Our research focuses on the analysis of words of the thematic group «*Food*». This group is insufficiently studied due to the fact that little attention is paid to its etymological and lexical characteristics.

Due to the nature of the object under investigation and in accordance with the dominant cross-disciplinary approach to the linguistic research semantics of the words are analyzed in correlation with the methods of cognitive and etymological analysis. The complex of conceptual and diachronic etymological methods enables us to trace important mechanisms in the structure of lexical units meanings.

Firstly, we found and examined a group of words which are closely connected with the lexeme «*food*».

Secondly, the analysis of etymological English, German and Russian dictionaries led to the conclusion that the etymology of the lexemes «*food*», «*Essen*», «*eda*» goes back to the common Indo-European root **ed-*. The first conceptual meaning of this root is «*to eat*».

Using the definitions in English dictionaries we found the core of the semantic structure of the lexeme «*food*» and peripheral meanings.

Overall, the contemporary English word *food* is polysemantic. The linguistic research of lexemes of this group demonstrates the usefulness of modern data from linguistic-cultural studies, psycholinguistics etc.

Finally, the following conclusions were drawn: the replenishment of the thematic group «*food*» with lexemes took place most intensively in the XV and XVI centuries; most of the lexemes came from the Romance and Oriental languages.

The historical development of the lexemes of this group is closely connected with the history of the English and stages of the historical development of the language.

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**STRUCTURAL ASPECTS OF THE COMPOUND
TERMS TRANSLATION IN THE TEXT
OF THE SPECIALTY**

The rapid development of technologies in various fields of science and technology contributes to the creation of new terms, which in its turn is rather difficult to translate. The compound terms, a number of components of which can reach 5—6, are especially difficult to translate.

The purpose of our work was to describe the methods of translation of compound terms on the example of the text «Handbook of Operations Research Applications at Railways». This text included a description of the technical systems used on the railway. The peculiarity of any technical text is the presence of a large number of compound terms. It is nearly impossible to find a translation of such terms in the dictionaries, that is actually caused difficulty. In this connection, we have created an algorithm to simplify the process of compound terms translation.

Our research was based on the works of such linguists as I. S. Alexeyeva, V. N. Commissarov, J. I. Recker, R. F. Pronina, G. V. Terekhova, L. C. Barkhudarov etc. These authors have different approaches to the issue of translation of compound terms, as well as to the principle of their classification (by the number of components, by the method of grammatical design, by the nature of component relationships). So after analysis of these works, we have tried to develop an algorithm for compound terms translation in the text of the specialty.

The algorithm is based on a complex approach to the translation of a compound term and includes the following steps: 1. definition of the topic, 2. analysis of the structure of the term, 3. determination of the type of the compound term, 4. analysis of the context and 5. translation.

The scope of this algorithm is texts of the specialty. Using this algorithm shortens the translation time and eases the translation process.

The set task was fulfilled. The practical significance of this theoretical work is explained by the possibility of using the results of research in the work of translators involved in the translation of professional texts.

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INTERTEXTUALITY OF THE NEWS DISCOURSE

Due to the fact that the flow of information circulating in the world has increased, news is the most popular genre. Because of the large amount of information, the media chooses the most relevant news, but their limited number, while the media is quite a lot. This contradiction is solved by mutual references. That is why, the concept of intertextuality becomes significant. The study of intertextuality makes it possible to assess the degree of journalistic independence in terms of text.

We have considered such concepts as discourse and intertextuality and analyzed 100 Russian and English news for the presence of intertextual inclusions. Their purpose is to maximize the objectivity of the transmitted information:

1. European Commission President Jean Claude-Juncker said the EU would not «renegotiate» the deal but there was room for «further clarifications». (Цитата)

2. Скандал в семье футболиста Александра Кержакова (35) продолжается. Недавно стало известно, что Милана Тюльпанова (25) отвоевала право видаться с сыном: суд постановил, что годовалый Артемий должен проживать с матерью. (Аллюзия)

3. The new Scottish study showed that people who regularly do intellectual activities throughout life have higher mental abilities. (Реминисценция)

Journalists tend to use retelling and quotation, as they are more objective in the form of information transfer. Allusion and reminiscence, in our opinion, are more suitable for analytical journalism, in which the author focuses on a more thoughtful reader.

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SIGNS MARKEDNESS IN POLITICAL DISCOURSE BASED ON THE TRANSLATIONAL CONCEPT OF I. E. KLYUKANOV

This article deals with the problem of marked words and how the communicants of two different cultures are able to recognize them. The analysis and distribution of marked words by degree of marking are central subjects of our study. The methods of study are: 1) method of interpretive analysis; 2) comparative analysis of words, word combinations, sentences, abbreviations in terms of political discourse. The basis of our investigation is articles taken from the web-site «Inosmi.ru» from the period of 2018—2019.

The aim of this work is to make an analysis of marked words in the context of political discourse and to understand how these words or word combinations can influence on the representatives of American and Russian cultures. To achieve the goals we have taken a translational concept of I.E. Klyukanov as the guideline. His translational conception consists of chain of relations «sign-object-interpreted sign», where the sign is a word, the object is what sign refers to or points to and interpreted sign is an explanation of the sign.

All marked words can be divided into 3 marking degrees: 1) full equivalence. The concept of the Cold War will be clear to two communicative cultures, because back in the middle of the 20th century, the two main participants of this conflict were the USSR and the USA. 2) incomplete equivalence. The expression «the Baltic nations who were occupied by the Soviet Union» and namely, the verb interpretation occupy may vary because of two opposing views to this situation. Westerns are likely to consider «occupy» as occupation (negative connotation), while in Russia the meaning of the verb will be seen as military intervention in order to overthrow the government (a bit different connotation). 3) nonequivalence. The term Russiagate is not represented in Russian media. It has been created by the USA media, in accordance with the Watergate scandal and the subject situations of these two phenomena are completely different.

Our preliminary conclusion is:

— the understanding of marked words differs among representatives of various linguistic cultures because of the different worldviews;

— markedness of words creates issues for the translator/interpreter at the stage of pre-translational analysis.

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SECTION 7. LANGUAGE, SOCIETY AND PROBLEMS OF INTERCULTURAL COMMUNICATION

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LEARNING ENGLISH BY THE STUDENTS OF RAILWAY TRANSPORT INSTITUTE: THE PROBLEMS OF MOTIVATION

The main problem of learning English in the railway transport Institute is a limited number of hours for its studying and the lack of proper level of students motivation. During the study and the survey of this problem the following factors affecting the interest of students in learning the language were revealed: lack of need for English; lack of abilities for learning English; a low level of motivation; lack of multimedia resources.

There is a need for studying forms the motivation. Cognitive motivation is one of the most effective motives of the learning. The form of cognitive need is an interest. The importance of the positive motivation's forming for studying foreign languages is emphasized by many scientists who propose to improve it by involving students in joint educational and cognitive activities.

In order to present a more complete motivational picture we conducted a survey among students of two Institute's faculties with 485 respondents. The measurement of the motivational sphere of students was carried out on the basis of the questionnaire of motivation's diagnostics of studying a foreign language and its features. On the basis of the obtained results it was concluded that more than a half of the respondents are guided by external motives of educational activity and only a small part of the respondents are dominated by internal motives. Also, we determined the level of internal motivation of educational activity of students and got the following results: 70%-low level, 27%-average level and 3%-high level.

To solve the problem of raising students motivation we offer: increasing the hours for learning English (by the Ministry of Education); helping the students in setting clear goals for learning English (by teachers); building up the emotional atmosphere in the learning process (by teachers); using more audio-visual means in the teaching process (by teachers); participation of the students at the activities of the Institute's language sector: meetings with English speakers, preparing the reports for English conferences, independent studying English with various Internet-resources.

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**LINGUISTIC ASPECTS OF GENDER ASYMMETRY:
TRADITIONAL AND MODERN VALUES**

Under the present circumstances of rapid development of feminist movement and gender studies, linguistic aspects of gender inequality are paid much attention to. Nowadays, feminine and masculine positions are traced not only in the attitudes towards human's actions but also in the language, which has always been 'men-made'. Besides, due to the fact, that for a long time women have been deprived of certain rights and generally underestimated, the majority of languages have become utterly androcentric, judging everything basically from men's point of view.

Taking into consideration the outlined above circumstances, we have established that the aim of this paper is to examine linguistic aspects of gender asymmetry, comparing traditional values and recent developments in this issue. We have assumed that women have always had a lower social status than men and in spite of the fact that the role of the woman is changing, her traditional image is still influential.

Having analyzed as many as 166 paroemias and 22 neologisms containing gender-marked components, which reflect traditional and current attitudes to women, the study revealed that the degree of gender inequality in the culture is directly reflected in the language. As a result, we have specified that the Russian and English languages are similar in the linguistic aspects of gender asymmetry. Each of them reflects gender inequality, women's limitations and constrained opportunities of women. Fortunately, some shifting of traditional woman's image is being currently observed, however, it is far too early to say whether this tendency will linger.

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PECULIARITIES OF TRANSLATING EVERYDAY REALIA-WORDS IN LITERARY TEXTS

Nowadays there exists a natural interest in foreign cultures. One of the ways to understand another culture is literature, where one can spot realia.

The most common type of realia-words is everyday realia-words, because they denote objects and concepts of everyday life, which are always mentioned in literary texts. As usual, the idea of mentioned objects is absent in another culture, or there are no established variants of translation. That is why the problem of realia-words translation is still urgent.

According to the classification of V.S. Vinogradov, the group includes words denoting property, clothing, housing, victuals, activities, currency, measurements, folk dances, musical instruments, holidays, games, events¹.

There are several common ways of translating realia-words: transcription, transliteration, calque, descriptive translation, footnote, adaptation or a translator can omit a realia-word while translating. About 50 examples of realia-words translation were analyzed in the course of research, so let us look at several examples.

A realia-word, denoting a window that opens by sliding horizontally, is mentioned in the novel «Something wicked this way comes» written by Ray Bradbury. The expression was translated as «слишком большое окно» to show the Russian reader that it was cold in the room. This way of translation can be counted as adaptation. Another realia-word from this novel, «cotton candy» was translated as «леденец на палочке». This adaptation variant is unnecessary; the concept of this sweet was more or less known to Russians in the year when the book was translated.

Significant number of everyday realia-words from the novel «The Headless Horseman» were transcribed. For example, the words «hacienda», «serape», «jacalé» were translated as «асиенда», «серапе», «хакале». Adaptation is also commonly used: thus, the word «brazero» was generalized as «жаровня».

Our research shows that realia-words translation is still a topical subject. Also this paper has demonstrated that despite the unique nature of translation process, such ways as adaptation and transcription are prevalent.

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¹ Vinogradov V. S. Vvedeniye v perevodovedeniye (obshchiye i leksicheskiye voprosy). Moscow: Izdatelstvo instituta obshchego srednego obrazovaniya RAO, 2001, pp. 104—107.

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**METHODS OF OVERCOMING THE LINGUISTIC
AND ETHNIC BARRIERS WHEN TRANSLATING
A PROFESSIONAL-ORIENTED TEXT**

In the modern world, professional translation is an integral part of intercultural communicative processes. Therefore, it becomes necessary to study the factors that may affect its quality.

The linguistic and ethnic barriers are a certain obstacles to communication, caused by the fact that speakers of the source language and the speakers of the target language belong to different linguistic and ethnic communities. It should be noted that the factors of the linguistic and ethnic barriers form a certain hierarchy and are associated with differences and discrepancies in the systems of languages, language norms, speech norms and pre-informational knowledge.

According to linguists, each of the mentioned factors of the linguistic and ethnic barriers have their own part as a factor of “anti-communicative” characteristics, which prevents communication between speakers of different languages without an interpreter. To achieve an adequate and equivalent translation, it is necessary to understand and consider the specifics of each factor which can bring a particular damage to communication in the absence of its neutralization.

The research was conducted on the base of a professionally-oriented text from an economics textbook. The article presents a theoretical analysis of the linguistic and ethnic barriers and their factors. In addition, the author performed a frequency analysis to determine the percentage ratio of discrepancies between the listed factors of the linguistic and ethnic barriers in a professionally-oriented text.

The author presented an algorithm, which can be used for overcoming the linguistic and ethnic barriers when translating a professionally-oriented text.

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**THE PROBLEM
OF THE ENGLISH LANGUAGE EXPANSION
IN THE MODERN RUSSIAN LANGUAGE:
CAUSES AND SEQUENCES**

In the epoch of globalization and integration caused by the international and multicultural collaboration in different spheres of human activity forming of multicultural society takes place and it leads to multicultural and language mixture. International scientific, industrial and business contacts, cross-cultural interaction, new technologies explain the importance of borrowings in languages. These borrowings stay, assimilate and become parts of the languages.

Nowadays one can be a witness of the so-called language and cultural expansion of the English language in the Russian language. These borrowings can be found in the spheres of science, business and politics and they are extremely popular among young people.

Fairly speaking, we should say that this process dates back from ancient times and it is quite natural. The process has some positive and negative sequences. As to the positive sequences they are: enlarging the Russian thesaurus, enlarging the Russian world-building and grammar, bringing new notions, terms and cultural peculiarities.

At the same time we should speak about such impact and negative consequences such as replacement of Russian words and notions with English ones, enlarging the Russian Thesaurus with hybrid, barbarisms and slangish words, borrowings replacing with new ones, etc. All these can be considered as the expansion of the English Language in the Russian Language.

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THE FORMATION AND SOURCES OF INTERNET SLANG

Internet slang is a network parlance of Internet users. It has appeared as a result of the need to transmit as much information as possible in a short period of time. English has a huge impact on its development.

There are several ways of English Internet slang's formation:

1. compounding (snail-mail);
2. affixations (hacker);
3. abbreviations (quest (question), Net (the Internet), GMAB — Give Me A Break, 2L8 — Too Late) and acronyms (JAM - Just A Minute);
4. contamination (grungy = dingy + grunt - sloppy (about the program)).

The author conducted a survey to ascertain how popular Internet slang is in the student community, which variants of interpretation of certain English slang's expressions are most common, and which methods of forming slang in English and Russian languages are more preferable.

The results showed that 88% of 50 students use Internet slang. In students' opinions, the best way of English Internet slang's formation is abbreviations with letters and numbers which have similar pronunciation as words (48%). Such a way is more popular in founding the meanings of abbreviations. This can be proved by the example of two abbreviations with several values. Students indicated that the abbreviations CU and CUL mean See You (58%) and See You later (56%). Students think that it is better to borrow the basics from English and form a new word using morphemes to create a Russian slang (44%).

English is the basis of Internet slang, which is really popular in students' community. Internet slang is very important for modern society because it saves time and makes communication easier.

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**MOBILE TECHNOLOGIES
AS A TOOL OF BREAKING DOWN
THE ENGLISH LANGUAGE BARRIER**

Language barrier is often defined as the inability to express one's thoughts in a foreign language correctly and fluently. Many students who learn English in a Russian-speaking environment face this problem. This is what hampered my learning too. Fortunately, I joined a startup team — the online English school «NeoLang» (<http://neolang.online/>), which was set up by qualified teachers who are native speakers. The school's primary concern is the use of new technologies aimed at overcoming the language barrier, as well as the creation of a special environment for progressive and effective learning of English.

The aim of this research is to identify the problems and work out the solutions for breaking down the English language barrier.

After conducting a survey among people of 14-36 years old who are learning English, it was found that almost 70% of them really suffer from a language barrier. There is a problem and we have found a way to solve it.

After analyzing the most popular and effective methods of overcoming the language barrier in the world, we created an English-language environment for continuous practice and communication in English.

Each student of the «NeoLang» online school uses:

1. Instagram, VK (social networks with benefit, we transform dependence into an advantage);

2. WhatsApp chat with a native speaker (for continuous practice and communication among like-minded people);

3. Individual lessons on Skype (new teaching methods at <https://www.ted.com/talks>);

4. Speaking club «SPEAK ENGLISH» run by a native speaker (practice with daily challenges).

According to the survey, our speaking club proves to be the most beneficial for the students of «NeoLang». However, constant immersion in the English-language environment and communication with like-minded people and native speakers is no less effective. We regularly receive positive feedback from our students and we are ready to improve our job performance.

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INDIRECT QUESTIONING TACTICS IN THE SPEECH SITUATION OF THE INTERROGATION OF THE ACCUSED

The speech situation is one of the basic units of speech communication. It requires communicants to comply with certain rules of conversation and determines the form of its expression¹.

Since the questions asked directly can cause unpleasant feelings or desire to embellish the reality, in the speech situation of interrogation they should be asked indirectly. Indirect questions conceal the purpose of the statement or are evaluated as a hidden provocation.

For example, in one of the episodes of the detective series «Bones» agent Booth interrogates the boy Sean, who is suspected of killing his half-brother Charlie. He used indirect questioning tactics which helps to learn about Sean's past:

BOOTH (lifting the hem of his shirt): Shawn, you know what that is?

SHAWN: A scar?

BOOTH: Yeah. Got it when I was playing soldier with my brother Jared.

SHAWN: Did it hurt?

BOOTH: Yeah, it hurt. But it was an accident. You got any scars?

[Shawn rolls up his sleeve show a few small, round marks on his arm.]

SHAWN: My dad did it with a cigarette.

BOOTH: He shouldn't have done that.

From this dialogue we learn that, as a child, he was treated very badly, which means he could easily adopt this model of behavior and behave in a similar way with peers.

Thus, the tactics of indirect questions in the speech situation of the interrogation of a suspect helps to identify additional information and promotes communication from both parties.

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¹ Shtreker N. YU. *Russkij yazyk i kultura rechi* [Russian language and culture of speech]. Moscow: Yuniti-Dana, 2011, 351 p.

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**LANGUAGE STRATEGIES
FOR MODELING AGGRESSIVE IMAGE OF RUSSIA
IN POLITICAL DISCOURSE**

This research takes a closer look at the problem of modeling the image of Russia in a conflicting political discourse. In a general sense, conflict discourse is viewed as a paired behavioral act, which is characterized by a specific interaction of opponents. According to V.A. Maslova, political discourse is a discourse, the main purpose of which is to seize and retain power by all possible means. This discourse also includes both the process and the result of the generation and perception of political texts that were created under the influence of certain extralinguistic factors. Thus, conflict political discourse is a kind of discourse that includes elements of confrontation between two or more opposing parties, the purpose of which is to conquer, preserve and exercise political power. Within this discourse, both one- and two-sided discrimination is possible, which is based on the intention to force the opponent to change their behavior and/or state and to cause damage to their reputation.

To achieve the above goals within the framework of the described discursive practice, the conflicting parties can use different language and speech strategies for modeling the aggressive image of modern Russia. In the framework of this work, strategies are divided into two groups according to the mode of expression — the direct naming strategy and the mediated naming strategy. The analysis of language material allowed us to build a lexico-semantic field (LSF) with a volume of more than 50 units (words and phrases), in which the lexeme *aggressor* takes a central position. This field is easily divided into the near and marginal periphery, which allows us to correlate the direct name strategy with the near part of the LSF, and the marginal part — with the implicit naming strategy. In open, tense conflicts, the aggressive image of Russia is implemented through a direct naming strategy using central lexemes such as *aggressor*, *enemy*, *hostile*, while the indirect naming strategy contributes to the formation of an aggressive opponent in diplomatic conventions. With this strategy, units of the near and far periphery of the LSF are used, as well as stylistic tropes based on comparison (metaphor, metonymy, allusion).

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TRANSLINGUALISM IN THE NAMES OF PUBLIC PLACES

The globalization in a modern world leads to the interactions of cultures and languages and to a rapid increase of migration processes. As a clear example the USA can be observed as it has a long history of flows of migrants that brought their own language and culture with them to a new habitat. Spanish and Chinese migrants in the USA were the most numerous. Thus, beyond any reasonable doubt, it affected lives of the local population and it was reflected in mixing languages. As a clear example, names of public places such as «Fukui 福井 Sushi» can be observed in the USA, where English and Chinese go together to provide a better communication by means of two language systems.

Such a phenomenon is called translanguaging. It is a new linguistic concept that comes from «trans» — beyond and «lingual» — language, which means a study through languages. It can be viewed when several languages are combined together for different purposes. It can be seen in an oral speech and in a written form with a use of two and more language systems. Such systems are connected and they work on one purpose of giving the necessary information. It works when it is not possible to find the best equivalents in a foreign language or when there are none of them at all.

However, we can find examples of translanguaging when it is used only for commercial purposes in such examples as «ОБЛАКА». This name only makes people be interested in the services of this place. It doesn't improve the process of communication, but spoils language resources.

As this term is relatively new for modern linguistics, this study provides a closer look on translanguaging, its examples based on names of public places, its brief history and classifications.

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**ECOLINGUISTIC ANALYSIS
OF RUSSIAN AND ENGLISH
MEDIA DISCOURSE ABOUT LAKE BAIKAL**

One of the modern scientific directions in the field of linguistics is ecolinguistics, which was formed at the junction of social, psychological and philosophical directions in linguistics. In our opinion, the emergence of this scientific direction is mainly due to the natural tendency towards interdisciplinarity of scientific knowledge and to necessity of search and study of possible ways to solve environmental problems.

The main aim of this work is to identify some features of ecological culture of the Russians and Americans by investigating their perception of nature. By ecological culture we understand «knowledge about basic patterns in nature and society, emotional experiences, values and practical attitude to nature, society and reality»¹.

We have chosen ecological media discourse to do an ecolinguistic analysis, namely of — a feature story «Monopolizing the Great Siberian Railroad» by a professor of San Diego State University Daniel L. Dustin, in which he has described his experience of travelling by the Great Siberian Railroad and some articles about Baikal written by Russian travellers.

The general results of the analysis have shown that:

1. for both cultures the process of nature's perception leads to thinking about the unity of nature and a human being and the whole humanity;
2. for a representative of American culture nature means endlessness, serenity; for a representative of Russian culture — quiet and life-giving energy.

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¹ Krivosheeva E. S. Na puti k ehkologicheskomu soznaniyu [On the way to environmental consciousness]. Krasnoyarsk: Vestnik KraGAU, 2010, pp. 177-183 (In Russian)

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THE IMPACT OF A COMMUNICATIVE SITUATION ON THE SPEECH BEHAVIOR OF WOMEN

In modern society, the problem of feminism is acute. Most women assert their rights in various spheres of life. Such a problem also affected linguistics, namely the issues of gender division of a language. But linguists still cannot identify a specific difference in the speech behavior of both sexes. That's why this topic is very relevant. In my work, I would like to touch upon the issue of the influence of the communicative situation on a woman's speech behavior. So, the purpose of my work is to study the verbal behavior of a woman in a certain given communicative situation and to identify elements of the male language model in it.

In the course of the work, studies of national and foreign linguists who deal with this problem have been analyzed. The analysis of linguistic works shows that some gender specifics have been highlighted but in a certain communicative situation, men can speak the female language, and women the male's one. However, the features of genderlect were found. To prove the hypothesis («In specific communicative conditions, elements of the male language may be present in female speech behavior»), we have made a comparative analysis of the speech behavior of a well-known Russian politician, public figure and journalist K.A. Sobchak, taking into account the identified criteria characteristic of male and female speech behavior, during two periods in 2012 and in 2018. The results of the study show that in a specific communicative situation there may be elements of male speech in the speech behavior of a woman-politician, which indicates the possibility of code-switching.

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WORD-PLAY AS THE MAIN MEANS OF CREATING AN ADVERTISING SLOGAN

The goal of the research is to consider the main types of an advertising text, reveal the nature of the verbal type of advertising, in particular the advertising slogan.

Advertising slogan has a very important role: it is known that in most cases people do not read the main advertising text, paying attention only to the slogan. Having studied the language features of the advertising slogan, we came to the conclusion that advertising slogans of different types contain a wide range of means, mainly lexical and stylistic, since the grammatical structures of advertising are simple structures.

Our research is devoted to the problem of studying word-play as an effective means in the creation of an advertising slogan. Most often it is used to give the advertising text a humorous effect, which, of course, has a positive effect on the reputation of the brand and helps to increase the number of sales, which is the key goal of any enterprise, e.g. the advertising slogan of a travel agency «Thomas Cook»: «Don't Just Book it, Thomas Cook it!»

Having studied the basic principles of translating slogans in practice, it is important to note that the main way to translate advertising slogans based on word-play is indirect (indirect). It is accounted for the fact that in advertising it is necessary to transfer images and ideas. Most often it is impossible to convey these images and ideas by the same lexical and stylistic means. Finding equivalents is one of the main tasks of translation.

In conclusion, it is worth noting that most original advertising slogans that we have analyzed do not agree with the Russian reality (the realities of the Russian language), and therefore the consideration of the socio-cultural aspect has led to some lexical transformations in the translation, sometimes with a complete replacement of the original image.

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SCOTS LANGUAGE POLICY

Scotland is a part of the United Kingdom and Northern Ireland. In the course of history Scotland has preserved its own culture, church, literature, traditions, and language. There are three main language forms that are prevalent in Scotland: Scottish English, Scots and Scottish Gaelic.

Our research showed that for quite a long time Scottish English or Scottish Standard English dominated over the other two forms. It can be explained by the fact that after the unification of Scotland with England in 1605 the English language began to supplant the Scottish language. For several centuries after the Acts of Union both Gaelic and Scots suffered from opposition, but since the 1980s and leading to the establishment of the Scottish Parliament in 1999 there have been a number of policies introduced to revitalize both the Gaelic and the Scots languages in Scottish schools. Furthermore, to preserve their own heritage, some politicians try to speak their ancestors' language. For instance, Kate Forbes delivered a speech in Gaelic in debate over whether UNESCO status for the language should be pursued. Andy Hancock analyzing the language education policy in supporting and developing Scotland's diverse languages stressed that what is needed in Scotland today is to shift from a rhetoric of linguistic survival and support Gaelic and Scots education at schools¹. Scots has a rich literary heritage, including the works of Scotland's national poet Robert Burns, who wrote primarily in Scots or Irvin Welsh and James Kelman, who tried to reflect Scottish cultural and language characteristics.

We analyzed Scottish periodicals, TV and radio programmes, numerous blogs and You Tube videos and came to the conclusion that Scots and Gaelic have benefited from an increased degree of public recognition and respect, and are widely appreciated as an intrinsic part of Scotland's history, culture, and identity.

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¹ Hancock A. (2014) Language education policy in multilingual Scotland: opportunities, imbalances and debates' Language Problems and Language Planning. The University of Edinburg. vol. 38, 2, pp. 5—10

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NORTHERN MULTILINGUALISM AS A PLEDGE OF REGIONAL UNITY OF THE PEOPLES OF THE REPUBLIC OF SAKHA (YAKUTIA)

In the Republic of Sakha (Yakutia), two state languages are legally established — Russian and Sakha, as well as five official languages in places of compact residence of the indigenous peoples of the North: Even, Evenki, Yukaghir, Chukotka, Dolgan.

Due to the fact that the threat of losing the native language is increasingly speeding up with multilingualism, it is necessary to take into account the statement of K.D. Ushinsky about the pedagogical benefits of the native language as the basis of instruction and his remark that «as a person masters and masters the native language, it is possible to switch to foreign languages»¹.

The indigenous peoples of the republic except the native language speak Russian, Yakut. In addition to this, children in schools learn foreign languages. When many languages collide, one language can completely supplant two other languages, languages undergo lexical, phonetic, grammatical changes.

As a rule, one of the interacting languages in multilingualism turns out to be closer to them. This is the native language.

So, despite this alignment of the real situation of language functioning, in the socially pedagogical meaning, acts as a condition for mutual understanding peoples, promoting the regional identity of the peoples of the republic.

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¹ Ivanishcheva O. N. Sohranenie i revitalizaciya: k voprosu o sootnoshenii ponyatij yazyk i kultura [Preservation and Revitalization: on the question of the relationship between the concepts of «language» and «culture»]. Humanitarian vector, 2011, 4 (28), pp. 82-85 (In Russian)

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LINGUISTIC METHODS OF MASS MEDIA INFLUENCE ON INDIVIDUALS

With the current rate of the development of mass media in all of its variety of forms, it has become a matter of ultimate necessity to learn how to filter the ever-growing information flux. The way of thinking of the modern individual is predominantly shaped by the types of media they consume. With known methods of influencing the audience, the state, corporations or any third party with access to the mass media are able to leverage public opinion on any subject. These methods have their use in digital marketing and political campaigns, more specifically political propaganda. One of the fields of study that tackles these aspects is called media linguistics. Also they are closely related to sociology and sociolinguistics.

The aim of this research is to single out the mechanisms of mass media influence on individuals and provide examples from print and digital media. The study incorporates linguistic approach¹ to analysis of the language of mass media. The methods used in this research include text analysis and linguistic analysis.

The current study demonstrates that the most common linguistic techniques in the print media include the use of «buzz-words» or labels that create a stigma towards an issue the author is biased against. Labeling is also used in other types of digital media with the same purpose. The use of words with varying degrees of connotation to enhance contrast between the author's opinion and the opposing one to present the latter more negatively. The use of demonstrative pronouns to ostracize groups or individuals, present their opinions, beliefs or agenda as alien, deviant and dangerous.

Our findings offer insights into inner structure of mass media texts and their influence on individuals.

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¹ Montgomery M. (2007) The discourse of broadcast news linguistic approach. Oxford, pp. 21—23

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**THE ENQUIRY-BASED PROBLEM-SOLVING
METHOD OF TEACHING YOUNGER
SCHOOLCHILDREN**

The enquiry-based problem-solving training is a type of training that is based on the use of heuristic methods. This type of training aims to develop heuristic skills in the process of problem-solving situations.

An experiment was conducted on the basis of the UNICITY School of Foreign Languages. The participants represented two groups of five students each, aged 8-9 years. At the first stage, an introductory testing of students was conducted. The result of testing the level of proficiency in English was Elementary and Beginner, which indicates the lack of effectiveness of traditional schooling. Later, during the nine-month period of training, classes were conducted using the enquiry-based problem-solving method of training. On the basis of the scientific methodical complex Get Set Go3, tasks were developed that are aimed at developing the logical thinking of students and the formation of creative skills: enquiry-based tasks and games, communicative and enquiry-based problem-solving tasks, communication-oriented tasks, cognitive enquiry tasks, linguistic enquiry tasks.

After nine months of study, tests were conducted to identify the knowledge they acquired during the course of the experiment. According to the test results, it can be noted that the students of the experimental group more successfully coped with the task, in contrast to the students of the control group.

Accordingly, it can be concluded that the developed enquiry-based problem-solving tasks contribute not only to more successful and efficient work of students in class, but also actively influence the development of logical thinking and the development of students' creative skills, which helps to increase motivation and interest in learning a foreign language.

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НЕМЕЦКИЙ ЯЗЫК

SEKTION 1. AKTUELLE PROBLEME DER GEISTESWISSENSCHAFTEN: THEORIE UND PRAXIS

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INTERNATIONALE BEZIEHUNGEN UND MULTIKULTURELLE KOMMUNIKATION DER STUDENTEN AN DER PÄDAGOGISCHEN UNIVERSITÄT

Unser Leben ist heute von Globalisierung und internationalen Beziehungen auf allen gesellschaftlichen Gebieten geprägt. Die Wirkung der Länder aufeinander ist sehr groß. Je mehr internationale Kontakte man knüpft, desto stärker sind Interaktion, Kooperation und Zusammenhalt. Vor allem soll man die Jugend in Acht nehmen. Denn junge Erwachsene sind unsere Zukunft. Deswegen ist es sehr wichtig zwischen den Studierenden verschiedener Nationalitäten im fachlichen Ausbildungsbereich multikulturelle Kommunikation aufzubauen.

Die Altaiер Staatliche pädagogische Universität leistet eine sehr große und umfangreiche Arbeit, um internationale Beziehungen zwischen den Studenten zu entwickeln. Dabei wird es in zwei Richtungen gearbeitet: sowohl im Inland (an der Universität) als auch im Ausland (Austauschprogramme und Fortbildungen).

Um internationale Kontakte im Ausland zu schließen, gibt es folgende Projekte, an denen die Studenten der pädagogischen Universität aktiv teilnehmen: «Ausbildung in Indien für ein Jahr», «Studentenaustausch mit China für ein Semester», «Studentenaustausch mit Frankreich für ein Jahr», «Stipendium der Konfuzius-Institute» und «Ausbildung in Kasachstan».

An der Uni wird noch viel intensiver gearbeitet, denn die Studenten verschiedener Nationalitäten kommunizieren miteinander täglich im regulären Studienbetrieb. Deswegen sind gegenseitiges Verständnis und Toleranz von besonderer Bedeutung. Dafür ist das Zentrum der internationalen Beziehungen zuständig. Das Ziel des Zentrums ist multikulturelle Kommunikation zwischen den Studenten zu leisten. Um das Ziel zu erreichen werden wöchentlich Veranstaltungen in vier Bereichen organisiert: Sport, Kultur, Wissen, Teamarbeit. Planmäßige Arbeit und gesellschaftliches Engagement der Studenten ermöglichen kulturelle Integration der ausländischen Studenten und Entwicklung multikulturellen Bildungsfeldes, von dem alle Parteien in ihrem Wissen und persönlicher Entwicklung gegenseitig profitieren. Die Bildung macht die Welt im Zeitalter der Globalisierung offen.

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DIE ERHÖHUNG DER WAHLBETEILIGUNG: INITIATIVEN DEUTSCHLANDS

Im Vergleich zu anderen westlichen Industriestaaten verzeichnete Deutschland bei nationalen Abstimmungen über Jahrzehnte eine relativ hohe Wahlbeteiligung. Die Landtagswahl in Bayern im Oktober 2018 hatte die höchste Wahlbeteiligung seit 1982 — 72,3%. Immer mehr aber sprechen Politiker über die Wahlenthaltung der Bürger. Am stärksten gesunken sind seit den 1990er Jahren die Beteiligungszahlen bei Wahlen auf kommunaler Ebene. In diesem Zusammenhang ist es ratsam, die Initiativen über die Erhöhung der Wahlbeteiligung in Deutschland zu erörtern.

Deutschland hat ein relativ beteiligungsfreundliches Wahlsystem. Eines der besten Instrumente der Wählermobilisierung ist die Briefwahl. Die Briefwahl ist eine Wahl unabhängig von Ort und Zeit der Urnenwahl. Dabei wird der Stimmzettel vom Wähler in einem verschlossenen Umschlag per Post an die Wahlämter versandt oder dort direkt abgegeben.

Zu den Vorschlägen zur Steigerung der Wahlbeteiligung aus dem politischen Raum gehört das E-Voting bei Parlamentswahlen, damit die Bürger auch per Internet stimmen können. Bei der Bundestagswahl 2005 wurden erstmals Wahlcomputer eingesetzt, über die etwa zwei Millionen Menschen ihre Stimme abgaben.

Das Stellvertreterwahlrecht, bei dem die Stimmen von Personen auf einen Stellvertreter übertragen werden können, ist eine widersprüchliche Initiative, weil das Bundeswahlgesetz explizit vorsieht, dass das Wahlrecht zum Deutschen Bundestag nur persönlich ausgeübt werden kann.

Politiker verschiedener Parteien sprechen sich immer wieder dafür aus, die Altersgrenze auf 16 Jahre zu senken, weil die Jugendlichen sich immer stärker politisch engagieren. Heutzutage gibt es zwei Projekte "Unter 18" und die Juniorwahl mit der Idee, dass die Jugendlichen lernen können, Politik zu verstehen, Parteien und ihre Programme zu vergleichen und die Aussagen der Politiker zu hinterfragen.

Zusammenfassend lässt sich sagen, dass die Erhöhung der Wahlbeteiligung ein Schwerpunkt in dem heutigen Diskurs bleibt. Dank der koordinierten Zusammenarbeit von Regierung und Experten können viele obengenannte Initiativen vollständig verwirklicht werden.

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GLOBALISIERUNG DER INTERNATIONALEN BEZIEHUNGEN

Unsere Welt wird immer vernetzter. Die Globalisierung verändert weltweit wie die Menschen leben, konsumieren und arbeiten.

Der Begriff «Globalisierung» bezeichnet wirtschaftliche, ökologische, gesellschaftliche und politische Fragen, die zwischen mehreren Ländern, Staaten und Regionen behandelt werden.

Die Globalisierung hat große Auswirkungen auf Handel und Wirtschaft, Kultur, Gesellschaft, Politik, Umweltschutz und damit auch auf vielfältigste Weise direkt und indirekt auf das Leben der Menschen rund um den Globus¹.

Beispiele für eine wirtschaftliche und politische Zusammenarbeit mehrerer oder aller Länder der Erde sind die Europäische Union, der Wirtschaftsraum OECD oder die Vereinten Nationen.

Nachteile der Globalisierung sind: Ausfallrisiko von Auslandsforderungen, Exportabhängigkeit dortiger Konjunktur (anfällig für Weltmarktschwankungen), Verschuldung des Auslands (Schwächung dortiger Konjunktur, Gefährdung von Märkten und anderes)². Vorteile der Globalisierung sind: Arbeitsplätze, Steuereinnahmen, machtpolitische Stärkung, Sozialversicherungen/-beiträge, Auslandsinvestitionen als Vorsorge gegen den demographischen Wandel.

In der Zukunft werden die Staaten und deren Gesellschaft mit neuen Herausforderungen und Chancen durch die Globalisierung konfrontiert. Die Globalisierung hat die Gesellschaft von allen Staaten auf dem Globus stark verändert und bietet diesen viele Chancen, aber auch Risiken.

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¹ Wirtschaft und ihre Folgen: Was ist Globalisierung? // URL: www.magazin.sofatutor.com (Zugangsdatum: 09.03.2019).

² Internationale Beziehungen und Globalisierung — Die Globalisierung und ihre Folgen I // URL: www.abitur-wissen.org (Zugangsdatum: 09.03.2019).

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MOTIVIERTE FACHWÖRTER

Das Problem der Terminologienormung hat eine große Bedeutung in der Fachkommunikation. Der Maschinenbau ist eine der wichtigsten Säulen der Industrie eines Landes. Die Aufgabe des vorliegenden Artikels besteht in der Bestimmung der Unterschiede hinsichtlich der motivierten Fachwörter im Bereich Maschinenbau in der deutschen und russischen Sprache.

Im deutschsprachigen Fachbereich Maschinenbau und zwar, Pumpen, werden die Fachwörter laut DIN 24295 und im Russischen gemäß GOST 17398-72 verwendet. Dank diesen Dokumenten und anhand der Analyse eines Fachtextes¹ wurde die Liste der Fachbegriffe (34 Lexeme) zusammengestellt. Soviel es festgestellt wurde, haben die erforschten Begriffe sowohl ähnliche, als auch unterschiedliche Motivationsgründe der Benennung.

Anhand der quantitativen und qualitativen Analyse wurde herausgefunden, dass die Mehrheit der Begriffe (53%) nur teilweise übereinstimmen. Aber besonders interessant sind die Fachwörter, die keine Ähnlichkeit vom Standpunkt der Motiviertheit (29%) haben. Als Beispiel dazu dient das Fachwort «Saugdeckel», das im Deutschen von der Position des Prozesses und im Russischen des Einbauortes genannt wird. Der Unterschied kann auch aufgrund der Breite des Bedeutungsumfangs entstehen, z.B. «Steuerplatte» im Deutschen entspricht im Russischen der Bedeutung «eine Platte zur Verteilung». Der dritte Grund, der von uns festgestellt wurde, kann man durch die Fachwörter «Einfachpumpen, Doppelpumpen und Dreifachpumpen» präsentieren. Diese Fachwörter werden auf der Grundlage der Gestaltung und im Russischen aufgrund der Funktionsweise bestimmt.

Wir können also die Schlussfolgerung ziehen, dass zu den bedeutendsten Gründen der Motiviertheit der Fachwörter im Bereich Maschinenbau die Unterschiede im fachlichen Weltbild gehören. Bei der Übersetzung müssen diese Nichtübereinstimmungen beachtet werden.

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¹ Handbuch. Hydraulikpumpen. Paul Wiegand GmbH. — Ebersburg-Schmalnau, 2017. — 65 S.

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**VERBALES VERHALTEN
VON KOMMUNIKATIONSTEILNEHMERN
IN DEN DEUTSCHSPRACHIGEN TALKSHOWS**

Heutzutage wird Mediendiskurs immer mehr untersucht, weil seine Auswirkung auf die öffentliche Meinung steigt. Aber die komplexe Forschung des verbalen Verhaltens hauptsächlich in den deutschsprachigen Talkshows ist noch nicht realisiert, deswegen ist das Ziel meiner wissenschaftlichen Arbeit, die Spezifik des Verhaltens der Kommunikationsteilnehmer in den politischen Talkshows aufzuzeigen.

In den politischen Talkshows sind drei Hauptakteure zu unterscheiden: Moderator, Experten und Studio- und Fernsehzuschauer, die sich durch das deutlich aufgebaute Netz der Strategien kennzeichnen. Die verbreitetste Strategie des Moderators ist Protektionsstrategie, nach der die Experten eher positiv dargestellt werden und sich frei äußern können. Provokations- und Disqualifizierungsstrategien können den Ruf des Teilnehmers beeinträchtigen und kommen nicht selten sowohl vom Moderator als auch von den Experten zum Einsatz.

Darüber hinaus besteht die Spezifik der politischen Talkshows darin, dass alle Kommunikationsteilnehmer gleichwertig sind. Während in den unterhaltsamen Talkshows bestimmte Gäste im Vordergrund stehen, die besonders relevant für eine interessante Besprechung sind, ist das verbale Verhalten jedes Teilnehmers in den politischen Talkshows für die Entwicklung der Diskussion gleich wichtig.

Der Moderator und die Experten verwenden oft Fachbegriffe und Abkürzungen. Wenn sie keine Erklärung geben, verringert sich die Anzahl der Zuschauer, die es vermögen, der Diskussion von Anfang an bis zum Ende zu folgen. So ist das Publikum mit einem höheren Bildungsniveau im Vorteil.

Noch zu erwähnen wäre, dass die politischen Talkshows als eine multifunktionale Erscheinung der zwischenmenschlichen und Massenkommunikation auftreten. Die Kommunikation im Studio gleicht sich der alltäglichen Kommunikation an, weil die Fernsehinteraktion die Wirklichkeit widerspiegelt.

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DIE ROLLE DER DIGITALEN DIPLOMATIE IN MODERNEN POLITISCHEN PROZESSEN

Zurzeit gibt es keine Bereiche in unserem Leben, die von der Digitalisierung noch nicht betroffen sind. Die Diplomatie ist dabei keine Ausnahme.

Bisher galt Diplomatie als Kunst des bedachten Verhandeln und Vermitteln. Aber im 21. Jahrhundert soll sie sich auch an die gesellschaftlichen Veränderungen anpassen, die sich nun überwiegend online abspielen. Die Länder, Regierungen, Nichtregierungsorganisationen und andere Akteure machen böse Witze in Twitter, schicken Snapchats und schaffen eigene Emojis. «eDiplomacy» eröffnet mehr Möglichkeiten für Transparenz und Dialog, verursacht aber neue Herausforderungen und Risiken für Staaten.

Alle versuchen aus dem Potenzial von sozialen Medien Nutzen für ihre Zwecke zu ziehen. Für Außenministerien und Diplomaten bedeutet die Anwesenheit in sozialen Netzwerken die Erhöhung eigener Sichtbarkeit und Wichtigkeit für die Bürger. Die Öffentlichkeit strebt ihrerseits über soziale Medien oder andere Plattformen auch nach Einfluss auf die Diplomatie.

Hier entsteht die Frage, ob es mehr Kommunikation und Interaktion mit Hilfe der digitalen Diplomatie geschaffen wird. Obwohl jetzt jedermann dem Regierungsbeauftragten seine Meinung tweeten kann, ist es schwer zu sagen, ob dies politische Auswirkungen hat¹.

Zusammenfassend sei es gesagt, dass die eDiplomacy sowohl im außenpolitischen als auch im nationalen Aspekt eine bedeutende Rolle spielt. Ins Leben werden Online-Plattformen gerufen, in denen man beispielsweise den Dialog mit den ausländischen Bürgern führt. Doch können Staaten auch das undemokratische Potenzial der neuen Medien nutzen, um Propaganda und Falschinformationen zu verbreiten, Meinungen zu unterdrücken oder die Oppositionen im Ausland zu unterstützen.

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¹Digitale Diplomatie: Außenpolitik im Wandel — URL: <https://politik-digital.de/news/digitale-diplomatie-aussenpolitik-im-wandel-149718/>

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DAS KONZEPT DER SCHULD IM POLITISCHEN MEDIENDISKURS DEUTSCHLANDS

Die Schuld wird nicht nur als psychisches Phänomen angesehen, sondern auch als ein bedeutendes Konzept in der Kultur und Gesellschaft, dem Standards und moralische Werte zugeschrieben sind. Vor allem ist das Konzept SCHULD im deutschen Sprachbewusstsein mit historischer Verantwortung und kollektiver Schuld verbunden, die seit dem Zweiten Weltkrieg und dem NS-Regime ihre Ursprünge nimmt. Dies wird durch interdisziplinäre Studien auf dem Gebiet «Schulddiskurs»¹ in der Geschichte, Kulturwissenschaft und Linguistik bestätigt.

Aktuelle Studien auf der Grundlage des Korpus der publizistischen Texte belegen Veränderung in der Wahrnehmung und der Auffassung von SCHULD, insbesondere im Mediendiskurs. Erstens wird persönliche Schuld durch die kollektive Verantwortung ersetzt, d.h. die Verantwortung wird auf mehrere Menschen übertragen. Zweitens gibt es eine Verschiebung der gesellschaftlichen Bereiche, in denen Schuld thematisiert wird (laut Statistik der häufigen Wortverwendung in dem Nachrichtenportal «Spiegel-Online» für den Zeitraum 2000-2019): Naturkatastrophen, Finanzkrise, Wehrmacht und Krise, Kriminalität usw. Und drittens zeigt die von uns durchgeführte Studie auch einen Trend zum Ersatz des Lexems «Schuld» durch weniger expressive Euphemismen und neutrale Ausdrücke: Verantwortungsbewusstsein, Pflichtbewusstsein, Fahrlässigkeit usw., was für den politischen Diskurs typisch ist. Da der Mediendiskurs eine Schlüsselrolle bei der Meinungsbildung spielt, scheint die linguistische Untersuchung solcher Prozesse in einem breiten kulturellen und politischen Kontext relevant und bedeutsam zu sein.

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¹ Schulddiskurs-Wörterbuch. // URL: <https://www.owid.de/wb/disk45/einleitung.html> (Zugangsdatum: 09.03.2019).

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DIE ROLLE DEUTSCHLANDS IN DER GLOBALISIERUNG

Die Globalisierung ist der Vorgang einer wachsenden internationalen Verkettung verschiedener Staaten, die zur Entstehung von übernationalen Ebenen führt. Dieser Prozess geht auf das Ende des 19. Jahrhunderts zurück und stellt damit nichts Neues dar. Die Triebkraft, das Volumen und die Geschwindigkeit veränderten sich jedoch. Die Globalisierung übt Einfluss auf die täglichen politischen und gesellschaftlichen Entscheidungen der Länder aus, trägt zur Lösung von schwierigen Verwaltungsfragen bei, öffnet neue Möglichkeiten, begrenzt dennoch den Spielraum.

Heute verwischt sich die Grenze zwischen der Innen- und Außenpolitik. Es werden Verbindungen zwischen staatlichen und nichtstaatlichen Parteien hergestellt. Durch den Abbau von Grenzen erhöhte sich die Mobilität um ein Vielfaches.

Anfang der 1970er Jahre war die Schmidt-Genscher Regierung auf der Suche nach dem Krisenausweg. Deutschland war sich dessen bewusst geworden, dass es nicht im Stande war selbstständig zu handeln und somit eine globale Politik zu verfolgen. Deutschland schlug den Integrationskurs in Europa und der UNO ein. Zum Prinzip der deutschen Außenpolitik wurde die maximale Beteiligung in den multilateralen Beziehungen, der Verzicht auf das selbstständige Handeln.

Dadurch wurde die BRD zu einer der bedeutendsten Industrienationen der Welt. Früher stellte Deutschland die eigene Kraftgröße in den Vordergrund. Jetzt wird das Land von dem umfangreichen Progress der Globalisierung nach vorne getrieben, welchen die anderen Länder sehr hoch zu schätzen haben. Die Veranschaulichung einer solchen Solidarität bildet die Grundlage für die sichere Entwicklung Deutschlands und die erfolgreiche Eingliederung in die globalen Strukturen.

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LEXIKALISCHE ÜBERSETZUNGSSCHWIERIGKEITEN DER HISTORISCHEN TEXTE

Die vorliegende Arbeit beschäftigt sich mit den Schwierigkeiten bei der Übersetzung der geschichtsbezogenen Texte. Die Analyse von den lexikalischen Besonderheiten ist dabei ein zentrales Thema. Die verwendeten Methoden sind kontrastive Analyse und die Übersetzungsanalyse. Unsere Untersuchung ist anhand des Textes von Fellner Fritz¹ über den Aufbau des österreichischen Kriegsgefangenenlagers für Russen während des Ersten Weltkriegs durchgeführt worden.

Das Ziel der Übersetzung von den historischen Texten ist die adäquate Vermittlung von dem Sinn. Dabei bereiten die lexikalischen Mittel, die an die Geschichte angebunden sind, für den Übersetzer einige Schwierigkeiten. Der zu analysierende Text ist durch hohe Frequenz folgender Lexik gekennzeichnet:

1. institutionelle Lexik (*Bezirkshauptmannschaft, Bezirkskommission, Stadtgemeindevorstellung*);
2. Militärlexik (*Exerzierfeld*);
3. historische Realien (*Marianum*);
4. Abkürzungen (*k. u. k.*);
5. geografische Namen sowohl die Anthroponyme als auch die kontrastiven Toponyme (*Adolf Raffasseder, Josef Hauptvogel; Budweis, aus dem böhmischen Raum, aus der Böhmer Vorstadt*);
6. feste Redewendungen (im besten Mannesalter, ein Bild vom Feind machen).

Zu den Übersetzungsverfahren können wir die Lehnübersetzung (eine Glied-für-Glied-Wiedergabe); Analogiebildungen (die Wahl der Lexeme mit der ähnlichen Bedeutung oder Funktion) und auch die kommentierende Übersetzung (eine Erklärung der kulturspezifischen Bedeutungen) zählen.

Zusammenfassend können wir feststellen, dass man bei der Übersetzung der geschichtsbezogenen Texte zusätzliche Hintergrundinformationen braucht, um die semantische Qualität zu berücksichtigen.

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¹ Fellner Fritz. Die Stadt in der Stadt. Das Kriegsgefangenenlager in Freistadt 1914—1918 // *Öberösterreichische Heimatblätter*. 1989. Heft 1. S. 3—32.

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WIEDERGABE VON REALIENBEZEICHNUNGEN IN FREMDKULTURELLEN TEXTEN (AM BEISPIEL DER MOSKAUER DEUTSCHEN ZEITUNG)

Der Übersetzer wird häufig mit dem Problem der Übersetzung von den Realienwörtern konfrontiert. Realien sind besonders schwer zu übersetzen, da sie Begriffe darstellen, die anderen Kulturen nicht vertraut sind. Darüber hinaus spielen die Realien im Prozess der interkulturellen Kommunikation eine große Rolle.

Die Realien sind Objekte oder Phänomene materieller Kultur, ethnonationaler Merkmale, Sitten, Rituale sowie historischer Tatsachen oder Prozesse, die in anderen Sprachen keine Entsprechungen haben.

Dem Korpus unserer Forschung liegen primär die Texte der Moskauer Deutschen Zeitung (MDZ) der Jahre 2018-2019 zu Grunde, in denen die Realienbezeichnungen aus der russischen Kultur vorkommen. Untersucht wurden die Texte aus der Rubrik «Gesellschaft».

Wie die Ergebnisse zeigen, gehört die größte Gruppe der Realienwörter dem thematischen Bereich «Lebensweise» (z.B. Subbotnik, Datscha, Pirogen, Bliny, Samovar, Tschelnoki usw.). Aber es kommen auch die Realien aus solchen Bereichen wie «Kultur und Kunst», «Gesellschaftspolitik» und «territoriale Einheiten».

Eine der wichtigsten Aufgaben der MDZ ist, das Interesse der Leser zur russischen Kultur zu wecken. Daher ist es wichtig, ein richtiges Bild bei der Leserschaft, die mit dieser Kultur nicht vertraut ist, zu schaffen.

Am besten erreicht man das mit Hilfe solcher Übersetzungsverfahren wie Umschreibung und Analogieverwendung. Zum Beispiel:

Sogenannte Tschelnoki, einfache Kleinhändler mit großen Taschen, pendelten regelmäßig in diese Länder, um die vor Ort billig erstandene Marktware in Russland weiterzuverkaufen. (MDZ, 23.02.2019)

Die Wahl einer bestimmten Technik für die Übersetzung der Realien hängt direkt von der Aufgabe des Zieltextes ab. Der Übersetzer muss die kulturellen Besonderheiten einer Spracheinheit mit möglichen Schäden an der Semantik bewahren oder die Bedeutung der Realien richtig vermitteln.

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DIE MACHT DER WORTE

Die Macht der Worte ist gewaltig. Worte sind so stark, dass es nicht viele von ihnen braucht, um tiefes Glück oder Traurigkeit in jemandem her vorzurufen. Worte können wohltun oder weh tun. Das richtige Wort im richtigen Moment kann unsere Sicht auf die Welt verändern.

Politik hat eine ganz eigene Fachsprache. Barack Obama war als Prä sident ein herausragender Redner. Obama kannte die Macht der Sprache. Er verwendete eine geschliffene, einfache Sprache, die vereinen und mit-reißen konnte. Obamas tiefe Stimme weckte Vertrauen. Er sprach langsam, betont und tendierte auch zu langen Pausen¹.

Im Unterschied dazu wechselt die Rede Donald Trumps zwischen Pha-sen hoher Emotionalität oder hoher Abstraktion ohne Pausen. Er verwendet im Durchschnitt die Grammatik und Sprache eines Viertklässlers. Er ist schon auf seine Weise ein charmanter Typ, der auch mal gute Witze macht. Trump mag ein grober und vielleicht auch ein gefährlicher Gesprächs-partner sein².

Der russische Präsident Putinkann sich in Russisch und in anderen Sprachen behaupten. Er ist sehr gebildet und intelligent. Seine Intelligenz und Härte kann er hervorragend durch seine zurückhaltende, ruhige und ab-wartende Art tarnen. Wie ein Tiger, der auf seine Beute und seine Chance wartet

Ob wir wollen oder nicht, Worte sind die gebräuchlichste Art der menschlichen Kommunikation. Die Verantwortung, freudvoll mit der Kraft der Worte umzugehen, liegt bei uns. Wir bestimmen, ob wir sie benutzen, um zu erschaffen, zu konstruieren, zu unterstützen und zu teilen oder ob wir sie auf zerstörerische Weise und zum Angriff einsetzen.

Es ist eine Schande, dass der Reichtum unserer Sprache oft dazu be-nutzt wird, um zu beleidigen, zu lügen, zu diskriminieren oder zu verfäl-schen. Kein Wort auf unserer Erde verdient es, auf diese Weise genutzt zu werden.

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¹ Obamas Reden: Politik als Storytelling. // URL: <https://www.deutschland-funk.de>. (Zugangsdatum: 24.03.2019) [in Deutsch].

² Sprache-Worte-Wahrnehmung. // URL: <https://www.zeit.de>. (Zugangsdatum: 24.03.2019) [in Deutsch].

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EUROPAWAHL 2019: WER WIRD TRIUMPHIEREN?

Lähmende Verhandlungen rund um den Brexit, Handelsstreit mit den USA, Migrationspolitik, zunehmende rechtspopulistische Strömungen in Europa und Auseinandersetzungen mit Polen, Ungarn und Rumänien stellten die Europäische Union vor große Herausforderungen, die über die Zukunft der Union entscheiden¹.

Die Wahlen zum europäischen Parlament 2019 ziehen immer mehr Aufmerksamkeit auf sich, denn diese Schicksalswahl kann das Gesicht Europas ändern.

In meinem Vortrag möchte ich ausführlicher auf die Prognosen für die Europawahl 2019 eingehen, die schwer zu treffen sind.

Seit der Bildung des Europäischen Parlaments bilden die Europäische Volkspartei und die Sozialdemokraten die Mehrheit und führen den Vorsitz im Parlament. Ihr Ziel war und bleibt, gesamteuropäische Werte wie Freiheit, Demokratie, Rechtsstaatlichkeit und soziale Gerechtigkeit zu schützen. Aber heutzutage haben die rechtspopulistischen Parteien großen Zulauf in vielen Ländern und hier entsteht die Gefahr, dass die Zahl der rechtsradikalen und populistischen Abgeordneten zunimmt, was seinerseits gravierende Folgen für die EU haben könnte, denn sie streben nach einem politischen Umsturz in Europa.

Zusammenfassend sei es gesagt, dass die bevorstehenden Wahlen zum Europäischen Parlament ein großer Kampf zwischen der EU-Mitte und der Rechten und ein Härtestest für Europa ist. Aber das Hauptziel besteht darin, politische, wirtschaftliche, gesellschaftliche Situation auf dem Kontinent zu stabilisieren und die Demokratie in die europäische Politik zurückzubringen.

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¹2019 wird für die EU nicht leicht. // URL: <https://www.dw.com/de/2019-wird-für-die-eu-nicht-leicht/a-46808085>. (Zugangsdatum: 24.03.2019) [in Deutsch].

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

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ABFALLWIRTSCHAFT IN RUSSLAND: AKTUELLER STAND UND PERSPEKTIVEN

Heutzutage diskutiert man viel über globale Probleme wie Überbevölkerung, Klimawandel, moralische Dekadenz der Gesellschaft usw. Und nicht viele machen sich Gedanken über ein alltägliches aber wichtiges Thema wie... «Müll». Dabei ist das Müll-Problem in Russland so aktuell wie nie zuvor.

Jährlich produziert ein Einwohner Russlands bis 500 Kilogramm Müll. Allein im Jahre 2017 wurden in unserem Land 48 Millionen Tonnen Haushaltsabfälle erzeugt. Dazu kommt der Industrieabfall. Laut der Statistik werden in Russland nur 4-6 Prozent Abfälle wiederverwertet. Der Rest landet unverwertet auf Deponien, die schon überfüllt sind. Das verursacht die Zerstörung der Umwelt und schadet der Gesundheit der Leute.

Um dieses komplizierte ökologische Problem zu lösen, werden in Russland in den letzten Jahren konkrete Maßnahmen ergriffen. Das Jahr 2017 wurde in Russland zum «Jahr der Ökologie» ausgerufen. In diesem Zusammenhang hat die Staatsduma die Novellierung des föderalen Gesetzes N 89-FS «Über Produktions — und Siedlungsabfälle» verabschiedet. Es geht um die Modernisierung der Abfallwirtschaft Russlands. Das Gesetz tritt vollständig 2019 in Kraft. Die getrennte Müllsammlung und Recycling sollen Vorrang vor der Deponierung haben.

Bei der Durchführung dieser Reform können erfolgreiche Erfahrungen und moderne Technologien Deutschlands in der Abfall — und Kreislaufwirtschaft sehr nützlich sein. Deutschland ist in Abfallvermeidung, Mülltrennung und Recycling ein Weltmeister und kann anderen Staaten ein Beispiel geben. Außerdem sind die deutschen Bürger umweltbewusst und sind für den Sinn der Abfalltrennung und des Recyclings sensibilisiert.

In der Verfassung der RF ist die Pflicht der Bürger zum Schutz und zur Erhaltung der natürlichen Umwelt verankert. In Russland ist es derzeit

eine der wichtigsten Aufgaben, die Bürger zu mehr ökologischem Bewusstsein zu motivieren und sie in den Aufbauprozess einer modernen Abfallwirtschaft einzubinden. Dabei stellen die Jugendlichen eine besondere soziale Gruppe dar, von der die Zukunft unseres Planeten abhängt.

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NACHHALTIG LEBEN

«Nachhaltig leben» ist eines der Prinzipien des Lebens, das fast jeder Deutsche wählt. Ein Vernünftiger Mensch versteht, dass Konsumverhalten, Mobilität, Ernährung, Bau und Betrieb sich auf Klima und Umwelt, Landschaft und Natur auswirken. In erster Linie bedeutet Nachhaltigkeit eine Sorge um die Natur und sich selbst in allen Erscheinungsformen wie z.B. Vegetarismus, Recycling der Kunststoffe und des Papiers, Nutzung der Solarbatterien und der Windmühlen, Fahrrad statt Auto usw. Für die Nachhaltigkeit reicht das nicht. 1992 fand die erste UN-Konferenz für Umwelt und Entwicklung in Rio de Janeiro statt, wo die Agenda 21 beschlossen wurde. In diesem Programm geht es um die Entfaltung der Erde von Standpunkt der Nachhaltigkeit. Dieses Dokument präsümiert, dass globaler Weltenschutz erst dann möglich ist, wenn die Politik zugleich ökonomische und soziale Aspekte beachtet. 1997 hat die EU die Notwendigkeit solcher Politik bestätigt und hat drei Säulen der Nachhaltigkeit in ihrem Vertrag von Amsterdam formuliert. «Drei-Säulen-Modell» besteht aus Ökologie, Ökonomie und Soziologie. Ökologische Säule umfasst sowohl weit verbreiteten Klimaschutz, als auch den Ressourcenschutz. Alle Lebensmittel sollen unschädlich für Umwelt sein. Die Hauptrolle in der Ökonomie spielt die Privatwirtschaft. Der Privatsektor soll danach streben, erstens umweltverträgliche Produkte zu produzieren, zweitens verantwortungsbewusste Unternehmerschaft zu organisieren. Die dritte Säule umfasst soziale Ziele. Agenda 21 stellt in den Vordergrund den Kampf gegen die Armut. Für die Bekämpfung der Armut müssen alle Länder sich vereinigen, weil das eine gemeinsame Verantwortung ist. Meiner Meinung nach ist «Nachhaltig leben» für Russland inaktuell. In der Gesellschaft herrscht die Meinung, dass die Natur etwas Unbedeutendes ist. Entweder soll der Staat die ökologische Kultur der Bürger entwickeln, oder soll der mehr Möglichkeiten für die Realisierung der Initiative in diesem Bereich bieten. «Nachhaltig leben» ist von großer Wichtigkeit nicht nur für unsere Generation, sondern auch für die Nachwelt.

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BÜRGERNAHE SELBSTVERWALTUNG IN GEMEINDEN BAYERNS

Das Recht auf kommunale Selbstverwaltung ist im Grundgesetz der Bundesrepublik Deutschland verankert. Weiter ist dieses Recht auf Landesebene verfassungsmäßig abgesichert. In Bayern ist die kommunale Selbstverwaltung in drei Ebenen gegliedert: die Gemeinden, die Landkreise und die Bezirke. In dieser Arbeit werden nur die Gemeinden untersucht.

Es ist wichtig, wenn die Bürger Initiativen ergreifen und politische Verantwortung übernehmen. Andererseits wird als bürgernah eine Verwaltung bezeichnet, die sich an den Bedürfnissen und Problemen der Bürger orientiert. Nach der Forschung von zahlreichen Gesetzen, Ordnungen und bürgerlichen Rechten habe ich die wichtigsten Möglichkeiten für das bürgerliche Engagement herausgefunden.

Bürgerbeteiligung durch Wahlen: Ein Bürger oder eine Bürgerin darf an Wahlen auf allen politischen Ebenen aktiv und passiv teilnehmen.

Bürgerversammlung: Mindestens einmal jährlich beruft der erste Bürgermeister eine Bürgerversammlung¹.

Bürgerbegehren: Die Gemeindebürger können über Angelegenheiten des eigenen Wirkungskreises der Gemeinde einen Bürgerentscheid beantragen.

Bürgerantrag: Die Gemeindebürger beantragen, dass das zuständige Gemeindeorgan eine gemeindliche Angelegenheit in einer Sitzung behandelt.

Die direkte Demokratie wird auch in anderen inoffiziellen Formen ausgeübt: die Beteiligung an öffentlicher Planung, die ehrenamtliche Tätigkeit, das Petitionsrecht, die Meinungs- oder Einwohnerbefragung usw.

Alle diese Maßnahmen haben das Ziel, die Verwaltung bürgernäher zu machen und die Bürger in politische Entscheidungsprozesse einzubeziehen. Ich bin der Meinung, dass wir erfolgreiche Erfahrungen aus dem Ausland analysieren und unter Berücksichtigung nationaler und örtlicher Besonderheiten aktiv anwenden sollten.

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¹ BayernPortal: Bürgerversammlung; Einberufung // URL: <http://www.freistaat.bayern/dokumente/leistung/26886134594>. (Zugangsdatum: 24.03.2019) [in Deutsch].

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RECHTLICHE REGULIERUNG DER KRYPTOWÄHRUNG IN DER EUROPÄISCHEN UNION

In den meisten Ländern der Welt steht die Frage der staatlichen Kontrolle des Kryptowährungsmarktes auf der Tagesordnung. Viele haben sich jedoch noch nicht für den Status der virtuellen Zahlungsmittel entschieden. In einigen Ländern bemühen die Regierung sich, beide Richtungen zu kombinieren, indem sie eine Regulierungspolitik aufstellt und die Verwendung von Kryptowährungen teilweise legalisiert.

Die Kryptowährungsregulierung in der Europäischen Union befindet sich noch in einem frühen Stadium. Die EU arbeitet an allgemeinen Grundsätzen für die Krypto-Regulierung für alle Staaten der Zusammensetzung, aber die einzelnen Mitgliedstaaten wenden bereits unterschiedliche Ansätze an. Ihre Aufsichtsbehörden entwickeln ihre Kontrollpraktiken in Übereinstimmung mit den lokalen Rechtstraditionen und der Wirtschaftslage. Die Europäische Union unternimmt alle Anstrengungen, um bei Innovationen im Bereich Blockchain führend zu sein. Mehrere Mitgliedsländer wie Deutschland, Slowenien, die Schweiz und Estland konkurrieren darum, Investoren für die Region zu gewinnen. Sie schaffen ein optimales regulatorisches Umfeld und unterstützen lokale Entwickler.

Es bleibt unklar, ob die EU in dieser Frage einen Konsens zwischen den einzelnen Staaten erzielen wird und ob sie auf internationaler Ebene zu Blockchain-Innovationen führen wird.

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DEUTSCHLAND VS MIGRANTEN: ENDE DER DEUTSCHEN TOLERANZ

Die Zahl der Migranten auf der ganzen Welt erreichte mehr als 258 Millionen Menschen. Deutschland ist eines der beliebtesten Länder für Migranten. Hier leben etwa 7,4 Mio. Die neue Europäische Migrationskrise entstand im Herbst 2015 aufgrund der mehrfachen Zunahme des Flüchtlingsflusses und illegaler Migranten in die Europäische Union (EU) aus Nordafrika, dem Nahen Osten und Südasiens und der Unfähigkeit der EU, sie zu empfangen.

Die Einstellung zu Migranten von Ortsansässigen ist verschieden. In Deutschland gibt es eine Reihe von Freiwilligen Bewegungen, um Ausländer zu unterstützen: «Rotes Kreuz», «Südafrika | Kapstadt», «Caritas Internationalis» usw.

Jedoch erleben die meisten Deutschen immer noch Abneigung gegen Ausländer. Migranten schaffen Chaos und werden Teilnehmer von Verbrechen im Bereich Raub, Betrug, Mord und Vergewaltigung. Die wichtigsten Opfer sind Frauen und Mädchen. Die lautesten sind: Kölner Ereignisse im Jahr 2016, Vergewaltigung des russischen Mädchens Lisa, Mord an dem deutschen Kubaner Daniel Hillig (27. August 2018).

Ohne Unterstützung von dem Staat verteidigen sich deutsche Frauen selbst. Zum Beispiel, es startete die weibliche Bewegung «120 Dezibel», ein Frauenflashmob, und es wurde ein Video auf Ihrem Youtube-Kanal veröffentlicht, wo sie mutig über Mobbing von Migranten erzählten.

Also, die akute Migrationssituation im Land ist Folge des nachlässigen Verhältnisses der Behörden zur Gesellschaft, und zwar zu den Frauen. Dies wird durch ein politisch korrektes Justizsystem in Deutschland erklärt, das bei strafrechtlicher Verfolgung mild geworden ist. Bis zu 90% der in Deutschland begangenen Verbrechen werden in der offiziellen Statistik nicht angezeigt. Das hilft natürlich nicht, weitere Eskalation der Antimigrantenstimmung zu vermeiden.

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DIE VORSCHLÄGE ZUR VERVOLLKOMMUNG DES GESCHÄFTSTOURISMUS IN NOWOSIBIRSK

Der Geschäftstourismus ist ein wichtiger Geschäftszweig für Nowosibirsk. Er beträgt 53% von allen Tourismusströmen in Nowosibirsk¹.

Nach der Analyse des Marktes des Geschäftstourismus wurden einige Probleme festgestellt: Vor 4 Jahren war Nowosibirsk auf dem 7. Platz. Jetzt nimmt es den 15. Platz unter den Großstädten, beispielsweise Sankt-Petersburg, Murmansk, Sotschi. Diese Großstädte bieten für die Geschäftstouristen die Visafreiheit für 3 Tage an und entwickeln den Incentive-Tourismus², bei dem ein Tourist alle Arbeitsfragen löst und sich gleichzeitig erholt. Infolge dessen gedeiht der Urlaubstourismus dort.

Auf solche Weise muss auf folgende Faktoren geachtet werden: Erstens: Die Entwicklung von Incentive-Reisen würde einen größeren Beitrag zur Gestaltung des Stadtanlitzes leisten. Zweitens: Die Regierung muss einen Gesetzentwurf vorbereiten, dass die ausländischen Bürger 72 Stunden ohne Einreisevisum in der Stadt bleiben dürfen. So werden die touristischen Objekte öfter besucht. Privatinvestoren werden in die Tourismusbranche anlegen, die Zahl der Hotelbuchungen und Reservierungen von Sanatorien wird steigen. Drittens: Der Ausstellungskomplex «Nowosibirsk EXPO CENTRUM» ist durch die technische Ausstattung, der transport-logistischen Möglichkeiten einmalig in Sibirien und die Position von Nowosibirsk im Bereich des Geschäftstourismus soll sich dadurch weiter festigen. Viertens: die Entwicklung des internationalen und regionalen Flugverkehrs gibt auch die Möglichkeiten für den Geschäftsausbau und die Erarbeitung neuer touristischen Produkte.

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¹ Klimenko I. A. Delowoj tourism kak perspektivnoje naprawlenije ekonomiki Nowosibirskoj oblasti // Nautschnoe soobtschestwo studentov: №7. URL: [https://sibac.info/archive/meghdis/7\(42\).pdf](https://sibac.info/archive/meghdis/7(42).pdf) (: 24.11.2018) [in Russisch].

² Rejting sobytijnogo potenziala regionov Rossii 2017. URL: http://rnc-consult.ru/netcat_files/userfiles/news/Sobytiynny_reyting_regionov_2017_VNITs_RnS.pdf (Zugangsdatum: 4.03.2019) [in Russisch].

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PARALLELGESELLSCHAFTEN IN DEUTSCHLAND: EIN STAAT — ZWEI WELTEN?

In Deutschland leben zurzeit etwa 3 Millionen Menschen ausländischer Herkunft. Aber nicht alle Migranten wollen sich in die deutsche Gesellschaft integrieren und suchen sich einen Platz in Parallelwelten.

Obwohl die Rede von den Parallelgesellschaften bereits seit 25 Jahren ist, sagen einige Experten, dass die Parallelgesellschaften nur in den Köpfen der Menschen existieren. Die anderen hingegen bestreiten es und weisen auf die Gefahr der Schaffung der Parallelgesellschaften hin.

Im vorliegenden Beitrag wird versucht zu analysieren, ob es in Deutschland die Parallelgesellschaften der Zuwanderer gibt. Dafür müssen die Merkmale der Parallelgesellschaften dargestellt werden, um zu überprüfen, ob sie in Deutschland zu beobachten sind.

1. Ethnische Siedlungsgebiete. Jeder in Deutschland kennt die Stadtviertel wie z.B. Berlin-Neukölln oder Hamburg-Wilhelmsburg, wo vorwiegend Migranten leben. Doch die meisten Forschungsergebnisse bestätigen, dass auch so genannte «Ausländerviertel» ethnisch gemischt und sozial heterogen sind.

2. Doppelung der Institutionen des Staates. In Parallelgesellschaften spielen deutsche Rechte und Werte keine Rolle. Dort herrscht das eigene Wertesystem wie das System der Herrschaft der Männer, Unterdrückung der Frauen usw. Die sogenannten „Friedensrichter“ versuchen die Angelegenheiten ihres Clans ohne staatliche Justiz zu regeln, was oft zu den Konflikten mit der deutschen Polizei führt.

3. Keine Kontakte zu Deutschen. In diesem Punkt gaben nur 5% der Befragten an, überhaupt keine Kontakte zu Deutschen zu haben, während 84% der befragten Migranten Kontakte zu Deutschen in mindestens 2 Bereichen haben, z.B. am Arbeitsplatz, in der Schule usw.

So wurde festgestellt, dass die Parallelgesellschaften im klassischen Sinne in Deutschland nicht existieren. Dafür müssen alle Punkte zusammenkommen. In Deutschland kann die Rede nur von den nicht vollkommenen Parallelgesellschaften sein.

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DIE MÖGLICHKEITEN FÜR VERWENDUNG VON BIG DATA-TECHNOLOGIEN BEI MODERNEN UNTERNEHMEN

Gegenwärtig nimmt die von der Menschheit erzeugte Datenmenge beständig zu. Neben dem Wachstum der Angabenmenge, erhöht sich auch die Anzahl der Datenformate. Die Verarbeitung solcher Daten ist für moderne Unternehmen ein strategischer Faktor. Dafür sind neue Technologien und Methodiken erforderlich. Auf solche Weise ist es das Ziel der vorliegenden Arbeit, eine der Technologien, Big Data, zu untersuchen und die Möglichkeiten für Verwendung dieser Technologie bei modernen Unternehmen festzustellen.

Big Data ist mit Öl auf dem Signifikanzniveau für die Gesellschaft zu vergleichen. Einige Betriebe haben schon begonnen diese Technologie zu nutzen, aber für viele Unternehmen ist es noch nicht bekannt.

Die Untersuchungsergebnisse zeigen, dass es zwischen den einzelnen Branchen große Unterschiede gibt. Vor allem im Maschinen- und Anlagenbau, bei Banken und Versicherungen sowie in der Automobilbranche ist der Anteil derjenigen Unternehmen, die Big-Data-Analysen einsetzen, vergleichsweise hoch.

Es lässt sich auch feststellen, dass der Nutzen von Big Data-Technologien für Unternehmen enorm ist. Beispielweise, Big Data-Technologien helfen den Unternehmen gesammelte Informationen erfolgreich zu verwenden, deutlich schnellere Analyse der Unternehmenslage durchzuführen, die Marktnachfrage zu prognostizieren, Kosten zu senken, Zeit einzusparen.

Auf solche Weise wurden im Rahmen dieser Studie folgende Aufgaben gelöst: es war das Konzept «Big Data» untersucht, die Möglichkeiten für Verwendung von Big Data-Technologien bei Unternehmen in verschiedenen Bereichen erforscht, die Vorteile analysiert, die die Anwendung dieser Technologien beinhalten.

Abschließend kann die folgende Schlussfolgerung gezogen werden: moderne Unternehmen, die erfolgreich sein wollen, müssen Big Data benutzen.

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DIE SKLAVEREI UND DER MENSCHENHANDEL IM POSTSOWJETISCHEN RAUM

Das Problem des Menschenhandels ist heute erschreckend aktuell und stellt das dunkelste Kapitel globaler Wirtschaft dar. Der Menschenhandel betrifft Zwangsarbeit, Sklaverei oder Prostitution als auch Organhandel. Der Menschenhandel steht an dritter Stelle neben dem illegalen Drogen- und Waffenhandel.

Der vorliegende Beitrag behandelt das Problem des Menschenhandels in den Nachfolgestaaten der ehemaligen Sowjetunion. *Im vorigen Jahr wurde ein Bericht vom US-Außenministerium «Trafficking in Persons Report» über Menschenhandel in Zentralasien veröffentlicht, aus dem hervorgeht, dass Usbekistan, Kasachstan zu den Ländern gehören, aus denen die meisten Sklaven stammen¹. Usbekistan steht dabei beim Einsatz von der Sklavenarbeit weltweit an der 2. Stelle und nimmt eine Führungsposition unter den Ländern des postsowjetischen Raumes ein. Diese Führungsposition ist auf die Zwangsarbeit der Menschen bei der Baumwollernte zurückzuführen.*

In Kasachstan werden viele Kinder gezwungen, auf den Tabakfeldern zu arbeiten. Die weltbekannten Unternehmen wie Daewoo International und Philip Morris International profitieren als die Hauptabnehmer von der Sklavenarbeit.

Doch auch in Russland kommt es oft zur Ausbeutung von Arbeitskräften. Gleichzeitig ist Russland ein «Lieferland», «Transitland» und «Empfängerland» im internationalen Menschenhandel.

Zusammenfassend sei es gesagt, dass in den GUS-Staaten viele Gesetze verabschiedet wurden, die die Zwangsarbeiten verbieten. Aber deren Umsetzung ist unbefriedigend, was mit der mangelhaften Gesetzgebung, Korruption und einer schwachen Bürgergesellschaft zusammenhängt.

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¹ Focus Osteuropa: Sklaverei in Kasachstan. // URL: <http://www.freistaat.bayern/dokumente/leistung/26886134594>. (Zugangsdatum: 24.03.2019) [in Deutsch].

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DIE NUTZUNG ALTERNATIVER ENERGIEQUELLEN IN DEUTSCHLAND

Die Schaffung alternativer Energiequellen ist eines der vordringlichsten Ziele der meisten Industrieländer der modernen Welt. Erneuerbare Energiequellen spielen eine wichtige Rolle bei der Lösung der zwei globalen Probleme der Menschheit: Energie und Ökologie.

Führend bei der Entwicklung und Nutzung alternativer Energien sind europäische Länder, insbesondere Deutschland.

Die Deutschen sind nicht nur auf die Nutzung von Wind-, Fluss- und Sonnenenergie beschränkt. In Europa wurden in den letzten zehn Jahren neue Technologien entwickelt, für die besondere Konditionen und große finanzielle Investitionen erforderlich sind. Es stellt sich heraus, dass Strom mit Hilfe von in Kläranlagen gesammelten Abwässern und Sedimenten sowie mit Hilfe von Biogasanlagen erzeugt werden kann.

Trotz der Bedeutung, der hohen Kosten und der Neuheit der Technologie ist das Verfahren zur Gewinnung alternativer Energie nicht kompliziert. Für eine Biogasanlage werden die Futterpflanzen verwendet, die schnell wachsen und keine besondere Pflege erfordern (Mais). Pflanzen werden gemahlen, mit Gülle gemischt und in ein spezielles Becken gefüllt, wo sie unter einer bestimmten Temperatur zu «gären» beginnen. Während des Fermentationsprozesses wird Methan freigesetzt, das die Energiequelle ist. Über spezielle Rohrleitungen wird es zu den Generatoren geschickt, die das Wasser erwärmen oder Strom erzeugen.

Was die Kläranlage betrifft, ist hier der Funktionsablauf des Systems ziemlich kompliziert und verläuft in mehreren Schritten. Das Ziel dieses Prozesses ist jedoch nicht die Energiegewinnung, sondern die gründliche und qualitativ hochwertige Reinigung der Abwässer, die nach der Reinigung und darauffolgender Prüfung wieder in die Flüsse geleitet werden. So entsteht der neue Weg, alternative Energie zu gewinnen.

Diese Technologien haben viele Vorteile, aber es ist schwierig, Kläranlagen oder Biogasanlagen in Großstädten zu bauen. Neben den großen Anwendungen beinhalten sie auch bestimmte Standortanforderungen. Dies hindert die Europäer jedoch nicht daran, aktiv auf diesem Gebiet Fortschritte zu machen und gute Ergebnisse zu erzielen.

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URBANISIERUNG: DIE STADT VON MORGEN

Städte waren und bleiben ein Motor für Interessen, Austausch, Innovationen, Hoffnungen und Konflikte. Dabei teilt die zunehmende Urbanisierung die Welt.

Unter Urbanisierung versteht man die Ausbreitung städtischer Lebens- und Verhaltensweisen auf die ländliche Bevölkerung.

Der Prozess der Urbanisierung ist seit dem 16. Jahrhundert zu beobachten. In Indien, Japan und China betrug die Verstädterungsrate im Jahre 1750 etwa 15 Prozent und war damit höher als in Europa (~ 10 Prozent)¹. Ab dem Jahr 1950 gab es einen Trend der Urbanisierung. Während 1950 noch 30 Prozent der Menschen in Städten wohnten, waren es im Jahr 2014 bereits 54 Prozent. Im Jahre 2050 rechnet man schon mit etwa zwei Drittel (66%) der Stadtbewohner.

Die Folgen der Verstädterung für die Städte selbst sind: Wohnungsnot, Obdachlosigkeit, Verarmung, Bildung von Slums, Anstieg der Kriminalität, Luftverschmutzung, Mängel bei der Versorgung mit Wasser und Energie, chronisch verstopfte Straßen und Fehlen öffentlicher Verkehrsmittel, wachsende soziale Ungleichheit.

Andererseits haben die Städte wichtige Vorteile im wirtschaftlichen, sozialen, ökologischen und demographischen Bereich: die Städte können die Globalisierung nutzen, Arbeitsplätze und Einkommen schaffen, kostengünstige Dienstleistungen wie Bildung und medizinische Versorgung bereitstellen, Bevölkerung aus den ländlichen Gebieten absaugen².

Die Städte der Zukunft werden vielfältiger, vernetzter, lebenswerter und «grüner» sein. Man muss den Städten helfen, die Chancen des ökonomischen Wachstums zu nützen und die entstehenden sozialen Probleme zu lösen.

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¹ Urbanisierung: einglobales Phänomen, Historisches Institut. URL: <https://www.fernuni-hagen.de/HISTOR/spurensuche/helmholtz/urbanisierung.shtml> (Zugangsdatum: 12.03.2019)

² Urbanisierung als Chance: Das Potenzial wachsender Städtenutzen (Zugangsdatum: 13.03.2019)

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DIE UMWELTKATASTROPHE AM BEISPIEL DER STADT NISCHNI TAGIL

Jeder möchte in einer günstigen Umwelt leben. Nach Art. 42 der Verfassung der Russischen Föderation hat jeder das Recht, in einer günstigen Umwelt zu leben und verlässliche Informationen über seinen Zustand zu erhalten¹.

Die Situation am Chernostochinskstausee (die Hauptquelle für Trinkwasser und Wasser für die häusliche Nutzung der Stadt Nischni Tagil) wurde bereits von vielen Ökologen als Umweltkatastrophe bewertet. Seit 2007 ist die Zahl der Blaualgen (Cyanobakterien), die für Menschen gefährlich sind, tendenziell angestiegen. In dieser Hinsicht drohen den Bürgern von Nischni Tagil mit gefährlichen Mikroorganismen im Wasser, das Aussterben von Flora und Fauna auf dem Territorium des Chernostochinskstausee und die Gefahr der Ansteckung anderer Gewässer der Russischen Föderation.

Zum Schluss möchte ich anmerken, dass die Hauptaufgabe der zuständigen Behörden der Stadt Nischni Tagil und des Sverdlovsker Gebiets die Rettung des Chernostochinskstausee und die Beseitigung der Umweltkatastrophe ist.

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WERTEWANDEL TENDENZEN IN GEGENWART

Das Ziel unserer Untersuchung ist es anhand der Studien der Materialien aus der Presse² und Beobachtungen im alltäglichen Leben festzustellen, welche Faktoren die Wertewandeltendenzen beeinflussen.

Termin «der Wert» ist mit den Wörtern Güter und Werthaltungen, Wertorientierungen verbunden. Güter und Werthaltungen beeinflussen solche Faktoren, wie Wohlstands- und Knappheitslagen. Eine Verknappung der Güter steigert die Wertschätzung und Fülle bewirkt eher das Gegenteil. Die

¹ Die Verfassung der Russischen Föderation vom 12.12.1993 // die Versammlung der Gesetzgebung der Russischen Föderation 2014.

² Marktlexikon. www.goethe.de/markt. Magazin Deutschland 1/2015. S. 5

Knappheitstheorie gilt nicht nur für wirtschaftliche Güter, sondern auch für *Werthaltungen*. Z.B. Kriege steigern das Streben nach der Sicherheit, dem Kampf gegen Umweltzerstörung. Mangel und Wohlstand im Kindes- und Jugendalter beeinflussen auch Wertorientierungen. Generationen Russlands, die in materieller Not aufwachsen mussten, legen später auch im Wohlstand auf materielle Dinge großen Wert. Und eine im Wohlstand heranwachsende Generation wird dagegen eher das Immaterielle schätzen, denn sie empfinden es als Selbstverständlichkeit.

Zum Schluss sei es gesagt, dass Wertewandeltendenzen solche Faktoren wie Wohlstands- und Knappheitslagen der bedürfnisrelevanten Güter beeinflussen.

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ФРАНЦУЗСКИЙ ЯЗЫК

SECTION 1. LES PROBLÈMES ACTUELS DE LA SOCIÉTÉ MODERNE

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JÉRUSALEM, COEUR DU CONFLIT ISRAËLO-PALESTINIEN

La ville de Jérusalem, considérée comme sainte par les trois grandes religions monothéistes (judaïsme, islam, christianisme) est au cœur du conflit israélo-palestinien. L'objet de notre étude est le statut de cette ville, pomme de discorde entre Israël et la Palestine. Le but est d'analyser la focalisation des médias étrangers sur ce problème, de suggérer des moyens de résoudre le conflit israélo-palestinien ce qui déterminera le statut de Jérusalem.

Après avoir mené des recherches, on peut en conclure que les médias et les journalistes défendent et propagent généralement l'opinion des milieux politiques de leurs pays. En 2017, Donald Trump a reconnu officiellement Jérusalem comme capitale d'Israël et a annoncé le transfert prochain de l'ambassade des États-Unis de Tel-Aviv à Jérusalem. Les médias américains ne soutiennent pas souvent leur président, mais en raison des longues relations israélo-américaines, cette étape a été perçue de manière positive par tous les médias influents (tels que The New York Times, The Washington Post, etc). La position de l'Union européenne sur le processus de paix au Moyen-Orient vise à instaurer une paix à long terme dans la région. Dans de nombreux médias européens (BBC, Le Monde), les journalistes ne prennent pas parti dans le conflit, ils ne font que soutenir l'idée de paix. Comme la Russie reconnaît Jérusalem-Est en tant que la capitale d'un État palestinien, le ministère russe des Affaires étrangères estime que lorsque l'occasion d'ouvrir l'ambassade de Russie à Jérusalem-Est se présentera, en même temps l'ambassade de Russie à Jérusalem-Ouest serait également implantée.

Il existe trois scénarios concernant l'évolution éventuelle du conflit : un Etat binational, une stagnation, un conflit ouvert. Le moyen le plus pacifique de résoudre le conflit est l'idée d'un Etat binational¹. Il s'agirait d'un État unique pour deux nations, dans lequel Israéliens et Palestiniens seraient reconnus citoyens et auraient à ce titre les mêmes droits. On peut en conclure qu'il est important que les deux parties soient préparées à des concessions et à diviser Jérusalem avec l'aide d'autres pays médiateurs.

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¹ Palestine/Israël : solution à deux états vs. solution à un état. URL: <https://www.cncd.be/Palestine-Israel-solution-a-deux> (consulté le 20.02.19)

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SI NOUS AVONS BESOIN DU LÉVIATHAN OU SI C'EST UNE FIN DE L'HISTOIRE?

Selon Boniface Ruku «L'humanisme est le système politique par excellence» et l'aspiration à l'humanisme est le but de notre étude. L'objectif du travail est d'analyser deux ouvrages de T. Hobbes et de F. Fukuyama ce qui sera la base de nos réflexions.

Le philosophe anglais Thomas Hobbes examine le Léviathan comme une force illimitée pour tenir la société dans la peur et quelque chose de plus compliquée, tel l'État. Le problème de l'œuvre de Hobbes est la nature humaine, qui est dénuée de toute bonté. Selon Hobbes, «l'homme est un loup pour l'homme» et voilà pourquoi on a besoin de créer une convention que les hommes passeraient entre eux, celle-ci aura pour effet de créer une puissance commune, le Léviathan. Cette puissance souveraine dispose de tous les pouvoirs, mais en même temps le Léviathan apporterait de la paix et de l'ordre pour la société. Par leur nature les hommes se montrent hostiles les uns envers les autres. Cependant, est-ce encore pertinent aujourd'hui ? Aujourd'hui nous comprenons que l'image du citoyen a changé, un citoyen moderne est une personnalité consciente et intelligente nécessitant une réelle indépendance. Le Léviathan nous gouverne jusqu'à présent. Mais le citoyen a-t-il besoin de lui ? Il paraît que non.

Nous pensons que l'absence du «gouvernement des hommes» fait monter la société à un nouveau niveau ou mènera à «la fin de l'histoire» dont le politologue américain Francis Fukuyama a parlé dans son article «La fin de l'histoire?». «La fin de l'histoire » est la description du monde actuel : conflits nationaux, course aux armements... Mais s'agit-il vraiment de «la fin de l'histoire» ? Il a suggéré la possibilité du «Marché commun» dans la politique mondiale. Lorsque cela se produirait, la communauté mondiale changerait, l'économie mondiale se rétablirait.

Nous sommes certains, dans un avenir proche les gens intelligents et conscients seront en mesure de créer un accord sur le Marché commun mondial et d'orienter l'humanité vers une nouvelle voie, celle de l'humanisme.

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**LES TRONCATURES FRANÇAISES EN
COMPARAISON AVEC LES TRONCATURES
ANGLAISES**

Ce travail est basé sur les mots français et anglais modernes — des troncatures. Les troncatures deviennent de plus en plus nombreuses à cause de la tendance à économiser les moyens de langage. Dans la plupart des cas, ces mots apparaissent dans la vie quotidienne comme une violation consciente de la norme, lorsque le mot utilisé devient expressif, nouveau. Cette analyse permettra de confirmer ou infirmer l'hypothèse selon laquelle les mécanismes de troncation des mots dans les deux langues coïncident partiellement, ainsi que le fait que les locuteurs natifs de l'anglais utilisent plus souvent des formes tronquées que les locuteurs français.

Les données pour cette étude étaient tirées des dictionnaires d'abréviations en français et en anglais de 1993 et de 2007.

Dans le cadre de cette étude, des enquêtes ont été menées auprès de répondants anglophones et francophones et il a été déterminé que la majorité ne sait pas qu'ils utilisent des troncatures populaires comme les mots anglais : radio, taxi, métro et les mots français: radio, taxi, métro, etc.

De plus, une étude stylistique et fonctionnelle des mots a été réalisée et il a été révélé que la plupart des formes initiales sont marquées et utilisées le plus souvent dans le discours officiel, tandis que l'identité stylistique des troncatures change dans le sens à la baisse. Il faut ajouter que plus de 50% des mots à partir desquels les formes tronquées sont formées sont dissyllabiques, par exemple : automobile, métropolitain, démonstration, etc.

Les résultats de ce travail ont montré la validité de notre hypothèse selon laquelle les méthodes de troncation des mots dans ces langues ne sont pas absolument identiques, la langue française étant caractérisée par l'addition un phonème o [o] à la fin des mots formés par la troncation des syllabes finales: «dico» de «dictionnaire». De plus, les troncatures anglaises sont en réalité plus largement utilisées.

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L'IMAGE DU HÉROS LYRIQUE DANS LES CHANSONS DE CHRISTOPHE MAÉ ET LES PROCÉDÉS DE SA CRÉATION

L'héros lyrique est un élément important de l'œuvre lyrique dont les chansons d'amour sont exemples. La notion du «héros lyrique» reste le sujet de plusieurs débats scientifiques. Selon L. Ginzburg, «le lyrisme ne crée pas un personnage particulier ni singulier mais une image historique, typique du contemporain, une image qui est engendrée par de grands mouvements culturels»¹.

Nous avons étudié les chansons d'amour de Christophe Maé de son album *Je veux du bonheur* sorti en 2013 et classé numéro un du top album français lors de la première semaine d'exploitation.

Le but de notre recherche est de déceler les moyens linguistiques de langue française qui servent à créer l'image du héros lyrique. Suite de cette étude, nous avons établi :

— Le thème de l'amour représenté par les champs lexicaux de l'amour naissant : *Tombé sous le charme*, fini *L'automne*, malheureux *Ma douleur, ma peine*, imaginaire *l'Olivier* est le thème dominant de cet album.

— Le héros lyrique nommé, par les pronoms sujets et complément de la première personne du singulier, incarne simultanément son auteur. Il est à la fois le sujet parlant et l'objet principal de la représentation esthétique. C'est un homme qui a connu la joie et la déception des relations amoureuses (*Je suis tombé sous le charme; Et ça me fait de la peine*) croyant à l'amour éventuel ou imaginaire (*Tu le sais que cet amour sera là dans mille ans*).

— Les moyens phonétiques, grammaticaux, lexicaux et stylistiques créent l'image d'un contemporain qui prend l'initiative en amour et domine l'objet de sa passion. Il s'exprime avec des mots et des tournures expressifs du registre familier (*Quand je broie du noir je lui dit, oh va te jeter*). Il choisit l'automne pour son amour qui se passe par tous les temps, *au soleil, sur l'eau, dans les fleurs, au bord du Mississippi, dans l'herbe fine*. Il est séduit par le visage, les bras et l'âme de son bien aimée (*L'espoir avait ton visage*).

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¹ Guinsburg L. Sur la lyrique. 2e édition. L: Sov. Pisatel, 1974. 408 p.

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LA DÉMOCRATIE ÉLECTRONIQUE COMME MÉCANISME D'AUGMENTATION DE L'EFFICACITÉ DE LA GESTION D'ÉTAT

La démocratie électronique est une forme d'organisation des activités sociales et politiques des citoyens qui, grâce à l'utilisation large des technologies de l'information et de la communication, assure de meilleures relations des citoyens avec les pouvoirs, les organisations publiques et les structures commerciales. Le but de ce travail est l'analyse du développement de la démocratie électronique en Russie.

Le programme d'État «Société de l'information (2011-2020)» est devenu le début de la mise en œuvre de la démocratie électronique. Aujourd'hui, il existe:

— la Direction de Président sur l'utilisation des technologies de l'information et le développement de la démocratie électronique (dans la structure de l'Administration du Président de la Fédération de Russie);

— E-gouvernement en tant que portail pour la fourniture de services publics qui sont également fournis sur une base ouverte;

— le Portail «Initiative Publique Russe»¹ qui permet aux citoyens d'exprimer leur position sous forme d'initiatives et de voter pour eux (depuis le 4 mars 2013).

Un autre exemple de la démocratie électronique est le concours national d'attribution des noms de grands compatriotes aux aéroports russes — «Grands noms de la Russie»², qui a eulieu au second semestre de 2018.

En outre, dans son dernier message annuel à l'Assemblée Fédérale, le Président de la Fédération de Russie a proposé de créer une plate-forme numérique pour les recoursdes entrepreneurs.

Ainsi, la démocratie électronique contribue à la représentation des intérêts des citoyens dans la gestion d'État et facilite l'interaction entre le gouvernement et la société.

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¹ Site officiel «Initiative Publique Russe». URL: <https://www.roi.ru> consulté le 28.02.2019)

² Site officiel du concours «Les grands noms de la Russie». URL: <https://ve-likieimena.rf> (consulté le 01.03.2019)

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**ANALYSE COMPARATIVE DE L'ORGANISATION
TERRITORIALE ET DES COMPÉTENCES
DES COLLECTIVITÉS LOCALES EN FRANCE
ET EN RUSSIE**

L'expérience internationale de l'organisation de l'autonomie locale présente un intérêt particulier pour notre État en raison des tendances à la complexification de la structure des administrations locales en Russie. Malgré la forme unitaire de gouvernement en France, il y a une différenciation structurelle excessive des pouvoirs locaux.

Les divisions administratives françaises comptent en 2019 régions, départements, communes, arrondissements et cantons¹.

Historiquement, en France, le problème principal de l'organisation de l'autonomie locale consiste dans sa réalisation dans les communes avec le nombre d'habitants très différent ce qui conduit à la nécessité d'adhérer à des associations intercommunales pour résoudre des problèmes locaux (par exemple, l'Association Intercommunale des Eaux du Mormont). En Russie, la confusion est due à l'existence des deux niveaux de l'administration locale car le territoire de chaque commune urbaine ou rurale est simultanément le territoire du district municipal correspondant.

Cette situation entraîne des problèmes liés à la juxtaposition des pouvoirs aux niveaux différents de l'administration locale en créant des contentieux administratifs au sujet de la délimitation des compétences et en ralentissant la résolution des questions d'intérêt local concernant, par exemple, l'infrastructure de transport.

Il faut noter que la complexité structurelle des pouvoirs locaux vers laquelle tendent la Russie et la France peut avoir des conséquences négatives. Nous croyons que l'organisation de l'administration territoriale influence considérablement l'efficacité de la résolution des questions d'intérêt local.

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¹ République française. Loi n 2015-991 du 7 août 2015 portant nouvelle organisation territoriale de la République publiée au Journal Officiel du 8 août 2015 URL: <https://www.legifrance.gouv.fr/eli/loi/2015/8/7/RDFX1412429L/jo/texte> (consulté le 07.03.19)

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LE LANGUAGE DE LA JEUNESSE FRANÇAISE

La langue est une chose vivante, qui évolue au quotidien depuis que le langage existe, au gré des usages, besoins et apports des autres civilisations et cultures. Le langage de la jeunesse française se diffère du discours des personnes âgées, car il contient un grand nombre d'expressions venues des autres langues, d'interjections qui le rendent incompréhensible et parfois changent le sens de l'expression étant donné que les jeunes utilisent souvent les mots sans comprendre leur signification.

La plupart de ces expressions dont le sens reste inconnu dans le langage des jeunes définit l'objectif de ce sujet : révéler ces trucs de langage, expliquer leurs significations pour éviter l'usage incorrect de ces mots dans la parole.

Premièrement, l'expression «j'avoue». De nos jours, elle signifie «capable de répondre à toute question et à toute déclaration banale». Mais, dans les dictionnaires le verbe «avouer» a le sens «admettre, annoncer comme réelle». Le quotidien «Figaro» cite des autres expressions telles que «je reconnais», «je te le concède», pour remplacer «j'avoue».

Deuxièmement, l'interjection «mdrrr » qui signifie « mourir de rire, très drôle», à l'origine, a été utilisée seulement dans la correspondance SMS et les Français mettaient seulement « R ». Aujourd'hui, le plus drôle, le plus « RRRR ». Les adolescents mettent à la fin de chaque phrase « R » pour se déclarer gai, joyeux.

Enfin, l'expression «en gros» est le plus souvent mise par les adolescents au début des phrases et signifie «évidemment». En français, il y a d'autres mots pour exprimer le même «globalement», «à vue de nez», «à peu de chose près»¹.

Il n'est pas toujours facile de comprendre le langage des jeunes adolescents, pourtant ce mode de communication est de plus en plus utilisé.

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¹ Ostrovaya Y. S. Sur le langage des jeunes Français d'aujourd'hui // Les questions de la pédagogie. 2018. № 7. P. 78—80.

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LA NOMOPHOBIE: LE MAL DU XXI^e SIÈCLE

Les smartphones sont devenus de puissants outils d'information, de communication, des compagnons nécessaires et... permanents. Actuellement on voit souvent les personnes dans les rues, dans les transports et au café qui regardent l'écran de leurs smartphones. La situation quand les gens ne peuvent pas se passer sans les portables définit l'objectif de ce sujet. Afin de le réaliser, il faut étudier le terme «nomophobie» et enquêter des étudiants sur ce phénomène.

Le mot «nomophobie» vient de l'expression anglaise «no mobile phone phobia». Les personnes nomophobes paniquent à l'idée de perdre leur téléphone ou à l'idée que la batterie soit déchargée¹. Une étude de 2019 réalisée par OnePoll a révélé que 43 % des Européens se croient ne pas se passer de leur téléphone portable. Les plus accros sont les Français (51 %) — les plus «dépendants», suivi des Italiens (46 %), des Espagnols (40 %) et des Britanniques (35 %). Les interrogés se considèrent «énervés», «paniqués» et «stressés» à l'idée de perdre leur portable².

J'ai fait un sondage en ligne pour savoir combien de personnes ont des symptômes de la nomophobie parmi les étudiants. Plus de la moitié des personnes interrogées se disent «dépendantes» du téléphone.

En conclusion, il est à noter que la nomophobie est une phobie, mais le terme a le caractère pathologique. Les personnes se sentent vraiment mal à l'aise sans leur téléphone. La situation en Europe n'est pas favorable et il y a un grand nombre de nomophobes. En Russie, ce terme est devenu populaire seulement en 2018, mais les symptômes progressent peu à peu parmi les adolescents.

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¹ Lambert Maxime. «Nomophobie» est le mot de l'année 2018... Mais qu'est-ce que ça veut dire? URL: https://www.gentside.com/smartphone/nomophobie-est-le-mot-de-l-annee-2018-mais-qu-est-ce-que-ca-veut-dire_art89175.html

² BouleberMed-Chérif. Nomophobie : SOS, l'anxiété sans son téléphone! URL: <http://www.blog-trotteur.com/la-nomophobie/>

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LA POLITIQUE INDUSTRIELLE EN TANT QUE FACTEUR DE SÉCURITÉ ÉCONOMIQUE DE LA RÉGION DE NOVOSSIBIRSK

La sécurité économique dans le domaine industriel est l'état du complexe industriel, qui en assure le fonctionnement normal et le développement durable fondé sur les conditions créées par les sujets de la sécurité économique.

Actuellement, dans les conditions politiques et économiques, la Russie doit accroître le niveau de sécurité économique dans le domaine industriel pour assurer des conditions favorables de la vie de la société.

L'efficacité de la politique industrielle de la région de Novossibirsk peut être évaluée à l'aide de la méthode permettant d'observer les principaux indicateurs et de les comparer aux valeurs seuils qui comprennent : le produit régional brut (PRB) par habitant, les investissements en capital fixe, la part des industries manufacturières, des constructions mécaniques et de produits innovants dans le volume total de la production de marchandises, de travaux et de services.

La part des industries manufacturières (81,4% au seuil de 70%) et la part de la construction mécanique (22,5% au seuil de 20%) dans le volume total de la production de marchandises, de travaux et de services se situent dans la zone de sécurité, d'autres indicateurs se situent dans la zone de danger : le PRB par habitant — 391,4 mille roubles au seuil de 472,2 mille roubles ; les investissements en capital fixe — 15,0% au seuil de 25% ; la part des produits innovants dans le volume de production total — 9,6% au seuil de 15%¹.

Pour sortir les indicateurs de la zone de danger, il est nécessaire d'ajuster le mécanisme d'allègements fiscaux et de subventions accordés aux entreprises industrielles, ainsi que de renforcer l'efficacité du système d'interaction entre le pouvoir, la science et les affaires.

L'amélioration de la politique industrielle de la région de Novossibirsk doit être réalisée dans le cadre de la disposition de sa sécurité économique.

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¹ Régions de la Russie. Indicateurs socio-économiques. 2017: P32 Stat. Sam / Rosstat. M., 2017. 1402 p.

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DURABILITÉ: FRONTIÈRE DE LA MODE ET DU LUXE

Depuis 2000, la production mondiale de vêtements a plus que doublé¹, avec 100 milliards d'unités produites en 2015. Contrairement, l'utilisation de l'habillement a diminué de 36% et en Chine de 70%. Ainsi, on produit plus, on achète encore plus et on utilise toujours moins.

Les habitudes des consommateurs et le phénomène global de la 'mode-rapide' ont un impact sur l'environnement très difficile à calculer et encore trop sous-estimé. En 2017, *Global Fashion Agenda* (Danemark) en collaboration avec *The Boston Consulting Group* a calculé que l'industrie de la mode est responsable de la production de 1,72 million de tonnes de CO₂ en 2015 (+63% prévu pour 2030)², elle peut donc être considérée parmi les industries les plus polluantes au monde.

L'industrie du textile est aussi un secteur très avide d'eau: selon *The Guardian*, environ de 17% à 20% de la pollution globale de l'eau est liée à la teinture et au traitement du textile. Le problème ne touche pas seulement la production, mais concerne aussi le lavage des vêtements au niveau domestique. Par exemple, le polyester est une des fibres synthétiques les plus diffusées et quand on le lave, chaque vêtement libère environ 1 900 pièces de fibres de micro-plastique dans l'eau, en contribuant par conséquent, à la diffusion du plastique dans les océans et à la contamination de la nourriture.

La durabilité et la responsabilité sociale des grandes entreprises du secteur est donc en train de devenir une nouvelle frontière pour les maisons. Alors même que des holdings internationaux comme LVMH avec le projet *LIFE* et Kering avec *2025 Sustainability Strategy*, sont déjà en train de s'engager, le changement doit partir aussi des consommateurs. C'est à nous et aux nouvelles générations de faire des achats plus conscients et raisonnés, toutefois les grandes entreprises aussi ont le rôle de sensibiliser ses clients.

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¹ Ellen MacArthur Foundation, 2017, https://www.ellenmacarthurfoundation.org/assets/downloads/publications/A-New-Textiles-Economy_Summary-of-Findings_Updated_1-12-17.pdf (accessed on March, 2019).

² Global Fashion Agenda, 2017, http://www.globalfashionagenda.com/wp-content/uploads/2017/05/Pulse-of-the-Fashion-Industry_2017.pdf (accessed on March, 2019).

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LE CONCEPT «ПУТЕШЕСТВИЕ/VOYAGE» COMME REFLET DE LA MENTALITÉ RUSSE ET FRANÇAISE

L'objectif de cette recherche est de révéler le noyau du concept «ПУТЕШЕСТВИЕ / VOYAGE». Ce concept exprime dans une certaine mesure l'image du pays et la particularité des mentalités française et russe, qui à leur tour font partie intégrante de la société moderne, établissant le lien entre le concept et la mentalité d'un représentant d'une certaine communauté linguistique et culturelle basée sur les sources littéraires française et russe. Avant la recherche, l'hypothèse avait été émise que le concept de ПУТЕШЕСТВИЕ / VOYAGE était particulièrement bien présenté sur le matériel de sources françaises, car la tradition de voyager en France avait une histoire plus longue et plus riche que celle en Russie.

Au cours de la recherche, on a utilisé les textes des travaux d'Urgant et Posner «Tour de France» et de Cedric Gras «Vladivostok», ainsi que des données des dictionnaires explicatifs, phraséologiques et associatifs des langues française et russe. L'utilisation du concept voyage est analysée dans les contextes suivants, fondés sur le matériel des oeuvres nommés. La différence est tracée entre la perception du concept de voyage parmi les représentants de deux communautés linguistiques différentes. Par exemple, le souhait et le désir de comprendre les caractéristiques de la culture non-native : interaction interculturelle, le désir d'en savoir plus sur les positions des résidents locaux dans la vie, etc.

Les résultats suivants ont été obtenus pour les personnes appartenant à la culture linguistique française, les conditions météorologiques constituent un facteur important par conséquent, une description colorée du climat du pays visité fait partie intégrante de la narration, etc. Selon les résultats de l'étude, l'hypothèse n'a été confirmée que partiellement, le peuple russe peut aussi montrer et révéler les caractéristiques nationales et mentales du pays.

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LES «GILETS JAUNES»: L'IMPORTANCE POUR LA RUSSIE

Les manifestations des gilets jaunes ont commencé en France en octobre 2018 avec la hausse du prix des carburants. Par ses caractéristiques organisationnelles, ce n'est pas un mouvement social comme les autres. Il manque de structure, de clarté, d'homogénéité et de leaders pour faire entendre sa voix.

D'abord, c'étaient des automobilistes obligés à avoir le gilet jaune fluorescent dans leur voiture en cas d'accident. Ensuite, la composition du mouvement s'est étendue: les antimondialistes, les pouvoirs droits et gauche radicaux ont rejoint. Les femmes Gilets jaunes ont voulu montrer qu'il est possible de manifester sans violence en défilant dans les rues. Maintenant, les gilets jaunes exigent non seulement des réformes socio-économiques mais aussi des changements politiques jusqu'à la démission du Président Emmanuel Macron. Une majorité de Français (55%) souhaitent que le mouvement des Gilets jaunes se poursuive. Seuls 45% désirent qu'il s'arrête, selon un sondage pour Le Figaro et France Info, publié le 3 janvier¹.

Les manifestations s'expliquent par la déception des Français dans la personnalité de Macron. Il était également accusé de politique économique stricte et d'intérêt à la politique étrangère à la place d'intérieure. Selon les experts, il n'y a que les conséquences économiques. Les images des violences à Paris, qui ont fait le tour du monde, est une catastrophe pour l'image de la France.

En Russie, il y a aussi des problèmes sociaux, mais les manifestations sont différentes. Les politologues russes trouvent que des manifestations de masse en Russie sont peu probables en raison de l'absence de base sociale.

Pourtant, ce mouvement est une sorte de leçon pour les pouvoirs et pour l'opposition.

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¹ T. Quinault-Maupoil / Sondage: méconnus, les ministres ne servent pas de boucliers au président Macron // LE FIGARO.fr Режим доступа: <http://www.lefigaro.fr/politique/2019/01/03/01002-20190103ARTFIG00249-sondage-toujours-meconnus-les-ministres-ne-servent-pas-de-boucliers-a-macron.php> (дата обращения: 26.02.2019).

КИТАЙСКИЙ ЯЗЫК

“当代实际问题”中文小组

МАРИЯ АНДРЮХИНА

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中国高等教育的进口

21 世纪的中国，人才是最重要的资源。早在 1978 年，邓小平同志提出，留学生“要成千成万地派，不是只派十个八个。”多次提出，“人是最宝贵的财富。我们有几万名留学生在外国，这是财富，要争取他们回来。我们要加强同他们的联系”¹。从这一刻起，我们就可以分析现代的中国高等教育的进口问题。

中国大学生去国外学习的原因很多，但是最主要的是收入水平。如今，尽管中国的海外留学(课程)归国人员已对其在国内首份工作的预期薪酬变得更务实，但无论从短期还是长期来看，海归的收入水平仍高于国内高校毕业生。对 10 万名中国毕业生进行的大范围最新研究显示，从 2017 年在国内就业的薪酬来看，获得外国大学文凭的海归仍比国内应届大学毕业生的平均收入高出 17.2%。26.3%的海归应届毕业生在国内首份工作月薪超过 1 万元，2.3%超过 2 万元——分别是国内应届毕业生的 2 倍和 3 倍²。

¹ 10 вкладов Дэн Сяопина в образование Китая (邓小平对我国教育的十大贡献) [Электронный ресурс] // Тенсент Образование (腾讯教育). URL: <https://edu.qq.com/a/20140821/027692.htm> (дата обращения 01.03.2018)

² Выгодно ли для китайских студентов учиться за границей? Ответ — да (中国学生到国外留学还划算吗？答案是肯定的) [Электронный ресурс]// Sohu.com. URL: http://www.sohu.com/a/201750905_99952092 (дата обращения: 02.03.2018)

虽然收入高，但是中国也遇到人才流失的问题。据环球时报记者报道，2013 年的一个权威数据显示，中国科学和工程领域人才出国滞留率平均高达 87%¹。

中国正竭力扭转人才流失的趋势。现阶段国内给归国、来华人才特殊政策，是现实之举，然而特殊政策带来的是短期结果，并可能形成一定的既得利益群。

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中国在远东的利益

俄罗斯远东地区是欧亚大陆东北部的一个巨大区域，从贝加尔湖延伸到太平洋，在很长一段时间内，由于许多原因，这对中国来说是一快非常有吸引力的地区。首先，远东地区每 620 万平方公里有 600 万居民，而中国三个邻省有 1 亿多人口居住。其次，RFE 几乎包含各种自然资源。此外，远东对中国政府来说很重要，因为中国希望与俄罗斯建立一个安全和平的北部边界，以便能够集中其军事力量和规划其他战略部署，尤其是西太平洋地区。此外，对进口原材料增长的需要以及对美国及其印度太平洋盟友之间关系的日益担忧，导致北京对 RFE 的重视程度要高于平时。因此，在几年前，中国越来越多地投资这一领域的正业。

中国在远东地区的投资经济加剧局势的紧张，这不得不引起人们对中国在俄罗斯远东地区不断增长的担忧。中国投资还有一个副作用-中国移民的涌入-被当地人认为是中国领土扩张的表现。

¹ Уровень «утечки мозгов» в Китае занимает первое место в мире (中国高端人才流失率居世界首位 吸引回流还靠公平) [Электронный ресурс] // Жэньминь-Жибao (人民网). URL: <http://world.people.com.cn/n/2015/0715/c1002-27309934.html> (дата обращения: 02.03.2018)

由于俄罗斯远东地区非常不发达，这种情况更加严重- 远东联邦区在 2015 年对俄罗斯的国内生产总值贡献了 5.5%，然而自 1991 年以来的外迁使人口减少了 20%。但是，中国在 RFE 中存在的问题触及了俄罗斯神经，主要有两个原因。首先，俄罗斯人认为这是源于中国经济和人口不断增的背景，其次是中苏三十年的对抗，包括 20 世纪 60 年代后期的边界冲突。此外，最近签署了一项新协议，将东西伯利亚跨越贝加尔湖地区约 15 万公顷的农田租给中国人 49 年，每公顷的价格约为 5 美元。

总而言之，由于领土不发达和大量人口外流，RFE 需要中国的劳动力资源，资金和技术。中国需要 RFE 的土地，自然资源和市场。这将促进更强大的经济发展。然而，这些更紧密的联系可能也会引起俄罗斯人民焦虑和紧张，并可能增长民族主义者的态度。为了解决这个问题，两国政府都应该优先考虑其经济目标，中和对公众舆论的潜在负面影响。俄罗斯将不得不逐步容纳越来越多的中国人，提供舒适的工作和生活环境，使他们遵守规则，同时向 RFE 居民解释使他们不必恐怖。

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现代全球化背景下中国与印度及越南的关系及领土争端问题

领土争端是中国面临的首要问题之一。中国、印度和越南等国的关系主要与解决领土争端有关。

二十一世纪初，即 2005 年，中国和印度部分解决了长期存在的边界问题：中华人民共和国承认锡金为印度领土，新德里称西藏为“西藏自治区”。上海合作组织成员国武装部队在切巴尔库尔训练场举行的联

合反恐演习，名为和平使命 2018 年，可被视为承认印度和中国在军事领域进行合作的重要标志之一。¹

至于中越两国的外交关系，虽然执政党的意识形态比较接近，还是在南中国海的永久领土争端，这必然会影响两国关系。2008 年至 2009 年，由于中国海军在南哈萨克斯坦的建设率上升，越南与中国的关系危机变得严重。尽管存在各种矛盾，但 2011 年，中国和越南签署了“政府间全面合作与战略伙伴关系实施方案”，以及“2012 - 2016 年中越经贸合作发展五年计划”。²

因此，中国正在通过对印度和越南的定期让步来维护其利益。尽管已经采取了实现和解的第一步，但中国与这些国家的领土争端将来是否能结束的问题仍未知。

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以阿尔泰共和国为例 · 俄中两国的区域合作

今天的俄中伙伴关系是发展的优先载体之一，在两国的高度政府间层面得到全面支持。为了全面扩大和深化中俄之间的地方交流，中俄两国元首在贺信中宣布了 2018 - 2019 年俄中两国区域间合作。该研究的相关性在于分析和评估阿尔泰共和国与中华人民共和国在研究期间发展区域间合作的结果。

截至 2018 年底，阿尔泰共和国与中华人民共和国的贸易额为 7,230.8 万美元。

¹ Ембулатов, А. Р. Китайско-индийские отношения на современном этапе // Международный журнал прикладных и фундаментальных исследований. 2016. № 1-1. С. 95.

² Локшин, Г. М. Вьетнам-китайские отношения: проблемы и перспективы // Вьетнамские исследования. Вып. 4. Вьетнам в мировом сообществе. М.: ИДВ РАН, 2014.

2018年8个月，阿尔泰边疆区和阿尔泰共和国出口了42万立方米木材，总重量为260.9万吨，总计6230万美元。在2018年的前9个月，主要从中国进口：工程产品 - 与2017年9个月相比，中国发动机，轴承，印刷电路板的出货量增加了24.1%。来自中国的金属和产品 - 23.1%（增加27.5），来自中国的部分水力脉动器，镁合金产品，螺栓和螺母；化学产品 - 来自中国的塑料制品占21.4%，下降14.9%

理事会包括跨越阿尔泰国家行政主体的立法和行政当局的代表：阿尔泰边疆区和阿尔泰共和国（俄罗斯联邦），东哈萨克斯坦州（哈萨克斯坦共和国），新疆维吾尔自治区（中华人民共和国），Khovd，Bayan Ulgiyskogo aimakov（蒙古）。国际空间站的主要目标是加强阿尔泰地区国家，文化和民族代表之间的信任，相互理解和睦邻关系，并确保边境地区的社会经济可持续发展。

考虑到阿尔泰共和国和中华人民共和国长期发展区域合作，使我们能够谈及其巨大的潜力，而且迄今为止这种潜力的使用还远远不够。根据俄罗斯联邦与中国主体的外贸流动指标（平均2015 - 2018年）。阿尔泰共和国是与中国经济联系最少的主体之一。但两国都没有直接的交通联系。运输走廊的建设将有可能在经济发展中迈出一步。

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一带一路背景下中国经济特区的发展趋势

2013年习近平提出“一带一路”倡议，旨在积极发展与沿线国家的经济合作伙伴关系。伴随着“一带一路”倡议推进，将有新的特区或者自贸区相继成立，这必将促进中国社会改革的深化和市场经济体制的完善。

目标: 对中国特区发展进行全面分析, 研究新兴经济开发区建设发展模式与策略

中国改革开放 40 年, 中国建立经济特区的创新举措开辟了经济体制改革的窗口。经济特区成为中国实施区域经济发展战略的重要形式。经济特区有多种形式。实际上中国目前几乎包括了经济特区的所有主要模式, 今天中国有:

- 7 个经济特区
- 上海浦东、天津滨海两个新区
- 14 个沿海开放城市
- 54 个国家级高新区
- 15 个保税区
- 62 个出口加工区
- 9 个报税物流园区
- 13 个保税港区
- 9 个综合保税区
- 171 多国家级经济技术开发区
- 5 个“金融试验区”

在实施“一带一路”倡议中, 经济特区作为中国改革开放成功的经验, 应该继续发挥其先行先试的功能。未来, 伴随着“一带一路”倡议的推进, 将有新的特区, 或特区的拓展形式——自贸区相继成立, 这必将促进中国社会改革的深化和市场经济体制的完善。¹

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¹ 经济特区如何助力“一带一路”战略. 周国和 URL: <http://news.ifeng.com/a/20161011/500822290.shtml>

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在俄罗斯使用中国的社会控制体系。

在俄罗斯使用中国的社会控制体系包括几个要素，它可以帮助国家维护社会安全和稳定。中国是一个非常强大且人口众多的国家。因为现代社会存在一些犯罪现象，所以政府需要很好地管理它们。中国的社会控制体系可以帮助俄罗斯政府。

2017年，中国有超过一千六百六十万个室外电子眼，到2020年，这个数字将增加三倍。中国声明到2030年将成为人工智能发展的领导者。中国警察局和数据库将被人工智能所管理¹。2017年，在莫斯科有超过十六万个具有人脸识别的电子眼²。它们可以确定一个人的性格，以及他的性别和年龄。近来，越来越多的消息表明，俄罗斯正在使用中国的社会控制体系加强对其公民的管理，更多地使用人工智能和人脸识别等功能。

俄罗斯的人工智能可以帮助寻找失踪人口，识别罪犯，并在某些情况下收集有关政治对手的信息³。

总之：社会控制有很多体系，新技术非常有用，他们协助国家和政府与犯罪现象和恐怖分子作斗争。

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¹ ТАСС [Электронный ресурс]. URL: <https://tass.ru/moskva/4601220> (дата обращения 27.02.19). Загл. с экрана.

² Магазета [Электронный ресурс] URL: <https://magazeta.com/news/surveillance-cameras/> (дата обращения 27.02.19) — Загл. с экрана.

³ 智慧红云 [Электронный ресурс - официальный сайт веб-сервиса Baidu]. URL: <https://baike.baidu.com/item/%E6%99%BA%E6%85%A7%E7%BA%A2%E4%BA%91/21509076?fr=aladdin> (дата обращения 27.02.19). Загл. с экрана.

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孔子学院在俄中人道关系中的作用。

俄中在文化和教育领域的伙伴关系已经持续了十多年，而且联合项目和发展的数量每年都在增加。与中国教育和科研机构互动的相关性取决于多种因素，包括中国的有效经济发展，作为俄罗斯的战略合作伙伴，培养高素质国家人才（包括国外）的需求日益增长。

21 世纪中国的对外政治理论依赖于“人道关系”政策的实施，这一政策主要来源是丰富的民族文化、中国现代化的成功范例。这一政策成效已初步显现，当前世界上学习汉语的热情与日俱增。全球孔子学院的建立便是这一政策实施的范例。

孔子学院的主要职能是满足世界各个国家、地区汉语学习者的需求，传播汉语和中国文化，致力于教育和文化交流，推进中国和其他国家之间的合作，加深与其他民族间的友好关系。总的来说，孔子学院的业务内容总结如下：开展汉语教学；培训汉语教师，组织国际汉语水平考试（HSK, HSKK, ВСТ, YCT），组织学术活动，以推广汉语。

建立孔子学院是向世界展示中华民族文化成就的重要方式之一，也是促进中国和其他国家文化交流的良好渠道。

因此，在全球化的背景下，各国实施类似于中国的人道关系政策，有利于国际关系的发展，违背这种潮流是无益的。孔子学院是宣传工具的观点是站不住脚的。俄罗斯孔子学院的活动证明其并未传播中国政治和党派观点。本人认为孔子学院立足于发展和扩大国家间的对话，有利于加强双方的合作，以应对 21 世纪人类所面临的挑战。

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教育出口是中国外交政策“软实力”的一部分

美国著名的政治科学家 Joseph S.Nye 提出了软实力这一概念。在这位美国政治分析师的研究课题中，他对于软实力的概念做了以下解释：软实力是使他人自愿想要得到与你一样的结果。换句话说，就是营造一个良好并吸引他人的国家形象和国家行为会使其他国家自愿与其合作。

随着中国在 20 世纪下半叶迅速发展，在 21 世纪初，软实力的概念在中国国家层面形成并发展。那么最重要的工具之一就是：与中国国家结构直接相关的教育中心的创建和发展，附属研究中心与中国的大学和文化中心 - 孔子学院。这项工作主要涉及三个方面：吸引外国留学生，将中国学生送到国外，并开设联合课程和研究所。

中国，已然成为世界现代经济中心之一，它也正在成为一个越来越有吸引力的教育目的地。值得注意的是，中国分配了大量资源来推广这项政策。它们包括乐了中国语言和文化的保护和传播，经济的发展以及中国一体化进程中的政治影响。

现今在这方面中国已经取得了前所未有的成功，因为根据中国教育部的数据来看，中国的留学生人数每年增加 10%。第三个方向也取得成果，例如上海合作组织大学，俄罗斯和中国技术大学协会，俄罗斯 - 中国经济大学协会等。

因此，中国已经成为全球教育服务市场中最强大的参与者之一，国家语言和文化的普及也越来越明显。中国对教育出口发展的重大投资促进了这一点，通过国家提供的大量拨款，有利的生活条件并确保外国留学生加速适应过程。作为吸引力的另一个因素就是，中国的政治稳定和经济领域的积极发展。

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中国倡议全球化“一带一路”的国际关系

“一带一路”倡议是中国新的地缘政治和经济战略。该倡议是中国外交政策最典型的体现。

今天，中国正在中东开始采用与国际层面相同的战略。

该战略的目标是改变现有规范，并创建与西方规范不同的组织。因此，中国参与复杂的区域政策的情况正在增加。这些参与不仅体现在复兴古代丝绸之路，使货物从中国横跨欧亚大陆运送到欧洲和非洲；而且中国不断改善交通，能源和通信基础设施。全球化进程的发展是多国参与的。因此，中国的“一带一路”战略举措已成为创建全球化发展的新模式。

由于“一带一路”倡议，中国将迎来新的市场，以应对国内的过度生产。然而，该倡议只强调侧重于支持中国在全球背景下的经济增长，但中国在世界的影响力却与日俱增。

另一种观点认为该倡议开启了新的全球化进程。如果没有倡议所具有的历史意义，这种观点是无法解释的，也就是说，这是全世界的新发展战略。换句话说，“一带一路”可以被解释为中国对更美好世界，全球经济和社会的意愿的贡献。

“一带一路”倡议一直在不断变化，这是中国外交政策的典型特征。在头五年，该倡议只保留了一个显著特征 - 改变的趋势。因此，我们必须明白“一带一路”正在发展。因此，不应将该倡议视为具体战略或政治策略，而应视为单一欧亚经济空间通往欧亚全球化进程的道路，中国将在其中发挥重要作用。

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中国加入世界贸易组织的经济发展战略

中国在 2001 年加入世界贸易组织，决定了经济发展向国民经济自由化发展的思想转向，即中国面临着需要修改外贸法律框架，以及外国企业在中国的活动要求，减少进口关税和取消未来的进口配额，包括工业产品和农产品。

中国的经济发展战略取决于社会经济的发展规划。经济战略的目标大体上是连续的，然而，就其实施的手段和方法而言，过去三十年发生了根本性的变化。

根据中国政府制定的战略目标，中国现代经济建设大体分三步走：**第一步**，实现国民生产总值比 1980 年翻一番，解决人民的温饱问题；**第二步**，国民经济将实现平均每年增长 8%到 9%，到 20 世纪末国民生产总值超过原定比 1980 翻两番的要求，人民生活达到小康水平；**第三步**，到 21 世纪中叶基本实现现代化，人均国民生产总值达到发达或中等发达国家水平。第一步目标在八十年代已基本实现，为实现第二步目标，即十年计划（1991-2000）中国人民勤奋地工作着。中国在第十个五年计划的经济发展战略将实现以下几个目标：

— 实现年均约 7%的经济增长速度

— 2005 年国内生产总值比 2000 年大幅增长国内生产增长达到约 12.5 万亿元，人均国内生产总值 9400 元

— 保持城市失业率在 5%左右

— 稳定整体基价水平

— 优化生产结构，增强国家竞争力

在中国加入世界贸易组织的背景下，中国经济结构正在发生变化，其中农业份额减少，工业在国内生产总值结构中的份额以及服务业的

份额增加。到了 2000 年初期中段，中国达到了社会经济发展所规定的预期，自 1980 年以来的年均国内生产总值增长率刚刚超过 9%，到了 2000 年初期中段。人均国内生产总值约为 1.6 万元。中国成为仅次于美国、日本和德国的世界第四大经济体。

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俄罗斯与中国在“中俄地方合作交流年”（2018—2019）

背景下的区域间合作的成果和前景

2018 年前夕，中国国家主席习近平和俄罗斯总统弗拉基米尔宣布了“中俄地方合作交流年”的开始，其目标不仅是扩大和加强地区间的互利关系，而且还改善了各国之间的关系。在该计划开始一年后，似乎可以总结中期结果，并考虑在“交年”项目框架内进一步合作的可能性。

第一年举办了 400 多场联合活动，包括俄中论坛，展览，民族文化节等。西伯利亚海关总署关于 2018 年新西伯利亚地区与中国对外贸易结果的统计数据显示，进出口大幅增加。中国在远东地区的投资量增长（约占所有外国投资的 80%）。在教育和文化领域取得了积极成果，因此，汉语将被列入 2019 年统一国家考试的选修课名单。

根据“Levada-Center”进行的一项调查显示，将中国视为盟友的俄罗斯人数与 2017 年相同，尽管持有“交年”，但总体信任水平仍保持在 2014 - 2015 年的水平。（2016-2017 年）。俄罗斯人对丝绸之路项目失去兴趣，并对边境地区的俄中方案表示怀疑，并回顾了 2009 - 2013 年尚未实施的若干联合计划。

然而，尽“交年”项目在若干领域取得了成功，但公众对俄中区域间合作计划的认识却很低。

此外，据专家称，“交年”重复考虑到之前的俄中节目。该项目最初计划作为区域间合作的综合战略，分成几个由区域负责人专门协调的单独项目，这反过来使得难以总结该方案的结果。

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中国名牌在世界市场

品牌是一种识别标志、一种精神象征、一种价值理念,是品质优异的核心体现。品牌指公司的名称、产品或服务的商标,和其它可以有别于竞争对手的标识、广告等构成公司独特市场形象的无形资产。¹品牌是企业乃至国家核心竞争力的综合体现,也是经济全球化中重要的要素资源。

今天,从中国提供的货物不再意味着“低质量”,而是生产体面的产品,准备与名牌竞争。然而,并非所有消费者都想从中国购买产品,因此中国的公司需要证明它们是高质量和可靠的,以赢得买家的信任。目前,全球最强大的中国品牌有联想,华为,小米,安科等科技品牌。而阿里巴巴(电子商务平台)是亚马逊的主要竞争对手。

在中国经济发展中,大力推动中国品牌做大做强,对顺利实现建设现代化经济体系这一重大战略具有特别重要的意义。中国品牌发展严重滞后于经济发展,中国拥有的国际知名品牌与世界第二大经济体的地位极不相称,所以中国政府重视推动中国品牌。在中央与地方紧密配合下,在政府与企业共同努力下,中国品牌取得了长足的进步。

¹品牌的定义 [Электронный ресурс] URL: <https://wiki.mbalib.com/wiki/%E5%93%81%E7%89%8C> (дата обращения: 27.02.19)

为了推动中国品牌，政府实施许多方式，甚至运用媒体，加强传播纽带作用，讲好中国品牌故事。比如，人民日报社主办中国品牌论坛，以权威公信的媒体平台、交流平台、智力平台助力中国品牌加速发展。¹经过 30 多年的品牌建设，中国的产品和服务质量不断提高，一批中国品牌在世界崭露头角。2018 年中国首次发布了中国品牌价值百强榜。腾讯、阿里巴巴、中国工商银行位居前三名。中国手机信息应用程序“微信”是最近中国品牌进入美国市场的一个例子。

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¹ 《人民日报》（2017 年 12 月 23 日 05 版）推动中国品牌实现新飞跃 [Электронный ресурс] URL: <http://cpc.people.com.cn/n1/2017/1223/c64094-29724780.html> (дата обращения: 27.02.19)

**РУССКИЙ ЯЗЫК
КАК ИНОСТРАННЫЙ**

СЕКЦИЯ 1. АКТУАЛЬНЫЕ ПРОБЛЕМЫ МЕЖДУНАРОДНОГО СОТРУДНИЧЕСТВА В ГУМАНИТАРНОЙ СФЕРЕ

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МЕЖДУНАРОДНЫЕ ОТНОШЕНИЯ РОССИИ И МОНГОЛИИ В СФЕРЕ ТУРИЗМА

В современном мире тенденции глобализации проявляют себя в самых разных областях, в том числе, в сфере туризма. Монголия привлекает российских туристов своими заповедными местами и праздничными мероприятиями, а Россия монгольских туристов — культурно-историческими памятниками и известными достопримечательностями.

За последние 5 лет количество туристов, приезжающих в Монголию, заметно увеличилось. Общий поток путешественников возрос в 2018 г. до 529370 человек, при этом россияне составили 36 % всех приезжающих в Монголию туристов и заняли первое место по числу посещений страны (по результатам первого квартала 2018 г.). На втором месте находятся китайские туристы (32,6%).

Между тем, поток монгольских туристов, въезжающих в Россию, снизился на 2% и составил 295 тысяч поездок (по результатам 9-ти месяцев 2018 г.). Дело в том, что жителям современной Монголии мешает путешествовать по России недостаточное знание русского языка.

Между тем, руководство страны заинтересовано в развитии туристической сферы, тем более что Монголия имеет для этого необходимые ресурсы и, в первую очередь, заповедную, не тронутую человеком природу, экологически чистые продукты питания и колоритную национальную кухню.

Перспективы развития туристических отношений между Монголией и Россией связаны не только с экономическим и политическим контекстом сотрудничества двух стран, но и с желанием их граждан узнавать язык, традиции, культуру и природу соседнего региона.

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ПРОБЛЕМЫ КУЛЬТУРНОЙ ИНДИВИДУАЛЬНОСТИ В ЭПОХУ ГЛОБАЛИЗАЦИИ

В современном мире актуальна проблема глобализации, которая охватывает все сферы человеческой жизни, в том числе и культуру.

Благодаря этому процессу, возможно, в скором времени культура станет общей, интегрированной, потеряет свою этническую особенность и неповторимость.

Многие исследователи, изучающие процесс глобализации, считают, что в этом нет ничего плохого, так как общечеловеческие ценности большинства народов похожи. В таком случае исчезнут национальные черты народов, неповторимые признаки той или иной нации, предметы и традиции, обычаи, которые ценят люди, которыми гордятся, которые отличают одну культуру от другой.

Считаем, что культура и есть одна из главных причин, достоинством которой мы интересуемся при выборе страны для дальнейшей жизни. Окунувшись в культуру другой страны, мы узнаем культурные ценности, изучая традиции, сравнивая изученное с особенностями собственной культуры.

Каждый человек должен заботиться о сохранении культуры своего народа. Многие ошибочно считают, что, если культура станет общей, все упростится, особенно общение между людьми.

Культурная индивидуальность каждого народа помогает жить последующим поколениям, продолжая лучшие традиции своих предков. Благодаря культурным традициям осуществляется связь времен, преемственность поколений, то, на чем держится мир.

Сохранение культурной индивидуальности — государственная задача. Цель государственной культурной политики любой страны — духовное, национальное самоопределение страны, сохранение ее наследия и уникальности.

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СОХРАНЕНИЕ ИСТОРИИ И КУЛЬТУРЫ МОНГОЛОВ В ЭПОХУ ГЛОБАЛИЗАЦИИ

Происходящие в современном мире процессы интеграции ставят под угрозу существование национальных культур. Влияние глобализации ощущает также и культура монголов. Так, например, в связи с научно-техническим прогрессом в монгольский язык входит большое количество иностранных и новых слов. Кроме того, фольклорному искусству монголов угрожает опасность ограничения сферы его использования вследствие перехода кочевой культуры в оседлую.

Для сохранения национальной культуры Монголии необходимо вести активную работу по изучению национальной истории и культуры, традиционного хозяйства, включению исторических и культурных памятников Монголии в фонд мирового наследия, распространению знаний о них в мире. В этом направлении правительство и Академия наук Монголии сотрудничают с учеными других регионов Азии.

Объединение усилий по изучению и сохранению кочевой цивилизации имеет особое значение в эпоху глобализации. Академия наук Монголии должна играть ведущую роль в подготовке ученых-исследователей кочевой культуры, организовывать археологические исследования, переводить на монгольский язык исторические источники, связанные с монгольской историей и культурой для их сохранения, защиты и развития в современном мире¹.

Дальнейшее развитие монгольской культуры и истории непосредственно связано с совместной деятельностью международных групп монголоведов. Сегодня в США, Великобритании, Германии, России, Корее, Турции, Китае, Японии работают научные центры монголоведения, издаются научные журналы.

При активизации и развитии международного научного сотрудничества Монголия сможет сохранить и защитить свою древнейшую историю и культуру.

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¹ Энхтувшин Б. Глобализация: Монголия и монголы // Власть. 2010. № 9. С. 11—15.

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ПЕРСПЕКТИВЫ РАЗВИТИЯ ПАКИСТАНО-КИТАЙСКИХ ОТНОШЕНИЙ

Дружественные отношения Пакистана и Китая имеют давнюю историю и охватывают политическую, экономическую, военную и др. сферы.

Одним из наиболее перспективных аспектов сотрудничества Китая и Пакистана является проект Китайско-пакистанского экономического коридора (КПЭК). Для Пакистана КПЭК предполагает модернизацию энергетического сектора, строительство транспортной инфраструктуры для соединения китайского региона Кашгар с глубоководным портом Пакистана Гвадар.

Для Китая проект КПЭК важен как с экономической, так и с геополитической точки зрения. При его реализации протяженность наземного маршрута от Кашгара до порта Гвадар сократится в 5 раз, что сократит транспортные и логистические расходы. Также Китай решит проблему выхода к Аравийскому морю, а через него в страны Персидского залива, Иран и Африку.

Китай в сотрудничестве с Пакистаном стремится усилить свое влияние в Южной Азии и на Среднем Востоке. Кроме того, Китай намерен обеспечить постоянные поставки энергоносителей и необходимых промышленных товаров из Ирана и стран Ближнего Востока.

В то же время развитие китайско-пакистанских отношений позволит Пакистану решить многие проблемы и может способствовать политической стабильности и дальнейшему экономическому развитию страны.

Несмотря на попытки США вовлечь Пакистан в стратегию сдерживания Китая, Исламабад заинтересован в долгосрочном экономическом, политическом и военном сотрудничестве с Китаем для достижения своих внешнеполитических целей в отношении Афганистана и Индии.

Таким образом, обе страны могут использовать развитие взаимоотношений в собственных экономических и геополитических интересах.

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ПРАВОВОЙ АНАЛИЗ УГОЛОВНОГО ЗАКОНОДАТЕЛЬСТВА РОССИЙСКОЙ ФЕДЕРАЦИИ И РЕСПУБЛИКИ ТАДЖИКИСТАН

Современный мир невозможно представить без сотрудничества государств, которое неминуемо влияет на их правовые механизмы. После распада Советского Союза все страны, получившие независимость, начали писать свои конституции, принимать уголовные, административные, гражданские и другие кодексы. Особый интерес вызывает сравнение Уголовного кодекса двух стран — Республики Таджикистан и Российской Федерации. В результате анализа мы выявили как схожие, так и отличительные черты и понятия, в частности, понятия преступления, категории преступления и виды наказания Уголовного кодекса Российской Федерации и Республики Таджикистан.

Российская Федерация и Республика Таджикистан всегда взаимодействовали между собой во всех сферах политической деятельности, и принятие законопроектов не стало исключением. По структуре УК РФ и УК РТ состоят из двух частей: общая и особенная части. В общей части содержатся нормы, посвящённые общим вопросам уголовной ответственности. Понятие преступления идентичны, так же, как и возраст наступления уголовной ответственности (ст. 20 УК РФ, ст.23 УК РТ). Виды наказаний так же аналогичны, за исключением особенности исполнения такого вида наказания, как исправительные работы. Ст. 50 УК РФ предусматривает удержание из заработной платы осуждённого к исправительным работам от 5 до 20 процентов, а УК РТ в ст.52 от 5 до 30 процентов.

В особенной части раскрывается сущность отдельных видов преступлений и санкции за их совершение.

Таким образом, можно сделать вывод, что Уголовный кодекс Российской Федерации и Уголовный кодекс Республики Таджикистан практически ничем не отличаются, так как оба кодекса созданы на основе уголовного законодательства СССР и Модельного Уголовного Кодекса для государств-участников СНГ.

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ОСОБЕННОСТИ ДЕЛОВОГО ЭТИКЕТА В РОССИИ И МОНГОЛИИ

Тема деловых отношений очень важна для нашей будущей профессиональной деятельности. Цель работы — сравнение особенностей деловых отношений России и Монголии.

Русские в отношениях доброжелательны, пунктуальны, открыты для общения, а монголы к иностранцам относятся радушно, но немного с опасением. Во время деловых переговоров с монголами стоит прямо отвечать на поставленные вопросы — «да» или «нет».

Если говорить об обращениях на «ты» и «вы», то русские всегда говорят своим партнерам «вы». У монголов нет отчества, они могут обращаться к своим партнерам на «ты» и «вы».

Встречи могут быть спонтанными или запланированными, пунктуальность очень важна для русских людей, в Монголии о любых переговорах договариваются заранее, пунктуальность для монголов, к сожалению, относительное понятие. Общение русских может проходить на очень близком расстоянии, а в Монголии деловые партнеры находятся на расстоянии не менее 1,5 метров.

В России гостей часто встречают хлебом-солью, пирогами, блинами и другими национальными блюдами. Вручение подарка в Монголии — сложный ритуал.

Таким образом, правила этикета России и Монголии схожи, но монголы менее пунктуальны и эмоциональны.

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ПРОБЛЕМА МНОГОЖЕНСТВА В ТАДЖИКИСТАНЕ

Официально многоженство (двоеженство) разрешено на законодательном уровне в Брунее, Афганистане, Алжире, ОАЭ, Конго, Мьянме, Марокко, Нигерии, Саудовской Аравии, Танзании, Сенегале, Свазиленде¹. В республике Таджикистан двоеженство или многоженство, то есть сожителство с двумя или несколькими женщинами с ведением об-

¹ Хушкадамова Х. Семейно-брачные отношения в Таджикистане. /Халимахон Хушкадамова // Россия и мусульманский мир. 2013. №3. С. 98.

щего хозяйства, наказывается штрафом в размере от одной до двух тысяч показателей для расчётов, или исправительными работами на срок до двух лет, либо ограничением свободы на срок до пяти лет, или арестом на срок от трех до шести месяцев. (ЗРТ 10.12.1999 г. №877); (ЗРТ 06.10.08г., №422). В последние десятилетия XX в., когда стали говорить о свободе женщин, быть второй женой стало унижительным, однако, в XXIV., несмотря на запрет, вторые жены у мужчин появляются всё чаще. Но, как показывает практика, несмотря на такой запрет, многие женщины становятся вторыми женами по разным причинам. В любом случае, это рискованный путь. Если мужчина прекращает эти отношения, женщина не может подать на алименты, раздел имущества.

Многие женщины, овдовев, становятся вторыми женами, чтобы им помогли в материальном плане. Некоторые, совсем юные девушки, становятся вторыми женами, боясь угроз влиятельных людей, выходят замуж не по любви, чтобы только семья не пострадала. Несомненно, есть и счастливые вторые жены, которых любят и обеспечивают, но, к сожалению, по данным статистических исследований, таких девушек немного. Каждой девушке республики Таджикистан необходимо помнить о том, что свои права она может получить только в законном браке.

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ИТОГИ РАБОТЫ НАД СОЗДАНИЕМ УЧЕБНОГО ПОСОБИЯ ДЛЯ КИТАЙСКИХ СТУДЕНТОВ «РУССКИЙ ЯЗЫК КАК ИНОСТРАННЫЙ: ПРОФИЛЬ „МИРОВАЯ ЭКОНОМИКА”»

Актуальность работы обусловлена отсутствием в арсенале преподавателей РКИ специальных пособий для обучения китайских студентов языку специальности. Решением данной проблемы стало создание учебного пособия «Русский язык как иностранный: профиль „Мировая экономика”». Учебное пособие — это системное изложение дисциплин, составляющих ядро специальности «Мировая экономика», и представляющее собой курс русского языка как иностранного для китайских студентов среднего и продвинутого этапов обучения, обучающихся по программе бакалавриата экономических направлений вузов. Учебный материал представлен 12-тью темами, сгруппированными в 4 раздела, при

отборе были учтены требования выпускающей экономической кафедры, отправной точкой выбора стала подготовка студентов к сдаче выпускного государственного экзамена по профилю «Мировая экономика». Для облегчения понимания и повышения эффективности усвоения материала в пособии содержится 4 приложения: поурочный русско-китайский словарь, экономический глоссарий, перечень лингводидактических терминов с переводом на китайский язык и основные грамматические таблицы русского языка. Пособие готовится к выпуску в издательстве Сибирского государственного университета путей сообщения.

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СРАВНИТЕЛЬНЫЙ АСПЕКТ ИЗУЧЕНИЯ МЕНТАЛЬНЫХ СЦЕНАРИЕВ В МОНГОЛЬСКОМ И РУССКОМ ЯЗЫКАХ

Актуальность работы состоит в возможности выявления универсальных и специфических черт ментальных сценариев смеха в русском и монгольском языках через изучение фрагментов языковой картины мира (ЯКМ)¹. Интегральным признаком в них является тип смеха. Нами выделено два типа смеха, дифференцирующихся по цели субъекта: «злой» (*смех до плача доводит / инээдэм уйлахад хүргэж болдог*) и «добрый» смех (*тот, кто много смеется, молодеет / сайхан инээмсэглэл нүгэл биш*). Кроме того, были выделены интегральные и дифференциальные признаки смеха в русской и монгольской ЯКМ. Интегральным признаком является включение в сценарий объекта смеха (*освистатького-нибудь /хэн нэгэн рүүшүглэх*). Дифференциальным признаком для русской ЯКМ стала причина смеха, эмоциональное состояние человека и табу на смех, «*смех без причины — признак дурачины*», для монгольской же ЯКМ — неискренность, превосходство и презрение субъекта (*инээсэн бүхэн найз биш, ууралсан бүхэн дайсан биш / не все, кто улыбается, твои друзья, и не все, кто хмурится, — враги*). Итак, «смех» в монгольской и русской ЯКМ отличается своеобразием и уникальностью, его изучение помогает глубже понять культуру каждого народа.

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¹ Бычихина, О. В. Концепт «отказ» в русской языковой картине мира // Отражение русской языковой картины мира в лексике и грамматике: Межвузовский сборник научных трудов. Новосибирск: Изд-во НГПУ, 1999. С. 34—48.

СЕКЦИЯ 2. АКТУАЛЬНЫЕ ПРОБЛЕМЫ МЕЖДУНАРОДНОГО СОТРУДНИЧЕСТВА В СОЦИАЛЬНО-ЭКОНОМИЧЕСКОЙ СФЕРЕ

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МЕЖДУНАРОДНЫЕ ОТНОШЕНИЯ В ЭПОХУ ГЛОБАЛИЗАЦИИ

Российско-узбекские межгосударственные связи складывались издавна. В настоящее время продолжают формироваться прочные отношения, взаимовыгодные для каждого из государств.

Подтверждением крепких дружественных отношений двух стран является ряд основных соглашений в различных отраслях.

Договорно-правовую базу российско-узбекского сотрудничества составляют около 200 межгосударственных, межправительственных и межведомственных соглашений.

По данным обеих сторон, товарооборот республики с Россией в 2017 году вырос на 20% по сравнению с 2016 годом и достиг 5 миллиардов долларов.

Россия является крупнейшим инвестиционным партнером Узбекистана. Объем инвестиций, поступивших из России в Узбекистан, превышает 8,5 миллиарда долларов. В стране работает свыше 960 предприятий с участием российского капитала. В свою очередь, на территории РФ создано более 560 предприятий с участием резидентов Узбекистана.

Одно из приоритетных направлений — взаимодействие в культурно-гуманитарной, научно-технической областях.

Основной целью сотрудничества, соглашений, договоров в разных отраслях и визитами глав государств является взаимоуважение, сохранение добрососедских отношений.

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ВКЛАД МОНГОЛИИ В РЕШЕНИЕ ГЛОБАЛЬНЫХ ЭКОЛОГИЧЕСКИХ ПРОБЛЕМ

Актуальность темы работы обусловлена необходимостью решения глобальных экологических проблем. Монголия входит в двадцатку самых больших по территории стран мира. Страна располагает достаточно большими запасами полезных ископаемых, основной специализацией ее является разработка и экспорт минерального сырья. Однако добыча полезных ископаемых приводит к изменению экологической ситуации в районах добычи и влияет на водный баланс страны. Монголия не имеет выхода к морю, сток её рек идет на территорию России, в частности, в озеро Байкал, и нарушают экологическое равновесие озера. При решении данной экологической проблемы важной составляющей становится взаимодействие обеих стран.

Подписанное соглашение и постоянная работа совместной российско-монгольской группы позволяет одной стране активно развивать свою экономику, а другой проводить комплекс мер по охране озера Байкал.

Итак, целый комплекс мероприятий и программ по решению глобальных проблем человечества позволяет стабилизировать экологическую обстановку в обеих странах, способствует установлению сотрудничества между странами.

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ДОКТРИНА ВНЕШНЕЙ ПОЛИТИКИ МОНГОЛИИ ПРИ ПРЕЗИДЕНТЕ Х. БАТТУЛГА

После того как в 2017 г. Президентом Монголии стал Х. Баттулга, начался процесс смены внешнеполитического курса страны. Перестраивается система взаимоотношений с азиатскими экономическими союзами. Предпочтение отдается взаимодействию со странами ШОС и ЕАЭС.

Президент Монголии является сторонником вступления Монголии в ШОС. По его мнению, в данный момент этот шаг необходим для экономического развития страны. Вступив в ШОС, Монголия сможет принять участие в совместных экономически выгодных проектах.

Также Халтмаагийн Баттулга выступает с предложением заключить Соглашение о свободной торговле с Евразийским экономическим союзом (ЕАЭС), чтобы стать его полноправным членом. Это позволит ускорить реализацию программы создания экономического коридора Россия-Монголия-Китай. Сейчас Китай, Россия и Монголия решают вопросы, связанные с финансовым обеспечением этого проекта, а также осуществляют разработку его экономического и технического обоснования. Если торговые пути пройдут по территории Монголии, то в стране будут реализованы проекты по модернизации и расширению дорожно-транспортной инфраструктуры. Также Монголия получит доступ к рынкам ЕАЭС. Таким образом, вступление в ЕАЭС позволит Монголии реализовать свои транзитные возможности, а также будет способствовать активизации торгово-экономического сотрудничества¹.

Однако в самой Монголии ряд политических сил выступают против инициатив Х. Баттулга, направленных на вступление в ЕАЭС и ШОС. Они считают, что это будет иметь негативные последствия для Монголии вследствие отрицательной реакции со стороны стран Запада.

В настоящее время все предложенные инициативы находятся на стадии обсуждения.

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КИТАЙСКАЯ ИНДУСТРИЯ РОБОТОВ

Развитие робототехники сегодня является актуальным для всех стран. Этой отраслью занимаются многие страны, в том числе и Китай. Китайский рынок роботов особенно динамично развивается в последние десять лет. С 2013 года по 2018 год объём рынка вырос с 23,8 до 87,4 млн. долларов США, т.е. в 3,6 раза за пять лет. По предварительным итогам, к 2023 г. его объём составит 26 млрд. дол. США. Шанхай, Куньшань, Уси,

¹ Дугаров, Б. Новый вектор внешней политики Монголии [Электронный ресурс] / Б. Дугаров. Электрон. текстовые дан., 2018. URL: <https://zolord.ru/статьи/новый-вектор-внешней-политики-монголии>

Чаншу. Суйчжоу, Нанкин — это те города, в которых существуют самые крупные промышленные кластеры роботостроения. Факторами, оказывающими влияние на развитие индустрии роботостроения, являются наличие крупных роботостроительных предприятий, интеллектуальная поддержка вузов и научно — исследовательских учреждений.

Главным вызовом для китайской индустрии роботов являются: дефицит профессиональных кадров в китайской индустрии роботов составляет примерно 200 тыс. чел; отставание Китая от таких стран как США, Япония, Южная Корея и Европа; технологическое развитие отечественной индустрии роботов для устранения отсутствия основных технологий у Китая; сокращение рабочих мест в связи с развитием индустрии роботов.

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РОЛЬ ШАНХАЙСКОЙ ОРГАНИЗАЦИИ СОТРУДНИЧЕСТВА (ШОС) В СОВРЕМЕННОЙ МИРОВОЙ ЭКОНОМИКЕ

ШОС — это трансрегиональная межправительственная организация, куда входят Индия, Казахстан, Китай, Кыргызстан, Пакистан, Россия, Таджикистан, Узбекистан. Она была создана 15 июня 2001 г. в г. Шанхае (Китай).

Общая территория государств-членов ШОС — 23% (34,3 млн. км²) от общей площади Земли, на их долю приходится 43% (3,2 млрд. чел.) общей численности населения Земли, из которых молодежь составляет 2/3 трудоспособного населения.

Сегодня ШОС — это один из влиятельных участников современной системы международных отношений, развивающий последовательное сотрудничество в сферах политики, безопасности, экономики, культурных и гуманитарных связей.

За 2017 г. объем ВВП государств-членов ШОС достиг 16,8 трлн. долл. США, что составляет 20,8% от общемирового объема ВВП (80,7 трлн. долл. США).

По итогам 2017 г. прирост доли внешней торговли государств-членов ШОС к общемировому объему внешней торговли составил 2,96% и достиг 11,12% (5,1трлн. долл. США).

За 17 лет страны ШОС достигли огромных успехов в области регионального развития. В последние годы государства-члены организации активно реализуют договоренности относительно торгово-экономического сотрудничества, общими усилиями достигнут заметный прогресс в торговле и сфере инвестирования, упрощены процедуры торговли, укрепляются региональные связи и обмен.

Одним из основных факторов функционирования и развития ШОС является поддержание стабильных отношений между двумя главными участниками — КНР и Россией. Долгосрочное геостратегическое сотрудничество России и КНР в рамках ШОС, двусторонние добрососедские отношения и их изменения в целом способны повлиять как на региональные, так и общемировые процессы.

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РОСТ ТОРГОВЛИ УСЛУГАМИ В КИТАЕ КАК РЕЗУЛЬТАТ РЕАЛИЗАЦИИ ПОЛИТИКИ РЕФОРМ И ОТКРЫТОСТИ

Вступление Китая во Всемирную торговую организацию (ВТО) в 2001 г. позволило начать новый раунд китайских реформ и открытости, стало одним из основных драйверов развития для сферы торговли услугами.

Это позволило Китаю не только расширить масштаб торговли услугами, но и повысить свой статус в мире, что стимулировало реформирование всей системы управления отраслью торговли услугами в стране, повысило уровень юридической ответственности, соблюдения правил и выполнения договоренностей.

После вступления ВТО в Китае стала динамично развиваться торговля услугами, что внесло значительный вклад в национальное развитие и подъем мировой экономики. Что касается масштабов международной торговли услугами, то согласно данным, в период 2001-2017 гг. со-

вокупный объем китайской торговли услугами (импорт-экспорт) увеличился с 67,4 млрд. до 696 млрд. долл. США. За этот же период по величине торговли услугами Китай поднялся с 12-го на 2-е место в мире.

Динамичный рост торговли услугами в Китае содействовал развитию отечественной индустрии услуг, благодаря чему доля индустрии услуг в ВВП Китая увеличилась с 33,6% (2001 г.) до 51,6% (2017 г.).

На сегодняшний день индустрия услуг стала крупнейшим сектором национальной экономики, в результате заметно сократился разрыв в производственной структуре между Китаем и миром. С другой стороны, открытость рынка индустрии услуг Китая открывает перед мировыми поставщиками услуг колоссальные шансы для развития бизнеса.

Очевидно, что в системе многосторонней торговли китайская сторона достигла взаимной выгоды и обоюдного выигрыша, а опыт членства КНР в ВТО заслуживает внимания с целью возможности его применения в экономике России.

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АНАЛИЗ И ПЕРСПЕКТИВЫ РАЗВИТИЯ ФОТОЭЛЕКТРИЧЕСКОЙ ПРОМЫШЛЕННОСТИ КИТАЯ

Энергетические и экологические проблемы являются двумя важными проблемами, которые сдерживают устойчивое развитие мировой экономики и общества. После промышленной революции потребление минеральных источников энергии, такой как нефть, природный газ и уголь, резко возросло, также, как и нагрузка на окружающую среду, что вынуждает страны всего мира серьезно рассмотреть эту проблему и принять эффективные меры.

Солнечная энергия — это вид возобновляемой энергии, который обладает большими резервами, это лучший выбор, поскольку системы, использующие солнечную энергию, не загрязняют окружающую среду. С внедрением глобальной стратегии устойчивого развития данная технология была поддержана многими правительствами и широко исполь-

зуются во всем мире, в том числе и в Китае. С 2013 года в Китае интенсивно внедрялась политика поддержки фотоэлектрической промышленности, были приняты вспомогательные меры, поэтому Китай запустил волну фотоэлектрических установок. В будущем, с развитием данной технологии, стоимость фотоэлектрической продукции будет снижаться. Зависимость производства фотоэлектрической энергии от субсидий на электроэнергию становится все меньше и меньше. Сейчас фотоэлектрическая энергия может заменить некоторые традиционные источники энергии, но также ожидается, что она вскоре станет основным источником энергоснабжения.

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