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SPECIFICITY OF AUTOBIOGRAPHICAL MEMORY OF SCHOOLCHILDREN AND ADOLESCENTS

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Memory is a wonderful phenomenon of the human psyche, hidden features that so much scientists and researchers have interested in for years. Memory is often treated as special mental process that implies saving some information about the person's past, its special organization, thanks to which it can consequently be extracted into the sphere of consciousness easily. Process of memory consists of separate "subprocesses" which promote establishment of the main functions of memory: imprinting, preservation and extraction of certain information [4].

In the first place, it should be noted the way of represented personal memory in the phase of ontogenesis as school age and adolescents. In order to understand the dynamics of the investigated psychical process, we have considered also especially memory in preschool children.

Thus, preschool age (about 3 – 6 (7) years old), is characterizes by involuntary memory. The children have no purpose for "memorization", and have no means with which they would be able to organize this process. "Rudiments" of voluntary memory appear only at the end of this period (4-5 years old). However, it appears only when the child engages in gaming activities that s/he remember and can reproduce. This is a prerequisite of effective game [2].

In early school age (6 (7) – 10 (11) years old) memory acquires the features of voluntaries and consciousness although elements of involuntary memory and does not completely disappear. Along with the mechanical memory, that occurs the development of semantic memory. It is important to say that the child should be trained the proper usage of various mnemonic means. It will help the child to remember information faster and to reproduce it easier and more meaningful [1].

The adolescent's (11 (12) – 15 (16) years old) memory continues to improve. At the age of 13, there is a rapid growth of memory. Semantic memory is mediated by different sign systems, absorbed by the baby, so that a person's memory becomes more logical [2].

So, what is autobiographical memory? Professor of the Faculty of psychology of Lomonosov Moscow State University V. V. Nurkova gave the answer to this question. She devoted the study of the general mechanisms of the autobiographical memory phenomenon as a greater part of its professional activities. She said that autobiographical memory is a special psychic personality subsystem, which includes and manages significant events and conditions of awareness and acceptance of yourself as a unique, single and extended during the lifetime. However, if it does not delve into the scientific psychological thesaurus, autobiographical memory is often referred to simply as "the memory of himself" [3].

Accoding to the Nurkova's works, it can be concluded that autobiographical memory is a "bipolar" phenomenon. It contains elements of consciousness (the person himself can determine the degree of importance of a memorable event), as well as elements of unconsciousness (psychoanalysts said that autobiographical memory is unconscious formation that have been affected by psychological defenses). Also, this memory contains the elements of the involuntary (events "bump into" in the memory of an individual without his/her control) and elements of voluntaries (man can remember any event in the presence of a particular purpose, for example, to adopt decision on the basis of past experience) [3].

As to functions of autobiographical memory, scientists take three main groups of autobiographical memory functions:

1. *intersubjective function* describes the individual relationship within a society, for example, the transfer of its unique experience, establishing interpersonal contacts, empathy function, etc.;
2. *intrasubjectivity function* is associated with personal self-control, for example, the formation of the "I"-Concept, building personal life strategies;
3. *existential function* which promotes awareness of the personality of its uniqueness, such as self-knowledge, historical or cultural relatedness, awareness of the uniqueness of his/her life, meaning-making, formation of the highest, i.e. the meaning of life [3].

Thus, analyzing the material, we found that autobiographical memory begins to work in humans at the age of 3-5 years old; so we cannot discuss this kind of memory in preschool children.

In the early school years, autobiographical memory works like "swing", because the memory has involuntarily and small volume: it stores only a small part of the events of their lives and fixed only those episodes that were very bright and interesting for the child.

It should be noted that adolescents, with their voluntary memory and increased volume, have autobiographical memory that processes function well enough as an individual is able to determine the degree of relevance and importance of an event of the life by him- or herself. This contributes directly to the selectivity of their autobiographical memory. However, some part of the memory of an adolescent is involuntary, which contributes to independence of "the introduction of events in their memory".

Therefore, we can conclude that through the time of the functioning of autobiographical memory ontogenesis, it is enhanced and becomes more complex. The complexity of the work is in the absence of theoretical material and specification on the topic in the field of developmental psychology that confirms the relevance of the topic and the prospects for its further research.

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Аннотация. Данная статья посвящена исследованию особенностей автобиографической памяти в младшем школьном и подростковом возрастах. Данная тематика не нашла широкого распространения среди отечественных авторов, ученых, специалистов в области психологической и педагогической наук. Теоретическая и исследовательская база у такого феномена, как автобиографическая память, достаточно обширная, но составлена она в основном на основании работ зарубежных исследователей. Процессы развития и формирования автобиографической памяти в аспекте исследования возрастных особенностей также предоставлены недостаточно полно. Всё это ставит исследования в данной области научного знания в разряд проблемных, но весьма актуальных.

Ключевые слова: память, автобиографическая память, онтогенез, младший школьный возраст, подростковый возраст.

Summary. The paper studies the specificity of autobiographical memory of schoolchildren and adolescents. The special aspects of memory of the preschool age, primary school age and adolescence in general are described. Autobiographical memory as a subsystem of memory in general is described. This topic is not widely spread among Russian authors, scientists, experts in the field of psychological and pedagogical Sciences. Theoretical and research base for this phenomenon as autobiographical memory is quite extensive, but it is mainly based on the works of foreign researchers. The process of formation and development of autobiographical memory in the context of investigations on aging also provided inadequately. All this puts the research in this area of scientific knowledge in the category of problem, but at the same time, it is a very relevant problem.

Keywords: memory, autobiographical memory, ontogeny, primary school age, adolescence.

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PROBLEMS OF BATTLE TANK CREW SURVIVABILITY

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Peace on Earth or live in peace is one of the most important things that can be for a person. No war will make people happy if, even increasing their own territories, at the cost of war; they will not become morally richer. After all, no war cannot do without the loss of sons, husbands and fathers. Only by peaceful negotiations can consensus be reached.

We can say that war is an exclusively human factor, because any war occurs because of human greed, greed, or self-assertion of the ruler's personality. For example, the Second World War is a war between the two world military-political coalitions, which became the largest armed conflict in the history of mankind. 80% of the world's population participated in

it. The scale of military operations during the Second World War was great, it covered three continents and the waters of four oceans. Whatever military operations in the territory of the Russian Federation are permissible, it is advisable to constantly raise the combat readiness of troops [1-3].

The activities of the Armed Forces of the Russian Federation include not only tasks to be accomplished in wartime, but also tasks to be accomplished in peacetime or during a threatened period.

At present, the Armed Forces of the Russian Federation are structurally comprised of three types of troops: ground forces; Aerospace forces; Navy; And two kinds of troops: Strategic Missile Forces; Airborne troops. One of the important roles in ensuring the protection of the territorial integrity and national interests of the Russian Federation is played by ground forces that ensure the fulfillment of tasks both in peacetime, threatening time, and in time of war. Land forces are the most numerous and diverse in armament and methods of combat operations. The main force of the ground forces of the Russian Federation is represented in the tank troops. One of the main problems of ensuring the combat readiness of a tank is the protection of the armor and projectile tank. To ensure the security of the tank, it is necessary to perform a number of actions aimed at ensuring and increasing its survivability.

Under the survivability of the tank is understood the property of the tank to preserve and restore its combat capability in the conditions of enemy influence. Each model of the tank has its own characteristics, for example, the tank's size, the design of its armor protection, the layout, the presence of protective systems that reduce the probability of enemy shells entering the tank and their zabronevoe action, the ability of the crew to use the protective properties of the terrain, etc. For all models of tanks, there are two main ways to ensure their survivability:

- passive;
- active.

The passive direction of ensuring the survivability of the tank is mainly aimed at dynamic protection. The main principle of the operation of such protection is the impact, blocks packed with explosives, on the projectile.

The implementation of the active direction is considered on the side of equipping the tank with the means of detecting and destroying the enemy ammunition that attacks the tank (the "Shtora" system provides a cloud of interference, knocking down the aiming to the controlled weapons of the enemy and the "Arena" system that destroys the means of hitting the tank by detonating special charges). Active protection allows not only protecting the tank from ground attack means, but also from attacks from the air, which became especially important in modern conditions.

On the basis of the above-described basic directions for ensuring the survivability of a tank, it is advisable to study in detail the problem of the survivability of the crew of a battle tank, that is, it is necessary to identify indicators (parameters) capable of ensuring the survivability of a battle tank and its crew.

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3. Архипова М.А. Полная энциклопедия танков и бронетехники СССР Второй Мировой войны 1939 – 1945, 2010. – 240 с.

Аннотация. В статье раскрыты два основных направления обеспечения живучести экипажа боевого танка: пассивное и активное. Обоснована целесообразность выявления показателей (параметров) обеспечения живучести боевого танка и его экипажа. Представлены рекомендации для дальнейшего изучения обозначенной проблемы.

Ключевые слова: живучесть, обеспечение живучести экипажа боевого танка.

Summary. The article reveals two main directions ensuring the survivability of the crew battle tank – passive and active. The expediency of revealing the parameters (parameters) for ensuring the survivability of a battle tank and its crew is justified. The advice on the following research of the above stated problem is presented.

Keywords: survivability, ensuring the survivability of the crew of the battle tank.

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Clinical counseling is sphere intersections of health and social care (work). In the framework of medical assistance, clinical counseling is essentially the semantic counterpart of psychotherapy. Within social work, it acts as an important component of counseling people who are in difficult life situations. These situations, being often intolerable and incompatible with «normal life» and the normal (ordinary) forms of understanding ourselves and the world, led to the aggravation of already existing or occurrence of new psychosomatic and mental disorders («resomatization» and «psychotization»). Clinical and psychological counselling, therefore, is addressed to transordinary experiences of life and to the transordinary forms of understanding. These forms of thinking appear in the form of transordinary, atypical behavior and «abnormal» behavior, and the deformation of man's relationship with itself and the world. In the transordinary situations, peoples are often faced with traumatic experiences. In the transordinary situation hey are experiences the traumas and collision with a deadly dangerous disease or with death, with loss of loved ones, home and property, with the experience of captivity and prison, forced migration or loss of a job, etc.

Table 1. Moral and psychological components of the physical and mental health

Primary	1 - Generic aspects, life-denying generic moral and psychological program	2 – Distress, activating generic and personal life-denial	3 - Personal life- denial: moral choice of the person /couple
Moral and psychological causes /triggers	Generic /scenario – the presence of the family experience is not healed of disease, betrayal of love and pride Moral and spiritual problems of the relations to itself and the world from the descendants and/or ancestors, pending the initiation	Intensive and prolonged stress – the loss of loved ones, professional life and the "blows of fate"	The rejection of the themselves and the world understanding of, insincerity is the congruence and fear of the experience of life-death
Accompanying conditions /secondary causes	Stress treatment, trauma experiences associated with the diagnosis and treatment of diseases, death of family illusions	Violations of bioethics – the ethics of relations of the patient and the doctor, intentional or unintentional trauma to the patient or doctor during the treatment, stigmatization of patients, self-stigmatization	Passive and negative coping, life-denial, and the denial of the effectiveness and benefits of treatment, self-punishment
Psychological conditions healing	The transformation of the life scenario and treatment recapitulation generic scenarios and actions of their (Grand)parents, children and grandchildren (descendants), the experience of initiation as an experience of the dance of life - death"	The release of stress through his transformation and the transformation of attitudes towards it, releasing negative emotions, overcoming stigma	Active coping, vitality, acceptance of fate in General, her research and willingness to change and to change, congruence, sincerity, acceptance of the dance of life - death, birth and dying

The Task of man to transform the experience so that it served the development, not degradation, including in the form of resomatization and diseases, disintegration of personality and its psychotization [1; 2].

Clinical counselling helps people to find the psychological causes and consequences of the disease, and to identify their relationship to the transordinary situation, short-term a traumatic incident or more or less permanent traumatic circumstances

of a person's life. It helps to identify the relationship of the disease as a form of suffering to particular events or circumstances and find a way of transforming suffering and/or circumstances.

Table 1. Moral and psychological components of the physical and mental health

Secondary	4 – Pride as the denial of the primacy of Being, of living	5 - Jealousy as an attempt to substitute values of Existence, of life	6 - Envy and accusation as an attempt of denial of the integrity of Existence, of life	7 - The Shame and anger as the denial of the value of Life, life
Moral and psychological causes /triggers	Pride, humiliation or contempt of pseudo goal (fictitious goal of life), the desire to insist on, exorbitant desires,	Jealousy, addiction and hate, inclusion in the "incomplete" object relations, triangles , etc., the ingratitude	Envy and accusation of themselves and others, lack of implementation capacity and attempts to interfere in the implementation of others	Shame and the desire to protect themselves from the world, of people and brought their changes, anger and uncertainty
Accompanying conditions /secondary causes	Refuse treatment, ignoring the disease, isolation and interpersonal non-confirmed	Alienation from family, doctors, etc., immature personality and inability to partnership and service	Search "guilty", the fragility of coping, uncertainty, attitude to treatment, "field behavior", the accumulation of grievances	Loss of sense of security and suicide, the reluctance to change, to understand the disease, its causes and consequences
Psychological conditions healing	Understanding of the disease, the adoption of the lessons and decisions of destiny, true purpose, and humility, is confirmed and involvement in life, moderation and post	Love as autonomy and maturity of personality, responsibility and the desire to help others, service, and mutual aid, gratitude	Acceptance of uncertainty, of vulnerability, openness to change, life and a willingness to go to meet people, self-realization, detachment in relationships and in situations, forgiveness and release of sin and offense	Respect for self and the world, the adoption of "bad" and "good", their relationship is the feeling of being wanted and "place" in life, self-sufficiency and self-confidence

Within social work it is important not only to transform suffering, but to change the circumstances to break the cycle of suffering and causing their circumstances mutually reinforce and support each other. Professionals and clients looking for ways of passive and active coping with the difficulties of life and associated diseases: a tribute of gratitude, respect and love yourself and the world that a person is healed and heals himself (transformed) the circumstances of his life and the lives of loved ones. And Vice versa, transforming the circumstances of your life and the lives of others, helping them and serving the world, the person is healed.

The main violations of the relationship, including "pathogenic conflicts" and "pathology role," are violations of the moral pillars of the relations as well as their psychological causes and effects: pride, jealousy, envy, anger, feelings of self-importance/overvalued or inferiority, shame and guilt, etc. Analysis of modern and traditional studies of the psychological causes and effects of diseases can provide some of the "universal" clusters of disturbed relations. Each of them, being intensely expressed and long-term reproducible, leads to diseases of body and soul. Each of them have gone to other, reinforcing the disease and preventing the individual to make the decision to change. Clinical counseling helps people decide to change.

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Аннотация. Клинико-психологическое консультирование – сфера пересечений медицинской и социальной помощи (работы). В рамках медицинской помощи клинико-психологическое консультирование является, по сути, смысловым аналогом психотерапии. В рамках социальной работы оно выступает как важный компонент консультирования людей, попавших в трудные жизненные ситуации. Эти ситуации, будучи невыносимыми и подчас несовместимыми с "нормальной жизнью" и нормальными (ординарными) формами осмысления себя и мира, привели к обострению уже имевшихся или возникновению новых психосоматических и психических нарушений

("ресоматизации" и "психотизации"). Клинико-психологическое консультирование помогает человеку найти психологические причины и последствия болезней тела, а также выявить их связь с трансординарной ситуацией, краткосрочным травмирующим инцидентом или более или менее постоянными травмирующими обстоятельствами жизни человека.

Ключевые слова: клинико-психологическое консультирование, трудные жизненные ситуации, трансординарные ситуации, психосоматические нарушения, психические нарушения, травмирующие ситуации.

Summary. Clinical counseling is sphere intersections of health and social care (work). In the framework of medical assistance, clinical counseling is essentially the semantic counterpart of psychotherapy. Within social work, it acts as an important component of counseling people who are in difficult life situations. These situations, being often intolerable and incompatible with "normal life" and the normal (ordinary) forms of understanding ourselves and the world, led to the aggravation of already existing or occurrence of new psychosomatic and mental disorders ("desomatization" and "psychotically"). Clinical and psychological counselling helps people to find the psychological causes and consequences of the disease, and to identify their relationship to the transordinary situation, short-term a traumatic incident or more or less permanent traumatic circumstances of a person's life.

Keywords: clinical counseling, difficult situations, transordinary situation, psychosomatic disorders, mental disorders, traumatic situation.

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THE ROLE OF MASSIVE OPEN ONLINE COURSES (MOOC) FOR PROFESSIONAL DEVELOPMENT

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Distance education is the way of schooling for students who are not always able to attend classes due to different reasons.

Massive open online courses are a widely researched development in distance learning that has recently become popular in the world. It was first introduced in 2008. By 2012 more than 1.5 million Internet users had registered at Coursera, Udacity and edX. The diversity of students appeared to be great, but concentrated mainly among English-speakers.

Coursera is an educational technology company that offers massive open online courses and interactive participation accessible for free. It was founded in 2012 by two computer science professors Andrew Ng and Daphne Koller from Stanford University, USA. Coursera works with world's best universities to make their courses available through the World Wide Web. Initially, it started co-operating with Stanford University, Princeton University, the University of Michigan and the University of Pennsylvania. Now it has 150 partners across 30 countries.

Coursera also collaborates with Russian educational institutions: Higher School of Economics, National Research Nuclear University MEPhI, Moscow Institute of Physics and Technology, Saint Petersburg State University, St. Petersburg State Polytechnic University, National Research Tomsk State University, Novosibirsk State University.

The website provides courses in a variety of areas, including humanities, biology, medicine, mathematics, business, computer and data science. Coursera offers sets of courses for those people, who want to master their career skills. They are called "specializations".

Each course includes short video lectures on different topics. They also provide interesting quizzes, exercises and sometimes a final project or exam. The assignments are usually given on a weekly basis. The courses last approximately 4-10 weeks, with 1-2 hours of video lectures with subtitles a week. It has a mobile app for iOS and Android operating-systems.

Thanks to the modern technologies and wireless networks it is possible to watch videos not only at home, but everywhere you want: at school, at work, while studying in the library and even while travelling.

Udacity is an educational organization offering massive open online courses. It was created in 2011 by Sebastian Thrun, David Stavens and Mike Sokolsky. The first courses were launched in 2012. Each course consists of several units involving video lectures with captions and quizzes in order to help students comprehend ideas and concepts.

EdX is a massive open online course provider. Scientists from Harvard University and Massachusetts Institute of Technology founded it in 2012. EdX renders online university-level courses in a wide range of disciplines at no charge. They help to increase understanding of various topics. Its courses consist of weekly learning sequences, which are composed of short videos with interactive learning exercises, where students can immediately practice. The courses often include tutorial videos that are similar to small discussion groups. There is also an online forum where students can post and review

questions and comments to each other or teaching assistants. People have a chance to develop personal relations with other participants and make new friends. Note: EdX differs from other MOOC providers in that it is a nonprofit organization.

Higher education is very necessary. So, the purpose of these online courses is to empower people and to make the education affordable and highly effective.

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Аннотация. Данная статья посвящена дистанционному обучению и способам его реализации с помощью информационных технологий, которые являются основным средством. Рассмотрен метод онлайн-курсов в форме видео-лекций по множеству направлений в различных отраслях знаний. Домашние задания и тесты помогают лучше усвоить материал и закрепить полученные знания. В качестве дополнения к учебному курсу предоставляется возможность интерактивного взаимодействия пользователей с педагогами и другими студентами. Приводится детальная информация о трёх наиболее популярных образовательных Интернет-ресурсах с уникальным контентом для всех желающих получить качественное образование.

Ключевые слова: дистанционное обучение, массовые открытые онлайн-курсы (MOOC), Coursera, Udacity, edX.

Summary. The given article is devoted to distance learning and ways of its realization using information technologies, which are the main means. There was reviewed the method of online courses in the form of video lectures on a variety of directions in different branches of knowledge. Home assignments and tests help to understand the material better and consolidate the acquired knowledge. In addition to the training course, there is a possibility of interactive communication of users with teachers and other students. Detailed information is provided on the three most popular educational Internet resources with unique content for everyone who wants to receive a quality education.

Keywords: distance education, massive open online-courses (MOOC), Coursera, Udacity, edX.

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THE USE OF COMICS IN THE EFL CLASSROOM

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The English as a foreign language (**EFL**) is an essential part of school curriculum in many countries. Since early childhood parents encourage their children learn foreign languages. The English language is placed on the second level in the list of difficult subjects, while math is the most difficult.

Researchers have always focused on the problems of teaching foreign languages. There were different approaches. Only in the end of 1960s a new approach appeared, later only in 1970 known as **Communicative Language Teaching**. A lot of linguists worked on that issue, such as N. Chomsky, John Firth, M.A.K. Halliday, Dell Hymes, John Gumpers and many others. D.A. Wilkins examined the language from its functional side. There are two aspects of the approach: learning to use, the main aim of which is to provide the opportunity to use the language for communication; using to learn, which teaches communication through communication, such version creates an opportunity to use the language as a mean for learning.

The main question appears: how parents and teachers should encourage children to learn English or another foreign language? There are some recommendations. Try to prove that English is very important in our modern life and it is impossible to live in such an intimate world without knowing the global language. Turn the process of learning into game to make children be more involved in learning environment naturally. You should not criticize every mistake but focus on the achievements, try to praise children. The best thing you can do to help your kid learn English is to help make it fun. If your child thinks it is just extra lesson, then they may not want to do it. Have English books at home, watch English films even with subtitles, and listen to English songs. The more your child hears English, the easier it will be for him/her to learn. Try to speak with children in English as much as possible, even short phrases such as "I love you", or instructions like "come here",

"sit down" or "good luck, have a nice day" are great to start with. Your children will then be used to hearing people talk to them in English. Obviously, there are other things you can do if you want to help your child learn English – for kids the most important thing is encouragement so if you do that then you will be helping in the best way possible.

It is obvious that learning English has four aspects. They are reading, listening, writing and speaking. All of them are very necessary if you want to have deep knowledge of the language. Speaking is one of the most important skills as everybody knows. Let us pay our attention to the speaking. Speaking is "the process of building and sharing meaning through the use of verbal and non-verbal symbols, in a variety of contexts" [1]. Speaking is a crucial part of EFL and teaching, that is why it requires a lot of teachers' and students' efforts.

The main educators' aim is to teach everyday English and to make children speak without constraint. Teachers often tend to assume that conversation in the language classroom involves nothing more than putting into practice the grammar and vocabulary skills taught elsewhere in the course. But if we want to teach conversation well, we need to know something about what native speakers do when they have conversations. The most important function of each language is the function of communication (exchanging ideas, thoughts, to understand the opponent and to be understood).

If you restrict students around forms or tough grammar rules, students cannot speak freely and unfortunately, they start to be anxious about making mistakes in the time of speaking. Grammar is an essential area of a language, but initially, you should direct students to move on the function of the language.

What to teach and how to teach? Try to speak with your students using colloquial neutral words not the bookish. Provide them an opportunity to listen to native speakers and then to repeat. Learn idioms and phrasal verbs, which are very frequent in native speakers' speech. All that you could achieve if you use comics, which are rather visual and kids like them. Also there is a very good textbook, written by L.A. Hill. There you would find texts of different levels. There are anecdotes, true-to-life short stories, which are easy for understanding and retelling. Thus children learn basic phrases, common word combinations. Make students speak, ask them a lot of questions, while studying try to avoid native language. Give them situations to discuss, make their brains work hard. Such comics are a great fun, similar to using games or music, positively impacts motivation, allows for creativity – with language and art. It provides higher levels of linguistic competence – **pragmatic intelligence**. Students become acquainted with real world and authentic language. And one of the most important fact is learning grammar and vocabulary in context. As a result, a student would have communicative skills and would not feel lack of words.

When children see how they have succeeded in language they will love it much and will not give it up.

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Аннотация. В данной работе представлены стратегии преподавания английского языка как второго иностранного, нацеленные на выработку заинтересованности ребенка в изучении иностранного языка, на развитие у него коммуникативных навыков. Даются практические методические советы для педагогов и родителей. Использование комиксов – один из современных коммуникативных методов для ознакомления учащихся с «живым» английским языком. Анализируются методические материалы для использования комиксов при обучении английскому языку. В работе рассмотрены преимущества коммуникативного подхода в обучении языку.

Ключевые слова: иностранный язык, обучение английскому языку, говорение, коммуникативный подход, поощрение и заинтересованность, комиксы.

Summary. In the given paper, one can find EFL teaching strategies on how to encourage young learners while studying and how to make them speak in English. Practical advice is given to professional and non-professional English for Young Learners educators. The use of comics is one of the modern communicative techniques to acquaint students with authentic English. The teaching resources are analyzed for application of comics in the classroom. Advantages of the Communicative Language Teaching are observed.

Keywords: English as a Foreign Language (EFL), English for Young Learners, speaking, communicative language teaching, teaching strategies, comics.

CRIMEAN AND SEVASTOPOL NGO ROLE IN THE PROFESSIONAL FORMATION OF STUDENTS**Mariia Varlagina**

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It is a well-known fact that students often apply to universities not only to get knowledge or to receive their professional skills, but also to join some non-governmental organizations, which sometimes are relevant to their future career. The variety of non-governmental organizations (NGOs) is immense; therefore, there is an overwhelming majority of NGOs, which can differ from our future career.

The youth movements play the important role in promoting the new society; it means also the public and political involving of next generation.

The 20th century is known as period of formation of non-governmental organizations. They help to enhance the abilities of political order. At the very beginning of the 20th century the number of NGO has been growing dynamic, these organizations had different ideological thrust, and therefore they provided the momentum to create international youth political organizations. Moreover, in the early times of the Soviet History, the political identity of young people had the capacity to change the political order and to protect the society rights. [1, p. 1-4]

Students' activity in Crimean and Sevastopol universities and institutions was presented in the form of creative associations mainly (e.g.: student's theatres, dance groups, singing clubs, etc.) until 2014.

The policy of Russian Federation is to support non-governmental (public) youth movements that often locate their offices in higher education institutions

Since 2014 the education system has changed and underwent certain changes. Ever since the Russian Spring, in Crimea and especially in Sevastopol such organizations start blooming. Nowadays, Sevastopol is the city with federal status, therefore the main part of such useful and support organizations appeared here.

Nowadays the NGOs are widely presented and enroll students and young stakeholders wishing to join. Moreover, in most cases these associations are not directly related to the education program (technical or humanitarian specializations).

But the main questions in this case are: Why do students join such organizations? Are NGOs able to improve students' professional skills?

The Russian Federation is the country with an overwhelming majority of NGOs for youth. Therefore, some students as the main representatives of youth are involved in a range of the forum campaigns, which directly aims to establish the comprehensively developed society.

In the given paper we present the results of our survey based on the following questions. What is the average age of the NGO members? Why did they decide to join the organization and how did they know about it? Are these students (young people) going to devote themselves to organization?

We have chosen 5 NGOs: "Fregat" ("The Frigate", Volunteer Corps), "Volontyory Pobedy" ("The Victory Volunteers", Sevastopol Regional Office of the Russian Social Movement), "ASSC" (the Association of Student Sport Clubs of Russia), "The Russian Student's Team" (the Russian Youth NGO) and "The Media Focus" (Student Non-Professional Media Association).

"The main directions of human life are the private life, the professional activity and human social interaction. The social direction is an integral part of a stable society. It is an awareness of the self as part of society, to find their own place in the society, that saves a human from the feeling of separation, frustration and solitude, allows individual to feel one's own relevance, strength and sustainability, that is very important in the modern world with its pace of life" [2].

"The Frigate" Volunteer Corps has three major activities. "Komanda Zhizni" ("The Team of Life") focuses on such social aspect as help to disabled children.

"The Team 2018. Sevastopol" is related to sports, especially to "The 2018 FIFA World Cup". The volunteer area "Dobrodei" ("Do-Gooders") provide assistance in the organization of such events as summit meetings, forums, conferences. 120 students are members of this volunteer organization.

The Sevastopol regional division of the Russian social movement "The Victory Volunteers" plays role in the patriotic youth upbringing, a lot of voluntary campaigns have been organized by them, they have never failed to lend a helping hand to WW II veterans. The main goals are to support veterans, to restore and take care of the WW II monuments and to organize military parades. About 630 members form part of this NGO.

One of the most active social movements is the Russian youth non-governmental organization "The Russian Student's Team". There are about 400 members only in Sevastopol. What is the goal of their activities? Have you ever thought, who work in eating places or water fields in the farms in summer, or how vegetables and fruit make to the market bulks or who

becomes counselors in our camps? There are many directions in the Russian Student's Team: building, farming, hospitality industry and teacher training teams (squads).

The Association of student sport clubs of Russia ("The ASSC") is the community of active students, who tend to make sport accessible for everyone. The two main goals of "The ASSC" are to promote and to maintain a healthy lifestyle on public basis. The student sport is a special world, full of bright feelings and sincere emotions. But also there are students, who are fond of both going in for sport and write about it and organize mass events.

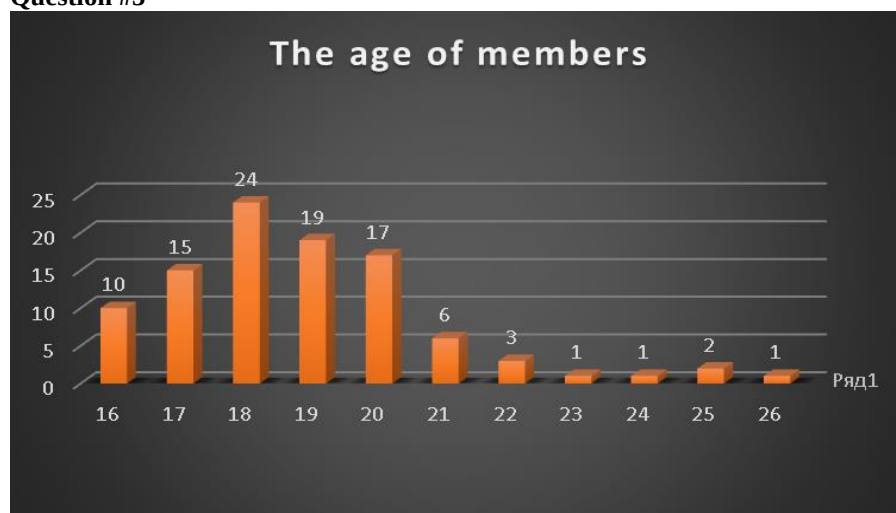
The latter organization, which is observed by us, is student's association "The Media Focus". "The Media Focus" was created by the powers of ordinary students, who just wanted to share university and city news. This association includes about 50 student members from different areas of education. The students from different departments such as IT-technologies, shipbuilding, economy, human science etc. organized a sort of club at first. And now student's media association "The Media Focus" can compete with professional city media. The main goal of the association is to show the world of news from students' perspective, without telling lies and exaggerations.

We have conducted the survey, with the help of it we should bring to light, if some students are in the way to connect their future with the organization's activity and why our youth need to be involved in some organization?

Sample questions are given below:

- 1) First Name, Last Name (Anonymous)
- 2) Your NGO
- 3) Age
- 4) Education Institution
- 5) Why have you joined the organization? (possible variants)
 - a) I want to begin something interesting and new.
 - b) I am fond of doing this form of activity.
 - c) The activity of organization is directly bound with my future profession.
 - d) Other
- 6) How did you know about this organization? (possible variants)
 - a) In social networks (VK, Facebook, Instagram, Telegram, etc.)
 - b) From friends/ group mates/ etc.
 - c) An advert in my institution
 - d) Other
- 7) Would you like to engage your future life with the activity of organization?
 - a) Yes
 - b) No
 - c) May be
- 8) In your opinion, why do we need youth non-profit organizations today?
- 9) What would you like to change in your organization?

Question #3



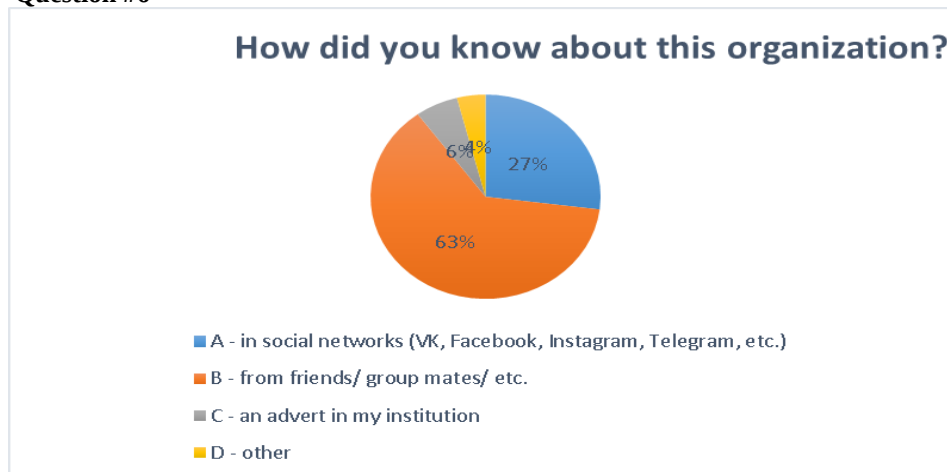
Following the results of our investigation, we can do some implications. The average age of active members of the organizations varies from 17 to 20 years. It is a time of the character development, when the former school students become adults, and do their best to create their future life and find personal fulfillment.

Question #5



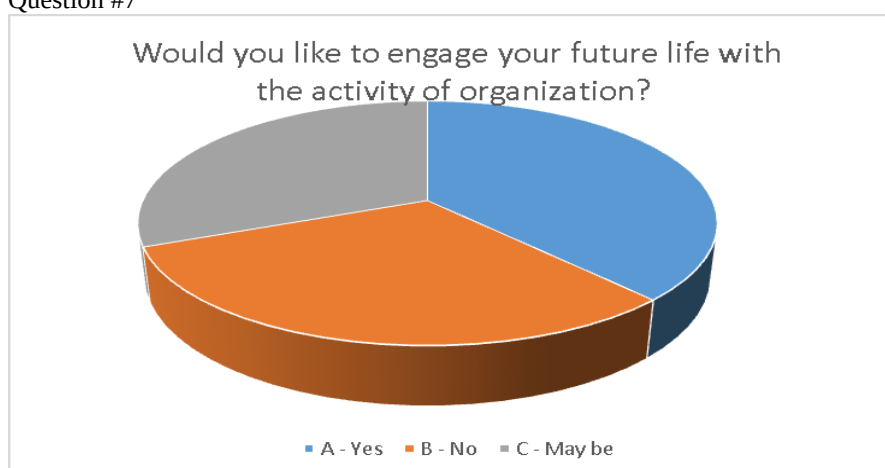
51% of the respondents are interested in movements and associations because of their activity direction. It means, that youth, especially students is not inclined to be involved in some NGOs related to their future professions. They tend to accept this form of activity as the way to spend their free time, a sort of hobby.

Question #6



The investigation showed us, that the overwhelming majority of the movement members are very sociable, and are able to transmit and spread some information among their friends and groupmates. The main channel of information is social networks in this case.

Question #7



In the next diagram, we have touched upon the question, if the young people are about to commit their future life to their NGOs. And the amount of answers are approximately equal. It may be bound with the age of students. Most of them came only after graduating the school. It is the main reason why they hesitate in their choice.

Nowadays the role of NGOs is widely discussed, because day-to-day the increasing number of young people join the organizations by way of starting something new in their life, especially in their student years. Their activity and personal success are the matter of great importance.

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Аннотация. Современная политика РФ направлена на оказание поддержки различным общественным организациям, которые создавались на добровольной основе. Многие из них ведут независимую деятельность, направленную на реализацию своих целей и проектов. Современные общественные организации призывают к диалогу власти и общества. Растет роль молодых лидеров в обществе. Многие студенты ВУЗов и представители молодежи вовлечены в общественную деятельность, которая не связана напрямую с их специализацией (направлением подготовки) в ВУЗе.

Ключевые слова: общественные организации, «Фрегат», «Волонтёры Победы», АССК, Российские студенческие отряды.

Summary. Modern Russia shows the policy of strong support to various NGOs that appeared on voluntary basis. Many NGOs act independently and their activity is aimed to reach its own projects and goals. Currently, modern Russian NGOs appeal to the dialogue the nation and the authorities; therefore the role of young social leaders is growing. A lot of students and young people are involved into various social movements that are not related to their future profession.

Keywords: non-governmental non-profit organizations (NGOs), The Fregate, The Victory Volunteers, the ASSK, The Students Russian Team.

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METHODS OF STUDYING HIEROGLYPHICS IN THE JAPANESE LANGUAGE

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Writing of whatever language consists of symbols, with help of which words are built. As we talk about Chinese or another oriental language, the most important thing are hieroglyphs. They say, the most difficult aspect during the studying Oriental languages is to read and to write hieroglyphs. It can be so, because everyone can face different kinds of trouble. All unclear information is hard to understand and to learn. That's why it's too important to make the process of studying as plain as possible.

One of the basal things is choice of method studying hieroglyphs. In this article are given several kinds of the most interesting and famous methods such as:

- ✓ Studying lines and graphemes of hieroglyphs.
- ✓ The order of writing hieroglyphs.
- ✓ The method of rewriting.
- ✓ The "vitrification" of hieroglyphs.
- ✓ The calligraphic method.
- ✓ The usage of technical learning tools (TLT).

For the most effective learning the following items are required: ink, a fountain pen, a pencil, paint-brushes of various diameters, paper, stencil, glass and desk lamp [1].

It must be admitted that there is no pen in this list, because it can't ensure different thicknesses of writing hieroglyphs.

Before memorizing hieroglyphs, it's necessary to understand what they are made of. Traditional Chinese and Japanese hieroglyphs are composed of graphemes, which, in turn, of lines. Basic graphemes and lines should be memorized as well as signs of the alphabet in any language. Then pay attention to the order of writing of them. Knowing the sequence of writing is necessary, first of all, to write well and not to lubricate the character during writing. After getting at the basic material, one can begin to memorize hieroglyphs.

Now we propose you to discuss some of *the methods of rewriting*. It is the most popular method for studying in the world. This method is used by the Chinese to memorize hieroglyphs in school. This method is quite simple – repetition of the writing of certain hieroglyph. Advantages of this method are the practice of writing, the use of arbitrary memory. As for disadvantage, it is a physical strain. The effectiveness of this method is 100%, but the main question is “How many reps.” One person is enough to write only one line, and the other is necessary to fill a book.

The next method is *the ‘vitrification’ method*. The sheet of paper with already written hieroglyphs is put on the glass. Atop of the list the clean sheet is put. A light is given under the glass. So one can copy hieroglyphs by the silhouette. Advantages: accuracy in memorizing hieroglyphs. Disadvantages: materials and complexity of the organization.

Calligraphic studying is the next quite common method of writing. Hieroglyph is a small picture, which captures the logic of associative thinking of the Chinese people. The idea of the method: to prescribe hieroglyphs without basing on semantics, but on the artistic value of the image. Advantages: the involvement of involuntary memory, the development of artistic taste. Disadvantages: The extra time and volitional efforts. For the best effect one should practice calligraphy every day. Moreover, while painting keep smooth and calm mood and follow the breath.

The usage of technical learning tools (TLT). There are lots of programs for your computer and portable devices to study the Chinese language. The idea of the method: Entering hieroglyphs using the capital input. There are many programs for platforms iOS, Android and PC, which can help in all phases of the study of hieroglyphs (dictionaries and special games). Advantages: speed training and practice of writing. Disadvantages: low accuracy.

To crown it all, the study of the hieroglyphs is a complex process of memorization and communication of meaning and graphic image. For lasting memorization hieroglyphs one need to use different methods of memorization and combine them to develop individual approaches to the study.

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Аннотация. В статье рассматриваются методы изучения иероглифики, главным фактором которых является заучивание наизусть основ (т.е. черт, графем и порядка их написания). Отмечено, что после успешного заучивания последних можно приступать к выбору метода и непосредственно к запоминанию иероглифов. Предоставлены наиболее действенные и популярные методы: прописывание, «стеклование», каллиграфическое изучение иероглифов (основано на ассоциативном запоминании) и использование технических средств обучения (ТСО). Упомянуто, что для наилучшего эффекта не стоит останавливаться на одном из перечисленных методов, а комбинировать их, согласно своим возможностям и желаниям.

Ключевые слова: восточные языки, метод, иероглиф, запоминание, графема.

Summary. The article concerns the methods of studying hieroglyphics. The main factor in studying is to learn by heart all the bases, i.e. lines and graphemes. It is admitted that after successful learning one can choose the method and begin to learn hieroglyphs. The most popular and effective methods are shown: the method of rewriting, the “vitrification” of hieroglyphs, the calligraphic method, the usage of technical learning tools (TLT). It is mentioned that for the best effect person should not use only one of them, but combine two or more methods according to its ability and leaning.

Keywords: oriental languages, method, hieroglyph, learning, grapheme.

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В последние годы визуализация информации в образовательном процессе все больше востребована: к ней обращаются как для поиска и анализа данных в исследовательских целях, так и для того, чтобы представить учебный материал компактно, привлекательно, с помощью системы визуальных образов в более доступной форме. Несомненно, всё более актуальными становятся проблемы визуализации мышления. Этому способствует также формирующаяся «экранная» культура современного человека и «клиповое» мышление.

Визуализация – это процесс представления данных в виде изображения с целью максимального удобства их понимания; придание зримой формы любому мыслимому объекту, субъекту, процессу и т.д.

Наиболее полное определение визуализации как метода, позволяющее отразить ее суть, дает А.А. Вербицкий, который рассматривает процесс визуализации как «свертывание мыслительных содержаний в наглядный образ; будучи воспринятым, образ, может быть, развернут и служить опорой адекватных мыслительных и практических действий» [2]. Таким образом, автор разводит такие понятия как «визуальный», «визуальные средства» и «наглядный», «наглядные средства».

Американские ученые [9] доказали что, визуализация информации напрямую связана с тем, что изображения человек запоминает лучше, чем слова, особенно, если требуется запомнить надолго, поэтому наглядное и схематичное представление дает более прочные знания. Этот феномен называется «эффект превосходства изображений» (Picture Superiority Effect). Именно визуальная информация чаще всего выглядит необычно, и это еще больше раскрывает образовательный потенциал визуальных опор.

Понятие «опоры» трактуется в методической литературе по-разному. Большинство авторов рассматривают опоры как некие ориентиры, побуждающие обучающихся сконцентрировать свое внимание на существенном, сокращая меру неопределенности, что приводит к уменьшению ошибок.

Важно понять назначение опоры в образовательном процессе и оценить ее потенциал. Образовательный потенциал, как способность, состоит из двух элементов: образовательных ресурсов и возможностей их использования с точки зрения имеющихся для этого условий.

Из современных методов визуализации учебного материала можно выделить два направления: инфографика и визуальные заметки. Самое главное отличие этих направлений – конечная цель.

Инфографика – это долговременный проект, представление информации в виде картинок и небольшого количества текста. Визуальные заметки, наоборот, направлены на визуализацию только что представленной информации во время лекции или презентации.

Инфографика – это графический способ подачи информации, данных и знаний, целью которого является быстро и четко преподнести сложную информацию [4].

Так как инфографика пришла в образовательный процесс из бизнеса, то направления для инфографики остались прежними: статистические данные, визуализация процесса и лента времени. Самое большое отличие инфографики от визуальных заметок состоит в том, что инфографику нельзя создать за считанные минуты, пока идет лекция для иллюстрации только что представленного материала, ее разработка требует долгой и тщательной работы, создания различного рода диаграмм, графиков, рисунков, подбора цветовой гаммы, вида и размера шрифта.

Однако в последние годы в связи с информатизацией образования такая технология визуализации информации как инфографика была адаптирована к педагогическим целям и получила название «образовательной инфографики». **Образовательная инфографика** – тип инфографики, призванный помочь в усвоении и систематизации большого объема информации по определенным предметам и областям знаний [3].

При визуализации учебной информации средствами инфографики решается ряд педагогических задач: передаются знания и распознавание образов, обеспечивается образное представление знаний и учебных действий, формируется и развивается критическое и визуальное мышление, активизируется учебная и познавательная деятельность, обеспечивается интенсификация обучения, повышается визуальная грамотность и визуальная культура.

С другой стороны, визуальные заметки не требуют подготовительной работы и служат опорой для запоминания только что изученного или услышанного (увиденного) материала.

К визуальным заметкам можно отнести: скетчноутинг, скрайбинг, НЛП-графику, опорный сигнал, интеллектуальные карты.

Скетчноутинг – это создание небольших рисунков (скетчей), иллюстрирующих конспект. При этом нет необходимости быть художником – главное, чтобы образ был узнаваем, не уделяется особое внимание цвету и инструменту для рисования. **Скрайбинг** – это тот же скетчноутинг, но для представления публике: то есть скрайбер рисует изображения не у себя в тетради, а на доске или экране параллельно с рассказом. **Скрайбинг-фасилитация** – это перевод информации из словесной формы в визуальную и фиксирование ее в режиме реального времени.

Для этих же целей служит и **НЛП-графика**, также позволяющая внести наглядность в конспектирование. Считается, что достаточно уметь рисовать лишь 5 основных элементов: круг, квадрат, линию, точку и треугольник, чтобы изобразить любой предмет, процесс или явление.

Влияние цвета на восприятие отмечается также у другого вида визуальных заметок – интеллект-карт (ментальных карт, карт памяти). **Интеллект-карты** – это естественный продукт деятельности мозга. Составляя такие карты, человек графически выражает процесс своего мышления. Главное отличие от скрайбинга – четкое расположение рисунков – от главного в центре к краям в виде корневой системы с ключевыми фразами и рисунками-ассоциациями. При мейндмэппинге, как и при «мозговом штурме», реализуются приемы порождения семантических ассоциаций. Интеллект-карты могут создаваться как на бумаге, так и на компьютере.

Нет сомнения, что применение разнообразных опор способствует более эффективному усвоению материала. Яркие образные визуальные опоры помогают устанавливать необходимые ассоциации, затрагивая эмоциональную и аналитическую сферы мозга. Это способствует реализации дидактических принципов в процессе обучения, на которых построены и различные мнемотехники.

Однако самым важным является не то, что опоры помогают запомнить необходимый материал, а то, что они способствуют более продуктивному извлечению знаний из памяти, его актуализации. Проблема современного «клипового» мышления состоит еще и в том, что знания в разных областях находятся на разных «полках» памяти, между которой нет очевидной связи. Именно опоры помогают наладить такие межпредметные связи и помочь обучающимся извлечь информацию из памяти. Опоры служат своеобразными «мостиками», связующими разрозненные «островки» знаний, умений и навыков. Образовательный потенциал визуальных заметок и инфографики достаточно высок и требует дальнейшего внедрения в педагогический процесс, как разновидность активного метода обучения.

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Аннотация. Статья посвящена вопросам образовательного потенциала символьных визуальных опор. Подробно описаны различия сходства инфографики и других видов визуальных заметок (скрайбинг, скетчноутинг, НЛП-графика и интеллект-карты). Рассматривается проблема развития визуального мышления с помощью опор. Визуализация учебного материала помогает развить визуальную культуру и повысить мотивацию обучающихся. Использование визуальных опор рассматриваются как метапредметная технология обучения, которая помогает преодолеть такую современную проблему, как «клиповое мышление».

Ключевые слова: инфографика, визуальные заметки, скрайбинг, скетчноутинг, нлп-графика, интеллект-карты.

Summary. The article is devoted to the educational potential of symbolic visual cues. Differences and similarities of infographics and other visual notes (scribing, sketchnoting, NLP graphics and mind maps) are described in details. The problem of visual thinking by means of cues is discussed. Visualization of teaching material helps to develop visual culture and to increase the motivation of students. Use of visual cues is considered as metasubject learning technology, which helps to overcome "mosaic thinking."

Keywords: infographics, visual note, scribe, sketchnote, NLP-graphic, mind map.

THE SCIENCE OF RATIONALITY: A BRIEF CROSS-DISCIPLINARY OVERVIEW

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The concept of rationality appears in many fields of scientific study, such as economics, sociology, psychology and artificial intelligence. Despite the term «rationality» sometimes having different specialized meanings in those fields, there is some common ground shared by those meanings that lets us see the connections between various sciences.

A commonly used mathematical framework for rationality is that of probability theory – more specifically, its Bayesian interpretations. The process of «updating one's beliefs on evidence» is frequently proposed as a model of scientific method and cognition in general [1; 2].

However, studies have shown that humans often deviate from the pattern provided by the laws of probability – displaying various «cognitive biases» in their judgment [3]. Further research indicates that human reasoning can be described as having two modes, or types of processes – fast, unconscious and automatical (System 1) or slow, conscious and deliberate (System 2). System 1-type thinking is thought to be the default mode of operation, as it is less computationally expensive, but it also frequently produces errors and can be overridden by corrective System 2 processes. More detailed descriptions of the dual theory of reasoning can be found in references [4].

The Good Judgment Project – a research collaboration dedicated to forecasting real-world events – has found that some individuals (named «superforecasters») are able to consistently outperform professional intelligence officers with access to classified information by 30%. A significant amount of research has been conducted as part of the project, showing that the main factors separating superforecasters from others are an intuitive grasp of the principles behind Bayesian probability theory as well as the ability to overcome their cognitive biases, applying reflective corrections to their System 1 judgments [5].

Another area of interest is optimal interaction between rational individuals. A standard example from game theory is a «Prisoner's Dilemma» – a thought experiment involving two agents put into a situation where both have the ability to «defect», betraying the other to improve one's situation, or «cooperate», risking defection by the other but enabling the possibility of a better equilibrium. Standard analysis states that regardless of the actions of the other prisoner, the «rational» choice for an individual is to «defect». However, arguments have been made that a proper model of rationality requires including the rationality of agents themselves into calculations, which produces a different, «cooperate» - «cooperate» outcome. Many examples of real-life interactions have been argued to be analogous to a prisoner's dilemma, especially its multiplayer and «iterated» variations, and therefore it is of interest for rationality researchers in various fields to produce models of rational decision-making that allow for mutual cooperation.

The few ideas discussed here represent only a small selection of all the existing research dedicated to the machinery behind rational thought and behaviour. Still, a general understanding of rationality as understood by modern science has hopefully been established to some extent by this overview. A more thorough analysis requires a discussion of the specific studies and their findings, which can be a topic of a series of new articles on the matter.

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Аннотация. В статье рассматривается краткий междисциплинарный обзор науки рациональности. Раскрывается термин "рациональность". Предлагаются различные подходы и теории в направлении рационализации (в частности, Байесовская теория вероятностей, элементы теории игр) и современные исследования в этом направлении (The Good Judgment Project / проект верных суждений).

Ключевые слова: рациональность, вероятность, Байесовская теория вероятностей, теория игр, проект верных суждений.

Summary. The science of rationality: a brief cross-disciplinary overview. This article the term "rationality". Various approaches and theories in the direction of rationalization (in particular: Bayesian probability theory, as well as elements of game theory) and current research in this area (The Good Judgment Project).

Keywords: rationality, probability, Bayesian probability theory, game theory, The Good Judgment Project.

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EDUCATIONAL ASPECT OF FOREIGN LANGUAGE TRAINING BY MEANS OF FOREIGN VOCABULARY COMPUTER PRESENTATION

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Последние десятилетия преподаватели иностранных языков в учебном процессе ставят на первое место прагматическую цель в обучении иностранным языкам (ИЯ). Учебники иностранных издательств построены на получении практических знаний. Не менее важные компоненты образования – воспитание, развитие, познание – оставались лишь его формальными аспектами. В ФГОС ВО прописаны требования к будущему военному специалисту – знание одного из иностранных языков в объеме, необходимом для чтения и перевода оригинальной военной и специальной литературы, ведение беседы по специальности, овладение навыками и речевыми умениями; поддержание беседы на общие и профессиональные темы; владение грамматическим минимумом, необходимым для осуществления общения в профессиональной и социально-культурной сферах [4]. Ни слова не сказано о воспитательном и культурном компонентах иноязычного образования. Упомянут лишь грамматический минимум (!) для осуществления общения, как вербальное средство для передачи информации. Что стоит за этой формулировкой? Насколько содержательным и результативным окажется это общение? Возможно, одна из причин слабой мотивации к изучению ИЯ у курсантов – это противоречие между декларированием деятельностного и коммуникативного подходов в ФГОС ВО и ОПОП и фактической подменой их прагматическими целями.

Понимание культуры другого народа является следствием понимания и приобщения к собственной культуре, в результате чего преподаватели ИЯ обязаны воспитывать будущего специалиста не только в военном деле, но и патриота своей страны. Научив курсантов любить и ценить собственную культуру, можно сформировать основу взаимопонимания общающихся – культурный фон, без которого не получится диалога культур, а, следовательно, принятие чужого менталитета. Результатом может быть лишь терпимость к традициям другого народа, порой развивающуюся в ксенофобию [1].

Одним из принципов межкультурного обучения в дисциплине «Иностранный язык» можно отметить принцип контрастивности [2]. Данный принцип основан на сравнении элементов и структур родной культуры и культуры страны изучаемого языка. Причем сравнение должно проходить не в противопоставлении и не в оценочных суждениях типа «у них хорошие..., а у нас никуда не годные...». Следует сглаживать любые эмоциональные высказывания, не противопоставлять, а сопоставлять те или иные культурные явления. Преподаватель должен учитывать, что принцип контрастивности из области воспитания межкультурного общения представителей разных стран (курсанты, как будущие офицеры, имеют возможность столкнуться в своей службе с иностранными гражданами) проецируется также и на межличностные отношения курсантов в стенах учебного заведения. И тот факт, что в настоящее время в военных вузах учатся представители разных народностей нашей страны, делает этот принцип довольно важным и актуальным в иноязычном образовании.

Понимание иноязычной культуры не может проходить вне понимания и адекватного усвоения лексического материала иностранного языка. Порой курсанты, не задумываясь над семантикой лексического материала, используют первое значение при переводе специальных текстов. Одним из компонентов воспитания курсантов и понимания ими иноязычной культуры должно быть осознание того, что действительность в разных культурах представлена по-разному, вследствие различий менталитетов народов. Познание действительности должно проходить в том числе и через познание иноязычной лексики и тех реалий, которые стоят за этими словами. Таким образом, на занятиях иностранного языка следует уделить внимание типичным ошибкам, совершаемым курсантами, и способам их устранения.

В рамках темы «Военная коммуникация на флоте и средства коммуникации» курсанты знакомятся не только с профессионально-ориентированной лексикой, касающейся средств связи. Для работы с лексикой, наглядной иллюстрации примеров полисемии терминов наиболее продуктивным будет использование на занятиях компьютерных презентаций. Технические средства метода презентации помогают эффективно разработать данный этап учебной работы, руководствуясь дидактическими принципами наглядности и доступности материала. На специальных слайдах перед текстом дается парадигма конкретной лексической единицы, ее синонимы, антонимы, примеры и возможности использования в речи, коннотации данной лексемы, также указываются возможные средства словообразования. Обычно сообщения передаются – «send, transmit», в зависимости от средств передачи, но их можно «broadcast» (передать по радио, транслировать), «relay», «signal» (передавать флажным семафором) (Рис. 1).

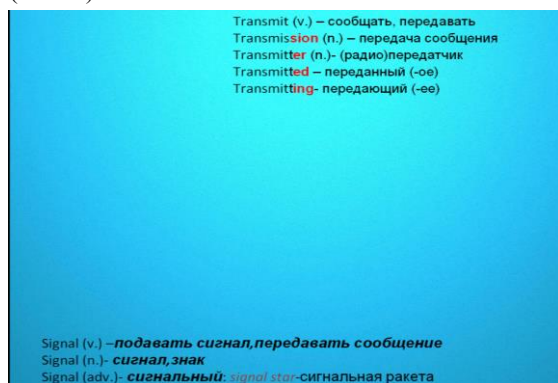


Рис.1 Слайд с вводимой лексикой

Лексика представляется в последовательных слайдах для проработки ее курсантами вербально и невербально (жестами, мимикой, телодвижением и т.п.). Как известно, ассоциации со звуком, жестом, эмоцией, воздействие на зрительную память позволяют более прочно закрепить материал в оперативной памяти, обеспечить ее переход в долговременную память, а затем извлечь информацию из памяти и активно использовать ее.

Курсанты также могут быть привлечены к разработке тех или иных вопросов употребления иноязычной лексики, в результате открывают новые для себя понятия, получают сведения, касающиеся их профессии. В процессе знакомства с военно-морскими средствами связи курсанты узнают, что существует

такая система связи, как «Nancy system» (Рис. 2).



Рис.2 Слайд-объяснение системы Nancy

В тексте на слайде-объяснении применяются средства НЛП графики: подчеркивания, выделения цветом, выделение значимых слов и выражений геометрическими фигурами и т.д. Средства НЛП графики эффективнее воздействуют на зрительные каналы восприятия информации (как известно, до 80% объема всей поступающей информации проходит через зрение), а, соответственно, и на память.

В теме «строение корабля» можно разобрать английские идиомы и фразеологизмы, связанные с флотом, которые нашли широкое распространение в обычной жизни. Например, «he knows the ropes» «он специалист, профессионал в своем деле». Человека на флоте в старые времена, изучившего досконально

весь такеаж корабля, можно было считать настоящим моряком. Курсанты предпочитают работать с электронными словарями. Проблема состоит в том, что электронные словари дают возможный перевод слов без контекста. В результате получаются курьезные переводы – «...он проверил **часового**...» – «...he inspected **time**...», «он добрый в **душе**» – «he is kind in a **shower**» (произошла подмена слов душа и душ, переводчик не распознает ударений) и т.п.

Культурологи сравнивают слова родного и иностранного языков с кусочками мозаики. У разных народов они разного размера (семантический ряд), цвета (стилистические коннотации). И эти кусочки порой не совпадают. Именно это обстоятельство является одним из камней преткновения в дальнейшем общении на иностранном языке [3]. Курсанты пытаются их безуспешно «совместить», а если не получается – «втолкнуть» эти кусочки насильно в общую мозаику, т.е. свою речь и общение. Подход к преподаванию иностранных языков нужно менять, отходить от старого «обучение языку» к иноязычному образованию, ведущего не просто к пониманию (*что* человек говорит), а к **взаимопониманию** (*что* стоит за тем, что человек говорит, какой смысл это имеет в контексте межкультурного общения), как цели и результату современного образования.

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Аннотация. Данная статья рассматривает вопрос актуальности лингвистического и воспитательного аспектов иноязычного образования современного курсанта неязыкового военного вуза через обучение лексике иностранного языка и общее культурное и языковое образование. Адекватное понимание, восприятие, использование лексики с помощью средств компьютерной презентации помогает познанию иноязычной культуры и культурному взаимопониманию.

Ключевые слова: воспитание, культура, компьютерная презентация, иноязычное образование, невербальные средства.

Summary. This article considers the problem of linguistic and educational aspects of foreign language training of a modern cadet of a Nonlinguistic military institute by means of the foreign language vocabulary, cultural and linguistic education. Adequate understandings, perception, use of vocabulary by means of computer presentation help a cadet to learn and understand foreign culture better.

Keywords: education, culture, computer presentation, foreign language training, nonverbal means of communication.

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THE ONLINE CHINESE LANGUAGE LEARNING

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Nowadays the distance education is getting more and more popular not only as a means to develop professional skills but has become an alternative to face-to-face system of gaining of higher education. Many students seek for opportunities to get degrees entirely through distance education. Distance education has come up with a lot of fruitful ideas how to make it more accessible on the one hand and how to increase the effectiveness on the other hand. The researchers are looking for tools to overcome the perceived shortcomings of e-learning, and make use of new technological developments to strengthen the advantages that online learning may offer for students. For example, the advances of mobile technologies have led to the paradigms shift from “learning anywhere, anytime” to “learning everywhere, everytime” [4].

Nowadays there is a well developed MOOC system of education that provides online courses on different subjects from many universities of the world. The acronym MOOC stands for “Massive Open Online Course”. There are lots of organisations that offer online education for different purposes. In this article is the review of our experience of participating in Chinese language learning courses on the platforms Alison and Coursera which provide an interpretation of the MOOC model. They focus on concise, targeted video content with short videos rather than full-length lectures to wade through and use automated testing to check students’ understanding as they work through the content [1].

Chinese language is one of the most difficult languages to learn. It is not similar to any European language and it does not have anything in common with European languages. The qualitative difference of the Chinese language is the fact that unlike European languages, where main grammatical function are expressed through the morphology of the language, i.e. the suffixes, prefixes In the Chinese language meaning depends on different types of tones and melodic words. The same words are pronounced with the ascending or descending melody of speech which can have very different semantic meaning. European languages are more tolerant to phonological errors at the expense of proper grammatical and lexical structures. In Chinese language phonetics is the Central category that cannot be ignored [5]. Chinese language can be studied independently with the self-help books and audio recordings, but it is essential to learn the spoken language with native speakers. If this way of studying is unavailable then the MOOC system of education can be of great help as it offers online courses with native speakers and teachers directly from Chinese Universities.

Let us consider main advantages and disadvantages of learning Chinese with the help of the courses provided by Alison and Coursera.

Coursera platform has an electronic address coursera.org. This system was founded by Daphne Koller of Stanford and Andrew Ng of Stanford and Google in April in 2012. A number of new, high-profile ventures feature professors from elite universities offer free courses online. All of these courses have video and social-networking components. Coursera courses are from 6 to 10 weeks long, with an hour or two of videos per week. In addition to the snap quizzes, they feature weekly exercises, ranging from problem sets and spread sheets to designing projects or essays writing, and sometimes doing a final project or having an exam. For all quantitative courses, the platform uses artificial intelligence to assess longer exercises with instant results. The fact that students can keep trying until they get the right answer is considered to be highly motivating and helpful to be successful [3]. Some courses offer free material to study. If a learner wants to get the certificate to confirm gained knowledge he or she should pay for the link with the certificate and download it on the computer to use in case of applying for the job, for example.

Alison, whose address is *alison.com*, is a nine million-strong, global online learning community, filled with free, high-quality online education resources to help you develop essential, certified workplace skills. Alison was founded in Galway, Ireland in 2007 by global leader and innovator Mike Feerick. This is a global social enterprise dedicated to providing free certified education and workplace training skills to any individual, anywhere, anytime, on any subject over the web. The learners can take or re-take an assessment on Alison anytime they want, but they require scores of 80% or over to pass. Once the learner has completed the course, he or she can download learner record as proof of his or her accomplishment. If a learner is supposed to have more official document, he or she can purchase a certificate and it will be sent out by registered post

Participation in online courses on learning of such difficult language as Chinese has both advantages and disadvantages [6].

Advantages of online learning are:

1. Convenience and flexibility are provided through schedule flexibility. Students can access their course at any time, from anywhere in most cases. Moreover, students can review lectures, discussions, explanations, and comments whenever they want and can control study time which means that lessons can be paused when needed. The fact that students are able to choose from a wider breadth of degree programs is of great importance as makes it possible to individualize learning according to learners pace and aptitude.

2. Student enrichment is gained through interaction. Online courses are less intimidating as students can think longer about what they want to say and add their comments when they are ready and have more time to absorb material. Many modern students may feel more comfortable talking openly with their teachers through online chats, emails, and newsgroup discussions rather than face-to-face.

3. Online courses offer cost-effective choices. Online courses may help individuals cut down or eliminate costs of transportation, babysitting, and other expenses incurred by attending classes in a traditional setting. Moreover, web-based classes may not require physical textbooks, which also help cut down expenses on education. However, with advantages there are some serious shortcomings of distance education which are described further.

1. Most negative feature of distance education is that the learners cannot interact with teachers and group mates directly. The learners can only write comments in special forums but still it is necessary to wait to get an answer.

2. In distance education students lack serious and atmosphere that is present in a classroom when lectures are given by the professors. Moreover, here the learners are alone and do not have anybody to compete and without any competition they tend to learn less effectively.

3. Some job markets do not accept online degrees. The learner might have a degree but that is not going to be recognized by both private companies and state institutions.

4. Not all courses are available and can be learned through distance education. Moreover, online courses or distance education has some serious limitations when it comes to offering courses.

5. Format of courses is not suitable for everyone. Sometimes language learners are not able to understand anything what is taught through an online video.

6. Internet availability and affordability. All the lectures and conferences are given through a webinar and students need a high speed internet connection. Many people cannot afford it [2].

In conclusion it is important to emphasize that to learn Chinese language distantly is very difficult, but it is possible and really exciting. The main thing is that you do not have to spend many years on training at the University, and if you make the effort, you can combine getting all the necessary knowledge with working, travelling or studying somewhere else.

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Аннотация. Целью данной работы является анализ возможностей изучения китайского языка в онлайн режиме. Основные преимущества и недостатки дистанционного образования рассмотрены в рамках MOOK (Массовые Открытые Онлайн Курсы), представленные такими образовательными платформами как Alison и Coursera.

Ключевые слова: онлайн образование, MOOK, Alison, Coursera, Китайский язык.

Summary. The purpose of the article is to analyze the possibility of the online Chinese Language learning. The main advantages and disadvantages and outlined within MOOC (Massive Open Online Course) provided by Alison and Coursera educational platforms.

Keywords: online courses, MOOC, Alison, Coursera, Chinese language.

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GAME PLATFORMS AS A NEW WAY OF FOREIGN LANGUAGE EDUCATION

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Learning foreign languages gives a person a lot of opportunities for self-development. Nowadays there are many effective and quick ways to learn English. Unfortunately, in practice, there are a lot of organizational problems in foreign language education, which are particularly pronounced during the foreign language testing. Can game form of studying and testing change it?

Nowadays in creation of game technology from individual games and game elements are involved not only teachers, who want to keep students engaged and happy as they learn, but also game developers from different companies with commercial aims.

Game training differs from other educational technologies in that game as a form of activity is suitable for a person of any age. It helps to represent learning process not as something difficult and complex, but as useful entertainment. No doubt, game form of training removes a psychological barrier because it is one of the most effective ways of activation and involving participants in the learning activity. High emotionality of the game causes a high degree of participant's openness. Human more interacts with other people in an attractive and friendly environment. Do not forget about the competitive aspect: game process gives participants strong motivation due to the desire to win. Being predominantly collective, group form of activity, which is based on the competitive aspect game, has a promotional character for the winners. Participants can organize different types of "prizes": material, moral (diploma, widely announcement of results), psychological (self-affirmation) and others. With that in a collective activity participants perceive result of the game through the prism of the overall success – that provides ideas about the unity among people. They are not afraid to ask something from other team members and interact with them.

Nowadays teenagers are surrounded by gadgets. The game is usually associated with phones and tablet computers, because every modern device has game shop in its system [1]. So students spend hours sitting in front of screens of their devices, playing or just surfing the Internet. I think, we can use it, promoting linguistic "apps" for teenagers. It is a good way to involve more students in studying foreign languages. Let's look at some examples of popular programs in such way.

Lingualeo is a freemium online platform offering an English language learning service for speakers from Russia, Brasilia, Portugal and Turkey. Lingualeo is easy to use. I think it is the main advantage of this program. It is available on the web, Android, iOS, Windows Phone, and as a browser extension. Lingualeo is rather popular: over 13 million people worldwide have used its online service to learn English (statistics for 2015) [2].

Such gaming platforms for studying language as *Duolingo* and *Lingualeo* use the substitution of a learning goal to the goal of the game. So process of studying becomes a way how to get points. A member solves game tasks and at the same time trains his skills. Storyline develops in parallel with the main training content. It helps to activate the learning process for more effective development of educational elements and, last but not least, helps to create positive psychological atmosphere, gives students an opportunity to see in the foreign language a communication tool.

Everybody can use the basic version of Lingualeo's service for free. It consists of easy tasks, fundamental grammar materials and word trainings. Users can also buy premium service by upgrading to "Gold Status," which includes over 20 additional grammar courses, nine video tutorials, four additional interactive practice trainings, and an unlimited personal dictionary. Lingualeo also provides a platform for authors and publishers, which allows them to create courses and receive a portion of the total revenue. The service also helps teachers and language schools to provide training, create individualized learning programs, and easily assess student.

Developers of such programs usually make a great slant on enlargement of vocabulary. For example, in Lingualeo you can up to the next level only after learning a certain number of words. The good point is that the user himself determines the words he need or want to learn. There are many sets of words on various subjects and themes ("starting set of words for

beginners", "hundred adverbs", "family", "animals" and so on). You can also highlight unknown words in texts and videos from Lingualeo's content or even add any word from outside sources. Studying words with "Brainstorm"(the main training mode) is very convenient. The player remembers not only transcription and spelling of the word, but also image-association.

However, as it is a business product, the program gives a specific limit for learning and training words a day. Premium version allows you to solve this problem and as well open additional courses of grammar, which, unfortunately, are most paid.

Another drawback is the lack of speaking. Although the most attractive feature of Lingualeo is a variety of learning content, there is almost no practice of speaking. In my opinion, watching videos and reading texts cannot compensate it. It is a big problem for platforms with the same linguistic trend. But Duolingo has tried to overcome such difficulties.

Duolingo is a free platform for language learning and "crowdsourcing" translating. The service is designed so that making progress through the lessons you can also help other users to translate websites, articles and documents. It does not specialize on a particular language and rather serves to create different courses and test – as of November 2016, the language-learning website and app offer 68 different language courses across 23 languages; with 22 additional courses in development. The app is available on iOS, Android and Windows 8 and 10 platforms with about 150 million registered users across the world.

Duolingo provides written lessons and dictation, with speaking practice for more advanced users. Each lesson consists of tasks to practice speaking, listening, translating, as well as multiple-choice tests. It has a gamified skill tree that users can progress through and a vocabulary section where learned words can be practiced. You can watch your progress as in other services, but the feature is that Duolingo motivates you to stick to the schedule, showing how many consecutive days you spend on language learning.

Creators of the platform have developed a good control system that is why many teachers and even government organizations are already using Duolingo as the perfect complementary tool for language teaching. With Duolingo each student receives personalized reports and practices necessary to successfully use the knowledge gained in the classroom.

It is more adapted for groups and intensive self-training with the control than Lingualeo, but it has less content.

Another remarkable platform is Memrise. The plot of the app has a space theme. The player acts as a rookie who needs to train his skills to defeat his enemies and save the world.

Memrise is an online learning tool with courses created by its community. It has the similar business model as Duolingo. Its courses are mainly used to teach language, but are also used for other academic and nonacademic subjects, including science, music, history, philosophy, and popular culture. Memrise uses flashcards augmented with mnemonics (known within the service as "mems") – partly gathered through crowdsourcing – and the spacing effect to boost the speed and ease of learning.

Lingualeo, Duolingo and Memrise do not have a narrow specialization that is the cause of many drawbacks. Authors could learn something useful from such small sources as *Quizlet* and *Puzzle English*.

Quizlet allows you to create different modules for learning and training materials. Puzzle English offers many ways of learning language. Some interesting of them are watching serials and films in English with subtitles and taking a part in online courses with lecturer-native speaker.

In conclusion, we can make a summary that these game platforms and learning tools are able to change people's attitude to the whole process of foreign language studying and testing. In our opinion, modern technologies entail new ways of education. If learning becomes easier and funnier, we are on the right track.

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Аннотация. Данная статья посвящена проблеме изучения иностранных языков среди подростков и взрослых. В наши дни есть множество быстрых и эффективных способов, как выучить английский. Тем не менее, ученые считают, что игра является наиболее эффективной формой обучения и контроля успеваемости студентов. В работе представлены примеры актуальных лингвистических игровых платформ для пользователей любого возраста. Статья также рассматривает психологическое состояние учеников в момент формального и неформального (скрытого) контроля.

Ключевые слова: игровые платформы, игра, деятельность, иностранные языки, проверка, обучение.

Summary. This article is devoted to the problem of studying foreign languages among teenagers and adults. Nowadays there are many effective and quick ways to learn English. Nevertheless, scientists consider a game to be the most effective form of educational process, and the process of student progress testing. In the article there are some examples of actual linguistic game platforms for users of any age. Student psychological state while formal /informal (implicit) testing is also described in the paper.

Keywords: game platforms, game, activity, foreign language, testing, education.

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**SOCIAL NETWORKS USAGE FOR STUDENTS-PHILOLOGISTS PROFESSIONAL
COMPETENCE FORMATION**

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Social networks have entered into the life of every modern person; they have become an integral part of various aspects of our everyday life not excluding modern educational process. The time when teachers were isolated by walls of an institution has passed: nowadays modern technology gives opportunity to exchange their experience and to follow the latest projects in the educational sphere. In our opinion, the use of the social networks can contribute to intensification and modernization of the learning process.

Teachers can use social networks for communication and discussions with learners, for notifications about important data and events, for teaching and supervision. Moreover, social networks can be used both as remote training technologies for students-philologists and as their knowledge supervision.

There are some advantages of social networks usage in educational process for lecturers and students:

1. Modern students spend most of their time in social networks. Communication and as well as learning are the typical routine which leads to more effective mastering the material.

2. Communicating in social networks with a teacher a student feels less shy. It allows him/her not to look incompetent and ridiculous demonstrating lack of knowledge [1].

3. There is also an opportunity of communication between university groupmates. Conferences and so-called "brainstorming sessions" can be organized, especially before the exam.

4. A lecturer and a student in this case are the members of a social network communication. Cooperation at the vertical level is replaced on the cooperation at the horizontal level.

5. A lecturer has an opportunity to inform the students about the upcoming events in no time.

6. There is a possibility of educational work with truants and unsuccessful students as in the social network they can be caught more often than at the university.

7. Students can get tasks and explanations to them, references to video tutorials, resources for self-learning foreign languages and a list of links to educational films at any time.

8. A lecturer has an opportunity to give the necessary theoretical material, which is sometimes not possible to see in the classroom because of lack of hours set out in the Program of discipline.

9. A student can work in social nets in his/her own pace and in his/her appropriate time. It is also possible to reread, redo, rewrite, relisten etc. as many times as the student needs to understand the topic properly.

In recent years a number of works both native (Titov S.V., Tatarinov M.A., Sysoev P.V., Evstigneev M.N., Goroshko E.L., Filatov A.V.) and foreign (Kennedy K., Gonzalez D., Lowe C., Williams T., Bloch J., Ebner M.) authors appeared, where educational capacity of network services and Internet services is viewed in relation to foreign language learning.

Modern Methodists [2] consider it appropriate to use the already established and working social networks – the most popular among youth social network "Vkontakte" (www.vk.com). With the help of this network it is possible to create community, post and share audio recordings, video recordings, and also there is a possibility to access and post information on the personal pages of other users. With help of Facebook the same as with the help of Vkontakte it is possible to create a separate chat or group. In this group lecturer can moderate the discussion, invite students to discuss something, create events in the calendar, inform and remind students about important terms while learning the course.

With the help of Twitter lecturer can post additional materials, such as links to articles and videos. Using a hashtag in each tweet on a particular topic allows students to join the discussion and view all tweets on the subjects. Twitter allows one to go beyond the classroom and to socialize with students, teachers, experts and specialists in specific subject areas. The most important is the facts that via such communication students understand how to use the obtained knowledge and skills in practice, and that will be important for admission to college / university or in employment.

One more social media resource is Pinterest which helps teachers to gather in one place links on their subject area for their professional development, materials for courses and lessons, etc. A teacher can also follow the ideas of other specialists interested in the same topics [3]. All the mentioned possibilities are considered to be the important condition for the formation of professional competence and students-philologists who have not got enough practical experience.

From personal experience I would like to notice that the introduction of social networks in the educational process would be highly effective. It is useful for students or graduates, who want to connect their following work with the educational sphere to have an opportunity to consult with practicing lecturers, get advice on teaching and organization of the lesson. It is not enough to study only theoretical course of teaching methodologies since one will have a lot of questions in practice, especially a young teacher. A possibility to create a chat in social networks allows a novice teacher to receive and advice from experienced teachers and allows sharing new teaching methods. That is exactly the method what defines the attitude of students to a discipline of studies.

Thus, the active use of Information and Communication Technologies in the learning process accelerates greatly knowledge transfer from teachers to students and optimize the educational process as a whole what contributes to the formation of professional competence of future specialists – students-philologists.

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Аннотация. В статье рассмотрены особенности организации обучения студентов-филологов с помощью социальных сервисов Интернета, выявлены преимущества социальных сетей при использовании их с учебной целью.

Ключевые слова: социальные сети, качество образования, профессиональная компетенция, активизация процесса обучения, современные технологии.

Summary. The article considers the peculiarities of the organization of educational process for students-philologists with the help of social Internet networks, the advantages of use social networks for the formation of professional competence of students-philologists are viewed.

Keywords: social networks, education quality, professional competence, intensification of educational process, modern technologies.

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PORTFOLIO AS A TEACHING TECHNOLOGY OF WRITTEN SPEECH IN FOREIGN LANGUAGE IN PRIMARY SCHOOL

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The relevance of our research is confirmed by the outlook for upgrading school teaching, to perfecting teaching process due to new school requirements by means of Portfolio method. The aim of our study is to show the benefits of using Portfolio for motivating pupils and considering all results, achieved by pupils in various types of activity.

Portfolio is considered to be one of the newest and promising teaching technologies. Pedagogics treats Portfolio as a method of fixation, accumulation and estimation of personal student's records for a definite time period [3]. Evgeniya Polat characterizes Portfolio using the term 'student's briefcase' and designates its main function as a "cognitive constructive self-rating student's implement". In primary school "language portfolio" accomplishes factual (informative), pedagogical, social (human) functions [4].

In primary school a linguo-portfolio conforms to all self-oriented and activity approaches, and also heightens the student's status as an industrious educational process participant [2].

Portfolio makes it possible to consider all results, achieved by the pupil in various types of activity (training, creative (extracurricular), social, communicatory) and forms the chief element of the practice-oriented education strategy. What is more, portfolio complements traditional estimative methods in its evaluative function. One of the portfolio aims is to make a report on education process course, to draw out significant students' break-through and to track personal progress. Not only this technology supports high scholars' motivation, their ambitions and self-determination, but also broadens studying and

self-education abilities, formulates the competence of studying: setting targets, planning and managing of peculiar studying process.

There exists one accredited and widely used portfolio structure, which includes the following headings:

1. Picture (the author represents himself in any available manner- photo, drawing, essay, etc.)
2. Manifold (it may contain any information on the topic chosen by the student. In other words it is an information "bank")
3. Working papers (it is a bank of various tasks and projects fulfilled by the student during the studying process)
4. My consummations (a summing-up particle which contains the works which are thought to demonstrate one's advance)

Portfolio acts as a perspective technology for primary school pupils. Being a colorful and brightly-designed illustrated journal with clear and entertaining gaming tasks, portfolio satisfies pupils' cognitive demands. In addition to this, junior pupils, aspiring to get some estimation of their knowledge and activity, given by adults, use portfolio as a method of interaction with adults.

Sifting of the research, dedicated to the teaching usage of portfolio, demonstrates wide opportunities for upgrading school teaching, to perfecting teaching process due to new school requirements. Portfolio value is in its ability to form and develop certain student's cognizance. Adaptation and inoculation of this method may become one of the main study modernization courses on condition of the purchasing it with proper theoretical - methodological analysis and material.

As usual, motivation is an important facet of teaching foreign language. It allows both teacher and students to analyze and self-analyze studying activity, describe results and set new aims in foreign language studying. Motivation may be developed by means of including competitive intellectual activities. They are role-games, projects, quizzes during the lesson. It is important to teach pupil to think, as the brainwork stimulates one to discourse (oral or written).

Language portfolio helps to demonstrate graphically student's cognizance in 4 types of oral work (audition, writing, speaking, reading). Written works are thought to show the real development the student and his evolution. Written speech is maximum patulous and portfolio allows us to make the analysis of written works and to define difficulties experienced by scholar during the studying course.

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Аннотация. В Данной статье рассматривается одна из современных методик обучения иностранным языкам – портфолио. Портфолио интересно тем, что обеспечивает реальную вовлеченность и личную ответственность за ход учебного процесса, формирует личную установку ученика на "Это моя цель", "Мне это удастся", "Я могу это делать". Портфолио помогает "открыть себя", создаёт возможности неформального оценивания достижений, формирует, устойчивы интерес, как детей, так и родителей к учебному процессу.

Ключевые слова: портфолио, метод фиксации, задания с элементами игры, познавательный, возможности для модернизации.

Summary. This article is dedicated to one of the modern problems of methods of teaching of Portfolio. Portfolio is noteworthy because it guarantees real involvement and personal responsibility for studying process, it shapes personal stance of the pupil towards "This is my aim", "I'm able to do it", "I'll manage". Portfolio helps to "open oneself", gives possibility to the informal estimation of achievements, forms both children's and parents' interests.

Keywords: portfolio, method of fixation, entertaining game, cognitive, opportunities for upgrading.

THE APPROACHES TO THE STUDY OF VISUAL PERCEPTION OF SPACE

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Physical world is represented to us in three dimensions, such as height, width and depth. In this matter height is understood as a measure of an object or its disposition in perpendicular; length is a physical value, which implies numerical characteristic of lines; depth is a perceptible distance between two objects.

Objects of the outer world are projected onto the retina as two-dimensional images, but we perceive the surrounding world as a three-dimensional space. This fact makes it not surprising that the given phenomenon becomes a central problem of perception of psychology. Two methods were elaborated to solve this problem: constructivist and ecological.

According to the constructivist approach, there is a big number of visual signs, which may help to retrieve the lost information about the third dimension. Visual signs are the mechanisms of visual system, which contribute to the search of information about depth and remoteness (perceptible distance from observer to object). Subsequently, the obtained information is constructed through combination of different attributes.

Visual signs are divided into four main groups. To the first group refer oculomotor signs, which appear as a result of eye muscle tension at the moment of focusing view on the object. To such signs refers accommodation – eye system focusing on some object is due to the lens curvature change and convergence – the process of mixing two eyes in the way to project an object on the central part of the retina [1].

The second group represents visual signs, which are introduced in the net image of one eye. These signs are called monocular. These include: overlap, linear perspective, air perspective, height ratio horizon, familiar size, light and shadow distribution.

Monocular visual signs provide abundant dimensional information, but they come ambiguous, which is used by many artists to create pictures with false information about depth [2].

Third group includes transformational signs. These are visual signs of retinal images changes in the moment of observer's movement.

There are two types of information about object remoteness:

1. Objects, which are situated at different distances, are differently shifted on the retina at the moment of observer's relocation. Objects, which are closely situated, shift much; on the medium distance – a little less; projections of objects, which are situated farther from the observer than previous, change their disposition on the retina only a little.

2. Direction and speed of the projection retinal movement are different for objects, which are situated closer or farther from the fixation point. Objects situated before the fixation point move in the opposite direction from the observer on a high speed and objects situated over the fixing point move slowly to the same direction with the observer [1].

Finally, the fourth group includes binocular signs, which are introduced in the net image of two eyes. Talking about such signs it is necessary to say about the disparity of binocular eyesight (the difference between net images of left and right eyes at the moment of observing objects). Exactly the value of disparity allows to judge about the remoteness of objects from each other.

One of the binocular eyesight mechanisms is stereopsis – subjective sense of space depth, which is based on binocular eyesight feature called binocular parallax. Binocular parallax or horizontal retinal disparity allows to make a comparison of information, which falls onto the corresponding and disparity points of retina.

The fusion of images of the objects on both retinas into a form without bifurcation or depth is gained only at the moment, when they fall onto the so called corresponding or appropriate points of retinas.

If the image of the object falls onto inappropriate (disparity) places of two retinas (such thing happens when there are differences in three-dimensional space projections onto left and right eyes' retinas), it causes bifurcation (double vision) of the images.

It is also necessary to say that there are such positions in space, where an object will always be projected onto the corresponding points of the retina. The complex of such positions forms a surface, which is called horopter. Objects, which are situated on this surface, are perceived fused by the observer and the objects, which are out of this surface are perceived doubly. It should be clarified that perception of depth is much more precise exactly in binocular eyesight [3].

In any real case the perception of depth is based on the interaction of signs, which were described earlier. However, the result is not necessarily a sum of each one's action. For example, such strong sign as overlap may fully determine the perceptual effect without help from other signs. On the other hand, perception may appear unstable and volatile, so it is important to be careful enough if one of the factors is isolated [2].

As for the ecological approach, according to the Gibson theory, holistic perception of the surrounding world occurs before the perception of separate objects' remoteness.

Gibson pointed that in the comprehensive optical system, which includes optically structured observer's retina information, which displays the structuring of the outer world, invariant (unchangeable) structures for the third-dimension perception are included. They include the surface structure density gradient, which contains information about the remoteness of surface.

Surface structure density change is perceived as presence of a surface moving deeper and the fewer elements form the density gradient, the less are the chances of perceiving the surface.

This information was proved by Gibson in the experiment with optical pseudo-tunnel. The probationer was given thirty-six pictures with same round holes in the center. Half of the picture was white and the other half was black. Those pictures were placed one by one through the same segments and the probationer was supposed to describe what he saw.

The result of the experiment was the fact that at the moment of presentation of thirty pictures, probationers saw continuous striped surface moving deep. It means that the surface structure density gradient took place. However, the fewer pictures were presented, the fewer people could see the effect. When only seven pictures were presented to the probationers, this effect disappeared completely [1].

It is not clear which method is better in explaining the problem of visual perception of space and which one is more productive, so both are not to be denied. The most productive way would be to pay attention to the most tested aspects of both theories, which may lead to some new and more elaborated approaches to the problem.

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Аннотация. Статья посвящена изучению зрительного восприятия пространства. Особое внимание уделяется раскрытию такого феномена как то, что человек воспринимает окружающий мир как трёхмерное пространство, хотя все предметы внешнего мира проецируются на сетчатку глаза как двухмерное изображение. Данный вопрос является актуальным, так как ученые не могут прийти к окончательному решению данной проблемы. Вследствие таких разногласий сформировалось два подхода к пониманию зрительного восприятия пространства: конструктивистский и экологический. В работе описаны основные моменты данных теорий, которые должны поспособствовать появлению новых, более продуктивных и усовершенствованных подходов к данному вопросу.

Ключевые слова: зрительное восприятие пространства, проекция, восприятие, конструктивистский подход, экологический подход, зрительные признаки, инвариантные (неизменные) структуры.

Summary. The article discusses the study of visual perception of space. In the article presents the characteristics of the main approaches to its understanding and basic visual signs of / invariant structure (depending on the approach), through which information about the surrounding world perceived by the person.

Keywords: visual perception of space, projection, perception, constructivist approach, ecological approach, visual signs, invariant (unchangeable) structures.

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EDUCATIONAL VIDEOS IN TEACHING OF FOREIGN LANGUAGES IN A HIGHER MILITARY EDUCATIONAL INSTITUTION

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Основной целью освоения учебной дисциплины «Иностранный язык» в учебном заведении военной направленности является формирование языковой компетенции, которая необходима для наиболее адекватного и корректного решения коммуникативных задач в социально-бытовой и военной сферах общения, развитие способностей и качеств, необходимых для будущей профессиональной деятельности.

Как показывает многолетняя практика, объективной сложностью реализации основной профессиональной

образовательной программы (ОПОП) в неязыковых вузах является то, что обучающиеся в большинстве своем мотивированы на изучение учебных дисциплин исключительно профессионального цикла. Соответственно, иностранный язык воспринимается многими как второстепенный предмет, а для кого-то и вовсе ненужный и неинтересный «прицеп» к обязательным дисциплинам.

Согласно основным руководящим документам в военном вузе (ФГОС и КТ), определяющим требования для выпускников высшего военного учебного заведения, появляется потребность в применении наиболее прогрессивных методов обучения иностранных языков, которые пробуждают интерес, активизируют познавательную деятельность и, как следствие изложенного выше, повышают языковую компетенцию будущего грамотного военного специалиста.

По мнению авторов, в ходе проведения практических занятий преподавателю необходимо в первую очередь создавать такие ситуации, которые могут быть максимально приближены к реальным, используя при этом разнообразные, дифференцированные методы и приемы работы (дискуссии, ролевые игры, совместные творческие задания, проекты и тп).

Кроме того, широко используются в учебном процессе и технические средства обучения (ТСО), которые с каждым днем совершенствуются сами и способствуют совершенствованию методики их применения.

Как показывает повседневный педагогический опыт, одним из перспективных способов реализации ОПОП и подготовки будущего военного специалиста, владеющим необходимым лексико-грамматическим минимумом для ведения устного и письменного общения на иностранном языке на военно-профессиональные темы, является применение учебных видеофильмов, потому что для обучающегося в военном вузе фильм является практически единственным источником звучащей разговорной речи носителей языка, представленной в реальной ситуации речевого и неречевого поведения участников общения.

Использование учебных видеофильмов помогает решить большую методическую проблему и определяет такие стимулы для естественной речи в учебных условиях, которые бы возбуждали у обучающихся подлинное, действенное желание говорить.

Опыт работы с применением учебного видеофильма показывает, что именно видеофильмы используются для организации условий, максимально благоприятствующих восприятию иноязычной речи, а также в качестве стимула к проявлению интереса при изучении иностранного языка. Для создания речевых и неречевых ситуаций общения, облегчающих процесс аудирования, говорения и письма на иностранном языке, для изучения культуры, обычаев и нравов, географии и специфики Вооруженных Сил стран изучаемого языка и, в частности, для конкретизации изучаемых языковых явлений (например, грамматики, фонетики, разговорного стиля речи и др.).

Видеофильм обладает многими дидактическими возможностями, которые показывают, что кино является наилучшим выбором по системе воздействия по сравнению с другими средствами наглядности, если его использовать методически грамотно и оправданно.

Кино, являясь достаточно интересным внешним раздражителем, вызывает продуктивную условно-рефлекторную деятельность и, следовательно, является мощным и эффективным средством, содействующим более быстрому и качественному приобретению знаний и навыков, а в воспитательной работе – воспитанию у личного состава высоких морально-боевых качеств, чувства ответственности за защиту Российской Федерации, бдительности, дисциплинированности и исполнительности.

Оказывая сильное эмоциональное и эстетическое воздействие на обучающихся, учебный видеофильм стимулирует непроизвольное запоминание материала, способствует достижению так называемого «эффекта присутствия», то есть иллюзии участия обучающихся в актах коммуникации на иностранном языке, происходящих на экране. Кинофильм помогает мобилизовать и организовать умственную и речевую активность обучающихся, являясь также эффективным средством обучения аудированию, то есть пониманию иностранной речи на слух.

Очевидно, что среди видов учебных технических средств видеофильм занимает особое место. Объясняется это, прежде всего, чрезвычайной эффективностью его идейного, познавательного и эмоционального влияния на обучающегося, вытекающей из большого разнообразия способов выразительности кино.

Необходимо отметить, что использование учебных видеофильмов способствует развитию различных сторон психической деятельности обучающихся, и прежде всего, внимания и памяти. Во время просмотра на практическом занятии возникает атмосфера совместной познавательной деятельности. В этих условиях даже невнимательный курсант становится внимательным. Для того чтобы понять содержание фильма, обучающимся необходимо приложить определенные усилия. Так, непроизвольное внимание переходит в произвольное. А интенсивность внимания оказывает влияние на процесс запоминания. Использование различных каналов поступления информации (слуховой, зрительный, моторное восприятие) положительно влияет на прочность запечатления страноведческого, так и материала военно-профессиональной направленности.

Подводя итог вышесказанному, можно сделать вывод, что использование учебных видеофильмов помогает обучающимся мобилизовать и активизировать обширный лексический и грамматический материал, так как в фильме даются готовые образцы правильной, естественной речи, то есть речевые шаблоны; оно также дает возможность формировать новый тип мышления, показывает связь мышления с действием, знаний с моралью, сознательности с поведением, и, конечно же, повышает интерес и языковую компетентность будущего военного специалиста.

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Аннотация. В статье рассматривается роль учебного кино в обучении иностранным языкам в высшем военном учебном заведении и предлагается подход к повышению мотивации и формированию языковой компетентности на основе применения учебных видеофильмов.

Ключевые слова: Учебные видеофильмы, учебное кино, языковая компетентность, иностранный язык, наглядность.

Summary. The article analyzes the role of the educational videos in teaching of foreign languages in a higher military educational institution. The approach is offered to increase motivation and the language competence formation based on the use of educational videos.

Keywords: Educational videos, educational films, language competence, foreign language, visualization.

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THE MAIN TRENDS OF TEACHING A FOREIGN LANGUAGE AND MILITARY TRANSLATION AT MILITARY HIGHER EDUCATION INSTITUTION

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В военной сфере иностранный язык и навыки перевода традиционно считались очень узкой нишей для особого пласта военнослужащих – военных переводчиков. Зачастую обучение иностранному языку в военном вузе встречало внутреннее сопротивление определенного пласта обучающихся, которые объясняли мнимую бесполезность подобных знаний и навыков тем, что они не смогут применить их на практике в ситуации реальной службы и жизни. Однако в последнее время геополитическая ситуация изменилась таким образом, что военнослужащие РФ получили возможность все чаще участвовать в совместных учениях, международных профильных форумах и выставках. Безусловно, знание иностранных языков и навыков перевода требуется и для тех из военнослужащих, которые выполняют свой долг, принимая участие в военных операциях за границей, следовательно, повышается взаимная мотивация к изучению и преподаванию языковых дисциплин в военном вузе.

Среди основных трендов, которые применяются в процессе обучения военно-техническому переводу, можно отметить следующие:

1. **Быстрое отслеживание и обработка данных по самым актуальным тематикам.** Характерным для всех военно-технических текстов является безусловное преобладание деловой характеристики, т.е. описания различных технических устройств и правил их эксплуатации, наставления по видам боевой техники и вооружения, а также описания новых видов вооружения и боевой техники в специальных изданиях и в военно-технической периодике. Дисциплины, связанные с иностранными языками и переводом, обязательно должны преподаваться с использованием свежих аутентичных материалов и с применением современных методик и средств, что налагает большую ответственность на преподавателей и помогает держать себя в постоянном профессиональном тонусе.

2. **Военный и военно-технический перевод** – эти виды переводческой деятельности, которые практически невозможны в комфортных условиях. Следовательно, роль преподавателя данных дисциплин расширяется, а в преподавательские компетенции добавляется необходимость навыков проведения психологических тренингов и готовность к многофункциональной подаче материала: например, при отработке навыков **устного перевода с опорой на текст** и устного перевода с **опорой на видеоизображение** целесообразно подбирать материал, в котором звучит быстрый темп речи, присутствуют выраженные фоновые помехи и очевидные национальные акценты, что создает имитацию реальной ситуации для обучающихся. Дополнительным фактором для отвлечения внимания курсантов, пробующих себя в роли переводчика при выполнении заданий с опорой на видеоизображение служит динамично меняющееся изображение видеоролика и фоновая музыка. Особое внимание в этом аспекте следует уделить обработке иностранных документальных фильмов с включением интервью военнослужащих США и стран НАТО (звучит английский язык в разных акцентах, употребляются современные выражения и сленг).

3. **Особо перспективным навыком специализированного перевода представляется обработка аудио- и видеoinформации с привязкой к видеотексту:** в процессе такой переводческой деятельности происходит перевоссоздание креолизованного текста [1; с. 180], что имитирует ситуацию обработки информации, полученной, например, при съемке с БПЛА и дронов, что, безусловно, будет особенно актуально для профессиональной деятельности военнослужащих через несколько лет.

4. Нельзя не отметить такие традиционные виды работы с текстом, как аннотирование и создание рефератов. Для повышения мобилизационных языковых навыков следует предлагать обучающимся выполнять задания данного типа с четким ограничением по времени.

5. Безусловно, любой вид перевода требует от обучающихся предельного внимания при **передаче прецизионной информации**, к которой, помимо традиционных для всех видов перевода имен собственных, топонимов и дат в военно-технической сфере будут добавляться различные числовые данные, обозначающие, к примеру, расстояние или дальность действия определенного вида вооружения. При этом все величины должны обязательно быть переведены в метрическую систему измерений. К этой же категории следует отнести корректную расшифровку профильных аббревиатур и верную передачу при переводе названий образцов вооружения и компаний-производителей. Не стоит забывать и о соблюдении правила единства перевода профильных терминов.

6. **Навык компрессии**, на мой взгляд, является одним из наиболее востребованных переводческих навыков в военно-технической сфере. Все больше информации подается в виде схем и инфографик, что требует от переводчика способности находить адекватный и наиболее краткий вариант передачи информации при переводе без ее искажения.

Все перечисленные подходы к преподаванию военно-технического перевода применяются на практике в процессе преподавания дисциплин «Военно-технический перевод» и «Профессионально-ориентированный перевод» и зарекомендовали свою эффективность.

Подводя итоги, хочется отметить, что смещение и порой размытие границ между военной сферой и гражданской жизнью дает возможность как профессиональным переводчикам, так и военным служащим применить полученные знания в области иностранных языков и перевода в гораздо большем объеме и чаще, чем это может показаться. С точки зрения преподавания языковых и переводческих дисциплин в военном политехническом вузе, данная ситуация создает хорошую профессиональную мотивацию, позволяет актуализировать и постоянно поддерживать свои знания и навыки и развивать образовательный процесс с привлечением электронных образовательных ресурсов и электронных пособий, что отвечает последним требованиям к современному обучению в высшей школе. В настоящее время ведется разработка электронного учебника «Военно-технический перевод», который в теоретической части продублирует печатную версию и будет содержать ряд видеороликов и инфографик с возможностью обновления и актуализации материала. В качестве дополнительного источника текстов и видеоматериалов используется ЭОР «Military Lingua» [2], разработанный курсантами академии при поддержке автора статьи.

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Аннотация. В статье освещаются главные тенденции обучения иностранному языку для специальных целей и военно-техническому переводу в военном политехническом вузе. Предложенные стратегии обучения выбраны автором с учетом современной геополитической и лингвистической ситуации и применяются на практических занятиях в учебных группах с разным уровнем языковой подготовки. Особое внимание уделяется тренировке навыков устного перевода с опорой на текст или видеоизображение и выработке стрессоустойчивости обучающихся в процессе перевода.

Ключевые слова: Военно-технический перевод, обучение иностранному языку, навык военного перевода, военное образование, профессионально-ориентированный перевод.

Summary. The main trends in foreign languages teaching and military technical translation in the military polytechnic college are in the focus in the paper. The mentioned strategies have been chosen, considering both current geopolitical and linguistic global situation. The strategies mentioned above are successfully in use during the translation and interpretation course in mixed abilities groups. Interpretation skills developing as well as stress overcoming and interpreting with the use of video files are of particular interest in the paper.

Keywords: Military technical translation and interpretation, foreign languages teaching, military translation skill, military education, professionally oriented translation and interpretation.

EXPRESSIVE DERIVATION IN MEDIA DISCOURSE

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The main objective of our research is to analyze the expressive potential of the English language (EL) derivation in media discourse.

Among our tasks were: 1) to define the main features of the contemporary EL media discourse; 2) to study the main functions of media discourse; 3) to analyze the most common derivation patterns of nonce-words, their expressive potential, and functions in the EL media discourse.

The conducted research was based on the articles taken from the electronic versions of British newspaper 'The Guardian' and American news channel CNN covering 2016-the 1st quarter of 2017.

Discourse (from Latin *discursus*, "running to and from") denotes the totality of codified language (vocabulary) used in a given field of intellectual enquiry and of social practice, such as legal discourse, medical discourse, religious discourse, political discourse, etc [3].

Widespread in today's ever-evolving world is media discourse, both print and spoken.

The main functions of media discourse are:

- Informative;
- Evaluative;
- Regulative (forming or manipulating public consciousness, determining the desired response);
- Affective.

The main features of the contemporary print media discourse include:

1. Short-winded exposition, congestion of information;
2. Use of social and political vocabulary and phraseology, reconsidering of vocabulary of other functional styles (including terminological vocabulary in transferred use) for the purposes of journalism;
3. Use of characteristic of this style of speech clichés and language formulae;
4. Abundant evaluative lexis;
5. Genre diversity and consequent diversity of stylistic use of language means, such as: ambiguous words, puns, journalists' neologisms (nonce-words); emotional and expressive vocabulary; metaphors and modified idioms, etc;
6. The wide use of stylistic syntax (rhetorical questions and exclamations, nominal sentences, enumerations, parallel constructions, repetition, inversion, etc.).

In general, print media discourse admits of the expressive means of all levels (phonetic, morphological, lexical, and syntactic). The main purpose of the expressive means in this sphere is to attract attention of a reader, to touch the right chord, most commonly in order to convey irony, sarcasm, disapproval, mockery or criticism of the opposition, some public figure or event.

The expressive potential of the EL derivation is mainly traced in the so-called nonce-words. According to I.V. Arnold, nonce-words are words coined for one occasion [1].

The most frequent of them are:

1. Blend words, i.e. words that are created from parts of two already existing items, usually the first part of one and the final part of the other;
2. Compound words, or words made by the combination of two or more existing words to create a new one;
3. Affixationally derived words [2].

Though nonce-words are entirely a product of a journalists' creativity, they are always built according to the existing in the language word-forming patterns, and quite often by adding highly productive morphological formants.

1. Blend words

One of the most recent creations of this type is rumbustious *Brexit* (*Britain* + *exit*) which is the United Kingdom's proposed withdrawal from the European Union.

E.g. *Prime minister gives tough speech outlining government's 12 priorities for Brexit negotiations as EU leaders warn that country is heading for 'hard Brexit'* (The Guardian, Jan 2017).

Also quite frequent are blends *Frexit* (*France* + *exit*) and *Nexit* (*Netherlands* + *exit*), and more seldom *Oexit* (*Austria* + *exit*) which are used to denote similar processes for these three countries.

E.g. *Frexit, Nexit or Oexit? Who will be next to leave the EU* (The Guardian, Jun 2016).

Some derivational formants become so frequent that they form particular derivational patterns with the easily recognized meanings. The following patterns illustrate this type:

- *Noun*+*-zilla* (from *Godzilla*) = *Noun*. The derivatives of this type mean something enormous, significant and often at the same time unpleasant. The suffix *-zilla* expresses negative connotation.

E.g. *Donald Trump has gone from Trumpzilla to Trumpy Dumpty* (CNN, Van Jones, Oct 2016).

CNN Democratic political contributor Van Jones said the Republican Party's presidential nominee gave a good speech in Gettysburg, Pennsylvania, until he said he would sue the women accusing him of sexual harassment. The journalist uses the blend *Trumpzilla* to show the evolution of Donald Trump on the 2016 campaign trail from great and powerful to funny and ridiculous (Humpty Dumpty). The blend performs the evaluative function and helps to convey irony and criticism.

- *Noun*+*-geddon/mageddon* (from *Armageddon*) = *Noun*. Words created according to this pattern are always negatively connotated and indicate some disaster or any event of large scale of possibly catastrophic character.

E.g. *Google's 'mobilegeddon' will shake up search results* (The Guardian, Oct 2016).

The growing tendency of using a mobile phone to surf the Internet reinforces Google's mobile-focused policy according to which searchers on mobile will see sites with good mobile experiences ranked higher than those with no mobile or poor mobile sites. Such key change in ranking search results triggered by the popularity of mobile phones is called *mobilegeddon* in order to highlight the scale and the significance of this phenomenon that will definitely shake the web design market. The blend performs the expressive function.

- *Noun*+*-athon* (from *marathon*) = *Noun*. Terminal formant – *athon*, added to a noun-stem, implies a long-lasting event or action, often connected with the collection of funds for charity.

E.g. *Democrats are planning to hold a 24-hour talkathon before Tuesday's planned vote for Donald Trump's education secretary nominee*. (The Guardian, Feb 2017).

The newly elected President of the United States has faced unusually fierce opposition for a role that rarely receives congressional debate or public notice. The public protested against the appointment of billionaire Betsy DeVos to the position of education secretary of the United States, claiming that she will continue to undermine public education in favour of private schools. These protests held by Democrats are referred to as *talkathon* hinting at an unusually long discussion on a matter of public interest. The blend performs both the expressive and the evaluative functions.

2. Compound words

To create a new word journalists sometimes use quite common and neutral formants in an unpredictable manner. For example, the pattern *Noun*+*happy* with the meaning 'happy/ready/inclined to do something' turns to be a really productive one.

E.g. *Trump attacks Clinton as 'trigger-happy' as he vows to expand military*. (The Guardian, Sep 2016).

Republican presidential contender Donald Trump accuses his Democratic opponent of having been "trigger-happy and very unstable" during her tenure as Secretary of State, claiming that she produced "only turmoil, suffering and death" while in office. The compound *trigger-happy* (inclined to react violently at the slightest provocation, ready to use violence or force immediately, without careful thought) performs the expressive and evaluative functions.

Similarly, the pattern *Noun*+*like* (similar to somebody/something, in the manner of *smb*) allows a great number of newly-coined evaluative words.

E.g. *Labor warns against giving Peter Dutton 'Trump-like powers' to scrap visa rights* (The Guardian, Feb 2017).

A section of the bill would give the immigration minister, Peter Dutton, the power to require a "specified class of persons" to undergo visa revalidation checks if it was in the public interest. The Labor party objects to conferring the minister such powers, referring to them as '*Trump-like*', that is close to those that the President himself entertains. The simile which this compound word contains, performs the expressive and evaluative functions, contributing to the cultivation of the negative, even hostile attitude towards US President and his Office.

3. Expressive affixation

Adding prefixes or suffixes that exist in the language to proper nouns or neutral words which don't usually take these affixes, is another way widely used by journalists to create a new expressive word. For example, a very productive suffix *-ism* with the generalizing meaning used to form a noun denoting action or practice, state or condition, principles, doctrines, a usage or characteristic, devotion or adherence, etc.

E.g. *Enough with Clintonism and its prideful air of professional-class virtue* (The Guardian, Nov 2016).

American political analyst Thomas Carr Frank uses the word *Clintonism* in order to attack the policy of Democratic Party presidential candidate Hillary Clinton, her actions and principles in general. The pragmatics of this nonce-word is quite obvious as the word has already developed the negative evaluative connotation.

Another example is the negative prefix *un-* added to the adjectives which do not generally form derivatives this way.

E.g. *Donald Trump's achilles heel is that he is truly un-American* (The Guardian, Aug 2016).

British journalist Jonathan Freedland accuses Republican Party presidential candidate Donald Trump of putting forward proposals which contradict the sacred ideals of America. Paradoxically, by trying to make America greater, he would

probably stop it from being one. The journalist refers to Trump as truly *un-American* in order to highlight that he is acting against the interests of his own country. The function of the nonce-word is to influence public opinion and predetermine the polls.

Thus, the potential of the EL derivation is fully realized within the media discourse. Nonce-words formed according to different linguistic patterns are widely used by journalists for the purposes of presenting a view about a situation or public figure (evaluative function), making the utterance more expressive and striking, or wittily terming a phenomenon (affective function), or influencing audience's opinions, attitudes, decisions (regulative function).

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Аннотация. В данной статье рассматривается использование экспрессивного словообразования в современном англоязычном медийном дискурсе на материале электронных версий печатных изданий британских и американских СМИ (The Guardian, CNN). Автор исследует основные характеристики и функции печатного медийного дискурса, анализирует наиболее продуктивные модели окказионального словообразования, а также их экспрессивный потенциал и функции в современном медиа дискурсе.

Ключевые слова: медийный дискурс, экспрессивное словообразование, окказионализмы, контаминированные слова, сложные слова, аффиксация.

Summary. The article focuses on the use of expressive derivation in the contemporary English language media discourse based on the material of electronic versions of British and American print media sources (The Guardian, CNN). The author studies the main features and functions of print media discourse, tracing the most commonly used derivation patterns of creating nonce-words, as well as analyzing their expressive potential and functions.

Keywords: print media discourse, expressive derivation, nonce-words, blend words, compound words, affixation.

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THE FORMAL-STRUCTURAL ASPECT OF THE PROGRAMMING TERMINOLOGY RESEARCH IN THE ENGLISH AND RUSSIAN LANGUAGES

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В XXI веке происходит повсеместная компьютеризация, объединенная единым информационным полем [3,с.277]. Это связано с изменением самого общества, которое характеризуется переходом от производства материальной продукции к производству знания, имеющего дело с получением информации [1,с.71].

Следовательно, возрастает роль компьютерной информатики, занимающейся вопросами сбора, хранения, обработки и отображения информации с использованием средств вычислительной техники [2,с.314].

Компьютерная информатика и ее терминосистема сформировались во второй половине XX века, но можно утверждать, что эта наука начала зарождаться тогда, когда были предприняты попытки впервые механизировать так называемую умственную деятельность [4,с.286].

Считаем целесообразным в первую очередь рассмотреть способы образования терминосистемы программирования на материале английского языка, так как русская терминосистема является вторичной по отношению к первой.

Синтаксический способ терминообразования является наиболее продуктивным в исследуемой терминологии (преобразование обычных свободных словосочетаний в сложные эквиваленты слов), например: *access code*, *batch file*, *bit interleaving*.

Вторым по распространению в английской терминологии программирования является аббревиация (сокращение лексической протяженности термина), например: *CSD*, *Servlet*, *GAL*.

Третья группа английских терминов программирования образована аффиксальным способом, например: *internet* (*inter-* "between" + *network* (n.)) , *automation* – (*automatic* (adj.) + (*-ion*)), *preview* (*pre-* + *view* (v.)).

Не многочисленной является группа терминов программирования английского языка, образованная путем словосложения (способ образования однословных терминов из словосочетаний, предполагающее преобразования лексических форм), например: *backlog* (*back* (adj.) + *log* (n.)), *transistor* (*transfer* (v.) + *resistor* (n.)).

Последняя группа представлена простыми английскими терминами программирования (однословные термины, основа которых совпадает с корнем), например: *blank*, *bell*, *system*.

В русском же языке при образовании терминосистемы программирования лидирующую позицию занимают синтаксический способ, ввиду стремления специалистов данной области к более детальному пояснению англоязычных эквивалентов, например: *поразрядные операции*, *одноразрядный регистр*, *операция пересылки последовательности разрядов произвольной длины с адресацией с точностью до бита*. Лексическое заимствование, например: *тест*, *трафик*, *компьютер*, также распространено в русской терминосистеме программирования из-за ее вторичности по отношению к английской. Менее продуктивными стали аффиксальный способ, например: *каталогизация*, *автоматизация*, и словосложение, например: *хост-компьютер*, *клиент-сервер*.

Рассмотрев терминологию программирования английского и русского языков можно констатировать факт доминирования синтаксического способа. Дальнейшее изучение английской терминологии компьютерной информатики представляется возможным и целесообразным.

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Аннотация. В статье рассматриваются способы формирования терминосистемы программирования в английском и русских языках, а также выявляется представленность каждого из них.

Ключевые слова: компьютеризация, терминосистема, синтаксический и морфологические способы терминообразования, лексические заимствования, аббревиация.

Abstract. The article considers the ways of programming terminology formation in the English and Russian languages in terms of their occurrence, and identifies the most effective ones.

Key words: computerization, the term system, syntactic and morphological ways of term formation, lexical borrowing, abbreviation.

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THE LANGUAGE OF ADVERTISING: THE STYLISTIC PECULIARITIES OF ENGLISH ADVERTISING SLOGANS

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Advertising slogans play a special role in the brand positioning. In our work we will consider the types, kinds, structure and composition of the language of brands and slogans, and identify their main functions and analyze their role in the positioning.

The researches, who contribute into the field, are E. Medvideva, Gohman, (Russia) and foreign researches: G. Leech, Leychick and S. Kumar.

Slogans play special role in the positioning of brand. **Slogan** is an advertising phrase, which summarizes the main promotional offer and is included in all messages of the advertising company. The **functions of the slogan** are: attraction of the attention of the target audience to the product; formation of a certain emotional image associated with the product; ensuring of memorizing of the message, the allocation of the benefits of the product.

Also, slogans are classified according to the structure. They may be **neutral** (characterized by the absence of the connection with a specific name of the company), **attached** (characterized by having the name of the goods, the content of rhythm and rhyme, through which they are easy to memorize), **connected** (include the name of the advertised object, accent on it the attention of the consumer, making in the minds a strong bond between the brand and the advertising slogan) and **direct** (slogans with a personal appeal to the consumer).

Slogans are characterized by the use of various *tropes* to reinforce the psychological impact on the audience. Very often are used: hyperbole, alliteration and assonance, rhyme, repetition, epithets, personification, pun and others. [3]

The purpose of the given below stylistic analysis is to introduce to some categories of brands (e.g.: **types of food, home appliances and car brands**), to discuss and analyze their slogans according to their effect.

The first category is **types of food**. The qualities of some products, their popularity and comparative analysis are given below.

The first slogan is a slogan of **Danone** company “*And let the whole world wait*”. The **hyperbole** means that all people should wait for you and not even dare to interrupt you while you are enjoying this tasty yogurt. And it is used appropriately here, because nobody should disturb you too eat healthy product. The company is a French multinational food-products corporation based in Paris. It was founded in 1919 in Barcelona by pharmacist Isaak Karasso.

If we compare **Danone** slogan with the **Bounty** company (USA), we will see a very considerable difference. This food is rather sweet and the **pun** “*The quicker picker-upper*” makes us feel freedom and relief while eating this sweet with coconut and milk chocolate, it is tasty but in my opinion it is unhealthy, because the products are not always fresh and it has a lot of nutrient supplements.

If we speak about the slogan of **Mars** “*A Mars day helps you work, rest and play*” we learn that the **personification** which is used here makes us feel the relief and happiness, while eating it. But in comparison with other products this slogan has indirect meaning, because tasty sweets cannot make easier your life and give you an ability to work well. It was made in America in 1996. It exists in many countries.

The next slogan is the slogan of **Mentos** “*The freshmaker!*” I absolutely agree that the **personification** is used there to express that this mint pills can make you feel freshness. And this company in comparison with other has also a reliable slogan. It came from Netherlands in 1948. It is popular now more than in 100 countries.

And the company **Kit Kat** with its slogan “*Give me a break!*” has nearly direct comparison with the slogan of Mars. This **personification** tells us about taste of sweet. It is a sweet with milk chocolate and nuts. It was produced in 1923 in Britain in 1935.

So, according to this category, the most successful brand in my opinion is **Danone**, because it has healthy components and its slogan is easier to recognize with the hyperbole which are used there.

The next position takes **Mentos**. The personification makes its slogan rather unusual and interesting, but sometimes it is useless, it just gives you pleasure.

And the last position take **Bounty, Mars and Kit Kat**, because they will not give you use. The epithet and personification of their slogans make you to buy it, because it is tasty. But sometimes it makes bad influence on your health. And people should not buy it often. People should buy it rather seldom just to have a snack.

The second our group will be **home appliances**, in which I would like to show useful functions of them and try to detect, what company is the most successful.

The first brand is **Zanussi**. Its slogan “*The appliance of science*” contains a **metaphor** which convinces us that this brand is absolutely reliable and has a great popularity. People use their minds very thoroughly to produce such appliances. Also this company is widespread all over the world and serves for many years. It was produced in Italy in 1916 by Antonio Zanussi. First of all he produced cookers and then other devices.

Speaking about the slogan of the company **Voltmart** “*Save money. Live better*”, the **hyperbole** explains us that with this trade we should pay a lot of money, it has reliable prices and its appliances are of high quality. In comparison with Zanussi both their slogans are very easy to understand and the both are in great demand. It is also an American company. It was found in 1962 and now it's one of the greatest producers of home appliances.

The next popular brand is **LG** with its slogan “*Life is good*”. It has **epithet**, which tries to explain that the appliance can do whatever you want and supply you with good life. In comparison with two previous companies, this slogan is also right, because with this company is also of a very high quality and these appliances will be helpers in your life. It was produced in Korea in 1947. In the 21st century it became popular all over the world.

The brand **Samsung** explains us: “*Digitally Yours*”. The **hyperbole** explains us that people use all their abilities while making these appliances and appeal us to buy their products. And I absolutely agree with this opinion, because this company in great demand and it is praised by many people. It is also the Korean company. It sells more than 60 million of their goods every year.

And the company **Panasonic** has the following slogan: “*Ideas for life*”. It contains **metaphor**, which explains useful ideas why people should buy these appliances. It is a Japanese corporation. It was found in 1955 by the company Matsushita. Now it is popular all over the world. And I agree with its slogan, because it is of very high quality, people buy the appliances of this company rather often and in my opinion people sometimes can predict useful ideas, why we should prefer this company.

Thus I would like to say that mentalities of a lot of countries are rather different.

Speaking about **Zanussi**, the personification in its slogans explains us that the Italians often use the word “science” to show that their appliances are of high quality and people often think what they do and what other people want.

The hyperbole, which is used in the slogan of **Voltmart**, gives us explanation that the Americans are very smart, always use their mental abilities and take care of us, while providing these appliances.

As far as **LG** and **Samsung** are concerned, the epithet and the hyperbole which are used in their slogans explain us that the Koreans providers always know, what people want and in what they need and they can promise us good life with comfortable conditions.

And the metaphor in the slogan of **Panasonic** makes us understand that the Japanese can often come you with a piece of valuable advice and give very useful ideas. So, their appliances are also very useful in our life,

And the third category will be **car brands**. I am going to tell about the most popular and compare them.

The first company is **Volkswagen** with a slogan “*Drivers wanted*”. The **epithet**, which is used there, shows us that this car is very widespread and reliable, it is one of the most popular brands of our country and make a lot of people to buy their cars. It was produced in 1950 in Germany.

The slogan of the brand **Toyota** tells you, “*Oh, what a feeling!*” This **metaphor** explains us that you will be in comfortable condition and enjoy beautiful view from the window, while driving this car. And I agree with this opinion, because in comparison with Volkswagen it is also very expensive and a lot of people dream to earn money to buy it. It is a Japanese company, which became popular in 1937. In 2007- 2009 it became the greatest producer of the car in the world.

The slogan of the company **BMW** says us: “*The ultimate driving machine*” This **epithet** is used to explain the quality of this company, its perfection. And it is absolutely right. In comparison with other car brands, people also understand that this company is very modern, popular and comfortable. It is a German company of cars, bikes and motorbikes. The president of the company is Norbert Raythover and the main designer is Karim Habib. The most widespread this company was in 2008. That year it produced 1 203 482 cars.

The slogan of the company **Chevrolet** is “*The Heartbeat Of America*”. This **metaphor** is used to express the popularity and the qualities of the brand and also skills of the providers. And I agree, because in our time, this company is also very popular and a lot of cars of such brand are modern and comfortable. It is American company of cars. Was produced in 1911.

And the slogan of **Lexus** tells us about: “*The Pursuit of Perfection*”. This **metaphor** explains the popularity of the car, especially in our time and the appearance of new models. In comparison with all other car brands I think that it is now the most popular and is in great demand. It is Japanese company of the “premium class”. It was produced in 1989. Now the cars of this company are sold more than in 90 countries of the world.

So, I would like to say that the metaphor in the slogan of **Chevrolet** explains us that the Americans think that their company is very reliable and their people are very sensible. They are sure in the high qualities of their cars.

Speaking about **Lexus** and **Toyota**, we can say that the metaphors, which are used in their slogans, let us know that the Japanese always want to convince us that all dreams will come true. They always use the word “perfection” to show us the development of society and the achievements of the technological progress. And very often they compare their expensive cars with feelings.

As far as **Volkswagen** and **BMW** are concerned I would like to say that the epithets in their slogans explain us that German people also very often use the word “perfection”, try to prove the reliance of their companies and appeal the drivers to buy their cars.

As the result of our stylistic analyses the classification of the most famous slogans is given below:

1. At the graphic level

1.1 Consistent use of initial capitalization.

Chevrolet: The Heartbeat Of America

Lexus: The Pursuit Of Perfection

Heinz Baked Beans: Beanz Meanz Heinz

1.2 Sometimes full use of capitalization.

NewsWeek: THE WORLD IS NEWSMAGAZINE

2. At the phonological level

2.1 Use of rhymes

Zanussi: The appliance of science

2.1.2 Rhymes - brand name mention

Mars: A Mars day helps you work, rest and play

2.2 Use of alliteration.

Bounty: The quicker picker-upper

3. At the lexical level

3.1 Common uses of second person addressee “you”, “we”, “us”.

HYUNDAI: Always there for you

3.2 Use of unqualified comparison.

Coleman footgear: Better choice, better joys

3.3 Use of “every” “always”, etc.

Mitsubishi: Technically, everything is possible.

3.4 Use of “no”, “none”, etc.

Mercedes Benz: The pursuit for perfection has no finish line.

4. At the syntactic level.

4.1 Use of short simple sentences.

Mentos: The freshmaker!

Panasonic: Ideas for life

BMW: The ultimate driving machine

Chevrolet: The Heartbeat Of America

4.2 Use of everyday sentences.

Panasonic: Ideas for life

Lexus: The Pursuit Of Perfection

4.3 Use of phrases.

LG: Life is good

Toyota: Oh, what a feeling!

Samsung: Digitally Yours

4.4 Use of questions.

Do you...Yahoo!?

4.5 Use of imperative sentences/exclamatory sentences

Toyota: Oh, what a feeling!

Kit Kat: Give me a break!

Voltmart: Save money. Live better

Mentos: The freshmaker!

4.6 Use of tense.

Citibank: Because the Citi never sleeps

4.7 Creative use of idioms or proverbs

Orange: The future is bright - the future is orange

5. At the semantic level.

5.1 Semantic ambiguity

Danone: and let the whole world wait

5.2 Use of puns

Bounty: The quicker picker-upper

Number of words in a slogan	Number of slogans counted
2	2
3	4
4	12
5	1
6	1
7	1
8	1
9	1

So, we can see those four-worded slogans are the most favored in the creation of a slogan. The three-worded and two-worded are also used, but not so often. Speaking about four-worded, five-worded, six-worded, seven-worded, eight-worded and nine-worded they are used rather seldom, because they are too long to be a slogan. And sometimes they are rather difficult to recognize. To summarize, slogans play an important role in brand positioning. A good slogan can increase sales, promote the product in new market sectors, to help win the fight with opponents. Word always leads humanity throughout its history. That is why we need to understand the power of the word and skillfully use it for the purpose of positioning. We should watch how society is developed and follow its traditions. And we should not believe only advertisement. Very often smart researches will give you a piece of valuable advice what company to choose.

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Аннотация. В статье анализируются слоганы известных брендов на английском языке с точки зрения стилистики. Дается определение слогана как ключевой фразы бренда, необходимой для создания гармоничных отличительных его особенностей. Это легко узнаваемая и запоминающаяся фраза, которая часто сопровождает имя

бренда в программах маркетинговых коммуникаций. Данная статья может быть полезна студентам, ученым, занимающимся маркетингом или стилистикой языка рекламы.

Ключевые слова: реклама, слоган, практическая эффективность бренда, стилистические средства.

Summary. The slogans of famous brands are analyzed in terms of stylistics in the English language. The definition of slogan is given as the slogan keyword phrase that is necessary to create harmonious distinctive features of the brand. This is easily recognizable and memorable phrase that often accompanies the brand name in marketing communications programs. The main purpose of the slogan is to support the brand image, embodied in its name and logo. This article may be useful to relevant stakeholders.

Key words: advertising, slogan, practical effectiveness of brand, stylistic devices.

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SET EXPRESSIONS IN POLITICAL DISCOURSE

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The purpose of this article is to disclose the meaning of some idioms used in political discourse, to trace changes in the meaning if any, to present their social and cultural background and the context where they can be found.

An idiom is an expression, word, or phrase that has a figurative meaning that is comprehended in regard to a common use of that expression that is separate from the literal meaning or definition of the words of which it is made. There are about 25,000 idiomatic expressions in the English language. In linguistics, idioms are usually presumed to be figures of speech contradicting the principle of compositionality; yet the matter remains debated. In phraseology, they are defined in a similar way as a sub-type of phraseme whose meaning is not the regular sum of the meanings of its components. Moreover, an idiom is an expression, word, or phrase whose sense means something different from what the words literally imply.

An idiom is generally a colloquial metaphor—a term requiring some foundational knowledge, information, or experience, to use only within a culture, where conversational parties must possess common cultural references. Therefore, idioms are not considered part of the language, but part of the culture. As culture typically is localized, idioms often are useless beyond their local context; nevertheless, some idioms can be more universal than others, can be easily translated, and the metaphoric meaning can be deduced [3].

Let's concentrate our attention on idioms that we can find in political discourse. The duck is a bird that has given many colorful expressions to the English language. "Sitting duck." A duck that is resting on the water is much easier to shoot than a duck that is flying in the air. So, a sitting duck is much more likely to be shot and end up in the soup pot—the makings of duck soup. People use the expression "sitting duck" to describe someone or something that is an easy target or open to attack. An elected official who does nothing for the voters is a sitting duck in the next election. The word duck has another meaning that also comes from the bird. You may have seen a duck sitting on the water with his head diving quickly in and out of the water. He is searching for food. His quick diving movement is called ducking. In the same way, a boxer ducks his head down to keep from being hit. You duck your head when you go through a low doorway.

You can also duck an issue. Some politicians are good at ducking difficult issues. They know it is safer not to discuss issues that are hotly disputed. So they learn to quickly change the subject when they are asked questions they do not want to answer. The candidate may duck dangerous issues to keep from being a sitting duck on election day.

One final "duck" expression is "lame duck." A "lame duck" is a politician who is completing his term in office after not being reelected. The expression compares the defeated politician to an injured duck, one that drags itself around, without purpose, until it dies [5].

Hot potato. Hot is a simple, easily-understood word. So are most of the expressions made with the word "hot," but not always, as we will see. The words, "hot potato," for example, give you no clue at all to the meaning of the expression, "hot potato." The potato is a popular vegetable in the United States. Many people like baked potatoes, hot from the oven. Imagine trying to carry a hot, baked potato in your hand. It would be difficult, even painful, to do. Now, we are getting close to the meaning of "hot potato." Some publicly-disputed issues are highly emotional. Unless they are treated carefully, they can be difficult and painful for an elected official to deal with — as difficult and painful as holding a hot potato. One such hot potato is taxes. Being for higher taxes can mean defeat for a politician. And yet, if taxes are not raised, some very popular government programs could be cut. And that also can make a politician very unpopular. So the question must be handled carefully, the same way you would handle any other "hot potato" [2].

In 1963, "hot line" appeared as a new expression. The hot line was a new, direct communications link between the Soviet and American heads of government. The hot line has an important purpose: to prevent accidental war between the two super powers. It lets the President and the Soviet leader communicate directly and immediately with each other about a problem. The hot line has been used by Soviet and American leaders to prevent misunderstandings during international crises

[1].

Nuts and bolts. Every machine is held together by its "nuts and bolts." Without them, the machine would fall apart. That is also true of an organization. Its "nuts and bolts" are its basic, necessary elements. They are the parts that make the organization work.

In government, industry, diplomacy—in most anything—the men who understand the "nuts and bolts" are the most important. Success depends more on them than on almost anyone else. In government, the president or prime minister may plan and shape programs and policies, but it takes much more work to get them approved and to make them successful. There is a mass of detailed work to be done, the "nuts and bolts." This is often put into the hands of specialists. The top leaders are always well known, but not those who work with the "nuts and bolts." This is equally true in the day-to-day operation of the Congress. The Majority Leader of the Senate, and the Speaker of the House of Representatives, together with the chairmen of committees, keep the business of Congress moving. But behind every Senator and Congressman are assistants. These people do all the detailed work to prepare Congressmen to vote wisely on each issue. The top assistant is the "eyes and ears" of a legislator.

In diplomacy, the chief ministers are unquestionably important in negotiations. But there are lesser officials who do the basic work and preparations on the different issues to be negotiated. A recent book tells of a British prime minister who decided to send an ambassador to Washington to learn if a detailed plan could be worked out for joint action on an important issue. The talks in Washington, the minister said, would be of "nuts and bolts." He meant, of course, the talk would concern all the necessary elements to make such common action successful [4].

The extreme importance of the "nuts and bolts" was forcefully expressed by the Elizabethan poet, George Herbert: "For want of a nail, the shoe is lost, For want of a shoe, the horse is lost, For want of a horse, the rider is lost." Benjamin Franklin carried these lines even further. He added:

"For want of a rider the battle was lost,
For the want of a battle, the kingdom was lost,
And all for the want of a horseshoe nail."

Red tape. You hear a lot about "red tape" when people talk about dealing with the government. The expression describes the delays and confusion that people may find when they do business with a government agency. Red tape really did exist at one time in government offices. In earlier days in Britain, official papers were tied together with red ribbon or tape. Now, most official documents in any government office are likely to be in computers. Red tape has not been used for a great many years to tie papers together. But government rules and restrictions are still with us. And, many people will tell you that these rules can tie you up just as securely as real "red tape."

In the article some idioms used in political discourse have been presented. We studied their meaning, social and cultural background and the context where they can be found. It should be noted that almost all these linguistic units describe people or concepts in political sphere, have metaphorical meaning and are interpreted in the same way in British and American English.

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Аннотация. Данное исследование посвящено устойчивым словосочетаниям, которые используются в политическом дискурсе. Здесь раскрывается сущность понятия «идиома», и идиомы рассматриваются не только как элементы языка, но как элементы культуры. Особое внимание уделяется примерам таких устойчивых сочетаний. В статье представлены их значения и контекст, в котором они могут встречаться. Проведенный анализ показывает, что рассмотренные лингвистические единицы связаны с описанием людей и понятий в политической сфере и имеют метафорическое значение.

Ключевые слова: идиома, идиоматический, устойчивое словосочетание, значение, политический дискурс.

Summary. This study is devoted to set expressions used in political discourse. The essence of the term "idiom" is disclosed, and idioms are considered not only as part of the language, but as part of the culture. Special attention is paid to some examples of set expressions. Their meaning, social and cultural background as well as the context where they can be found are presented. This analysis shows that these linguistic units describe people or concepts in political sphere and have

metaphorical meaning.

Keywords: idiom, idiomatic, set expression, meaning, political discourse.

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PSYCHOLINGUISTIC STUDY OF USAGE OF PHRASEOLOGICAL UNITS HAVING A SOMATIC COMPONENT IN THE ENGLISH, GERMAN, RUSSIAN AND UKRAINIAN LANGUAGES

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Intensive development of phraseology in recent years is characterized by the differentiation of the research subject and methods of its study, as well as involvement in the orbit of scientific search of new challenges and issues that are based on existing domestic linguistics in theoretical foundations of phraseology. We study properties of phraseological units which have in their structure a certain component. In this case, it is called somatism. Special studies on the description of the composition of phraseological units with a somatic component in the Russian, English, Ukrainian and German languages in linguistics are not mentioned. Somatism is use of designated parts of the human and animal body. They take an active part in the formation of phraseological units and shaping their values.

The actuality of this work is that the idioms with component somatism represent a vast reservoir of phraseological fund of the English language, where they remain, in our view, an area that requires further study.

The novelty of this work lies in the fact that the phraseological units with component somatism have not been studied directly in English, Russian, Ukrainian and German languages.

The object of study is usage of phraseological units.

The subject of study is usage of phraseological units having a somatic component, in the English, German, Russian and Ukrainian languages.

The purpose is to reveal somatism as a phraseforming component of phraseological units of Russian, English, Ukrainian and German languages.

The objectives of this research are the following:

- To study literature references concerning phraseological units with somatism
- To analyse some features of phraseological units with somatism.
- To define somatism as unique phenomenon of a language.
- To choose and compare phraseological units having a somatic component, in the English, Russian, Ukrainian and German languages.
- To develop, plan and realize scientific investigation.
- To answer the questionnaire and reflect the results in diagrams.

Methods used in the research are theoretical, comparative, describing, analysis, experimental, text- analysis.

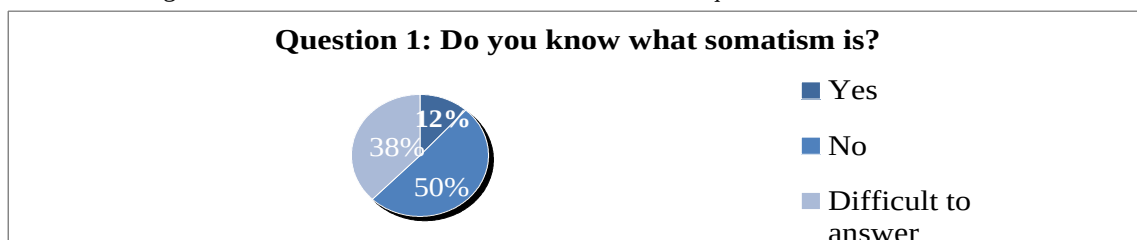
Theoretical basis: Theoretical analysis of the literature showed that this issue was covered on the works of Berdnikov T.A., Danilov V.S., Kunitsky N.V., Ibragimova I.I., Kunin A.V., Litvinov P.P., Vakk F.

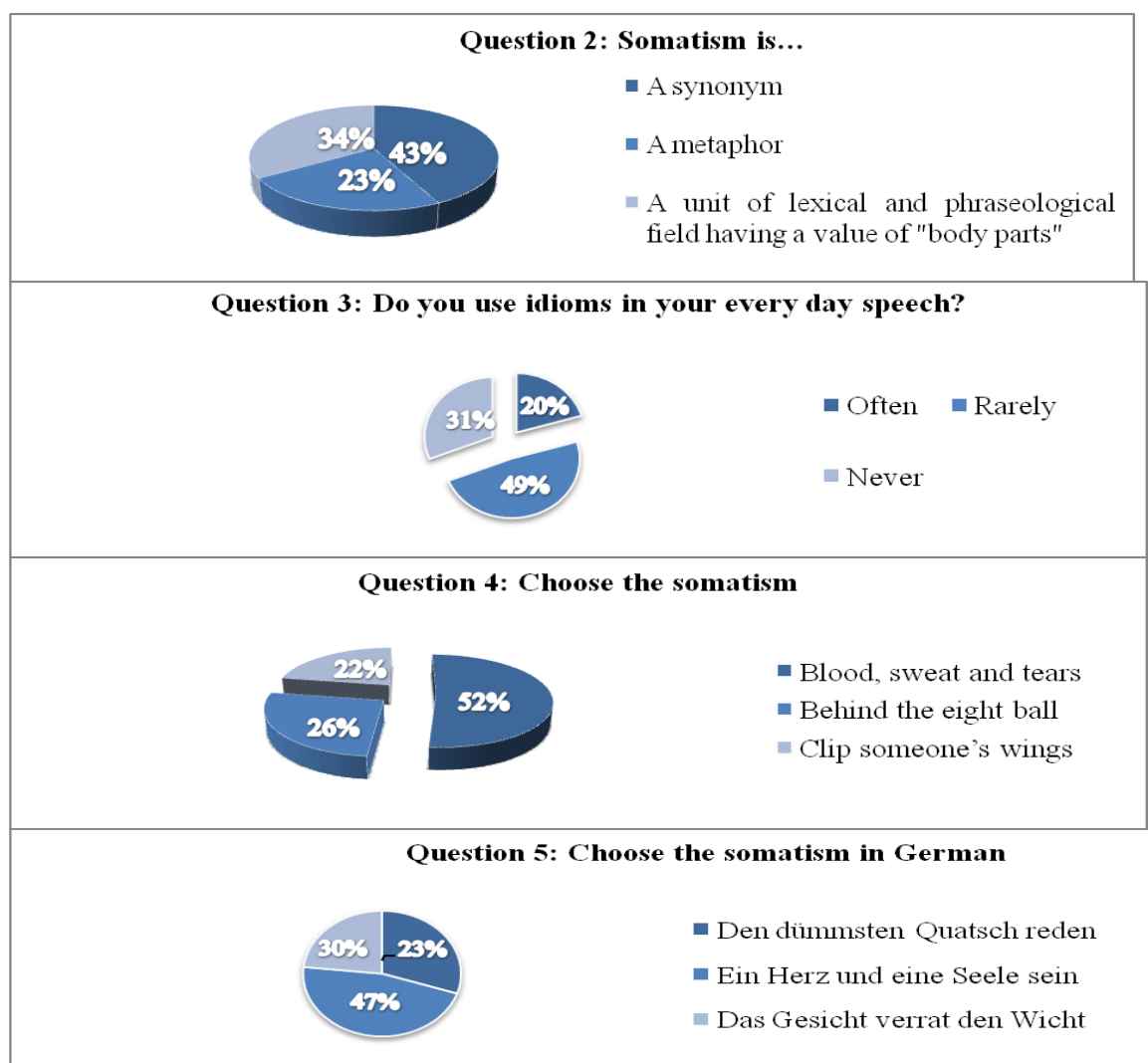
The practical value: The work material has a certain practical value, and may be used in studying the English language in the school clubs, societies, at the lessons and various languages courses.

There are allocated idioms – somatism among the phraseological units in a specific group. The hallmark of them is the presence of a landmark component tokens in their structure which indicates the part of the human or animal body.

Somatic lexicon (from the Greek “soma” - body) is one of the oldest associations of universal words in all languages of the world. The operation acquires numerous associations and connotations in different languages which are combined in a certain system.

Investigation 1. The questionnaire was made. We wanted to determine the level of knowledge of phraseological fields with somatism among senior students of school #19. The results of the questionnaire:





According to the results of the questionnaire we concluded that:

- the level of knowledge of phraseological fields with somatism among senior students of school #19 differs. The students of the 8 and 9 forms showed one of the best results and it can be explained by their attention to the task and having more spare time for their self-development.
- the 10 form had a little difference. The reason might be not having enough interest in learning the phraseological units.
- at the same time, the results of the 11 form are better thanks to the fact that they have more experience in learning foreign languages and they learnt more information on this topic.

Investigation 2. We have analysed the usage of phraseological units with the following components: hand, eye, head, heart, face, blood, finger, feet, bone and soul in some dictionaries. They are: Cambridge International Dictionary of Idioms, Phraseological Language Dictionary (I.A.Bunin), Phraseological Dictionary of the Ukrainian Language (V.D. Uzhchenko) and German-Russian Phraseological Dictionary (L. E. Binovich). We have compared the number of phraseological units with every word. We came to the following conclusion:

- The word *head* is the most frequently used word in English;
- The word *soul* is the least used word in English;
- The word *hand* is the most frequently used word in Ukrainian;
- The word *bone* is the least used word in German;

Investigation 3. Phraseological equivalents may be complete or partial. Full phraseological equivalents are ready-English equivalents, which coincide with the Russian ones in the lexical composition, imagery, stylistic and grammatical structure.

Russian	English
Глаза – зеркало души	The eyes are the mirror of the soul

Быть замешанным в каком-либо деле, приложить руку к чему-либо	Have one's finger in every pie
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Translation based on partial phraseological equivalents should be born in mind but the proposed English terms may have some differences with the Russian. Partial phraseological equivalents can be broken down into three groups.

The first group includes idioms that match the value of stylistic color and similar in imagery, but diverge on the lexical composition.

English	Literary translation	Russian
To draw the wool over somebody's eyes	«Натянуть шерсть на глаза к кому-нибудь»	Водить кого-либо за нос
Head to head, face to face	«Голова к голове, лицо к лицу»	С глазу на глаз

The second group includes idioms that match the value of imagery, stylistic lexical composition and color; but differ in such formal features as the number and order of the words.

English	Literary translation	Russian
Play into somebody's hands	Играть в чьих-то руках	Играть на руку кому-л.
If you run after hares you'll catch neither	Если вы будете бежать за двумя зайцами, ни одного не словите.	За двумя зайцами погонишься, одного не поймаешь;

The third group includes idioms, which are the same for all indications, except for imagery.

English	Literary translation	Russian
<i>A bird in the hand is worth two in the bush</i>	Лучше синица в руках, чем журавль в небе	Не сули журавля в небо, дай синицу в руки
<i>Never offer to teach fish to swim</i>	Никогда не предлагайте научить рыбу плавать	Не берись учить ученого

Conclusion:

Phraseology is extremely difficult phenomenon studying of which needs its own method of research. Phraseological units are also called idioms, a word group with a fixed lexical composition and grammatical structure. We have analysed some features of phraseological units with somatism. We have chosen and compared phraseological units having a somatic component, in the English, German, Russian and Ukrainian languages. We have answered the questionnaire and reflected the results in diagrams. We have analysed the usage of phraseological units with the following components: hand, eye, head, heart, face, blood, finger, feet, bone and soul in some dictionaries. We have compared the number of phraseological units with every word.

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Аннотация. В научной работе поставлена цель выявить соматизм как фразеологический компонент фразеологических единиц в английском, русском, украинском и немецком языках. Актуальность данной темы заключается в том, что фразеологизмы с компонентом соматизмом представляют обширный пласт во фразеологическом фонде английского языка, где остаются, на наш взгляд, областью, требующей дополнительного изучения. В проведенном исследовании: а) изучены литературные ссылки, касающиеся фразеологизмов с компонентом соматизмом; б) проанализированы некоторые особенности фразеологических единиц; в) выбраны и сравнены фразеологические единицы, включающие соматический компонент в английском, русском, украинском и немецком языках; г) проведена характеристика соматизмов как самостоятельных лексических единиц и компонентов фразеологизмов.

Материал работы имеет практическую ценность – полученные результаты могут использоваться в школьной практике, в школьных кружках и клубах английского языка, а также в общении с иностранцами.

Ключевые слова: соматизм, фразеологические единицы, соматический компонент, семантические и фразеологические поля, исследование, опрос.

Summary. The research work presents usage of phraseological units having a somatic component, in the English,

German, Russian and Ukrainian languages. We have analysed the usage of phraseological units with the following components: hand, eye, head, heart, face, blood, finger, feet, bone and soul in some dictionaries. The purpose is to reveal somatism as a phrase-forming component of phraseological units of Russian, English, Ukrainian and German languages. The objectives of this research are the following: a) to study literature references concerning phraseological units with somatism; b) to analyse some features of phraseological units with somatism; c) to define somatism as a unique phenomenon of a language; d) to choose and compare phraseological units having a somatic component, in the English, German, Russian and Ukrainian languages; e) to develop, plan and realize scientific investigation; f) to answer the questionnaire and reflect the results in diagrams.

The practical value: The work material has a certain practical value, and may be used in studying the English language in the school clubs, societies, at the lessons and various languages courses.

Key words: somatism, phraseological units, somatic component, phraseological and semantic fields, research investigation, questionnaire.

UDC 811

VERBAL AGGRESSION IN THE SOCIAL NETWORKING «TWITTER» UNDER THE INFLUENCE OF THE MASS MEDIA

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Феномен речевой агрессии стал актуальным объектом современных лингвистических исследований из-за роста асоциальности, общего снижения уровня речевой культуры, вульгаризации речи и пропаганды насилия. Без сомнений, главным источником для изучения данной проблемы являются средства массовой информации, которые беспощадно затуманивают наш разум и помогают захватить мир с помощью социальных сетей, которые стали главным источником коммуникативных отношений и под влиянием масс медиа характеризуются повышенной агрессивностью. [5, стр. 6]

Виртуальный мир стал местом, где чаще всего люди могут встретить агрессию, ведь «информационная эра» позволяет бесстрашно высказывать свое мнение, чаще всего используя такие речевые стратегии, как слова с эмоционально-экспрессивной окраской, эмоционально-экспрессивные грамматические формы, эмотивные высказывания, специфические синтаксические конструкции и особое построение текста. [2, стр. 13]

Существует много определений термина «речевая агрессия» как в узком, так и широком понимании.

Если говорить о данном термине в узком понимании, то речевая агрессия – это агрессивное действие, а именно насмешка, угроза или замечание. В более широком понимании – это вид доминирующего речевого поведения. [1, стр. 257]

Рассматривая феномен речевой агрессии, мы приходим к выводу, что целям и задачам нашего исследования соответствует следующее научное определение: «Речевая агрессия – активное словесное действие, направленное на определенный объект, мотивационным основанием для которого, как правило, является состояние враждебности по отношению к этому объекту». [3, стр. 25]

Главная причина возникновения речевой агрессии в социальных сетях связана с тем, что мы живем в эпоху политической вражды и разделения государств. Люди становятся рабами времени, когда техника меняет лицо мира и существенно снижает возможность взаимопонимания коммуникантов.

Основными факторами проявления речевой агрессии в информационном пространстве являются враждебность и конфликт. Враждебность представляет собой состояние неприязни и ненависти, которое содержит словесное мнение, но в тоже время сугубо личное, а конфликт является столкновением противоположных сторон и мнений, предоставляя возможность выплеснуть отрицательные эмоциональные переживания. [3, стр. 25]

Профессор Попова А.А. подразделяет агрессию на открытую и скрытую.

Открытая форма речевой агрессии - желание причинить коммуникативный урон адресату. Здесь используются такие средства языка, как ненормативная и сниженная лексика. [4]

Скрытая речевая агрессия - давление на адресата, но без открытого проявления враждебных эмоций, то есть имплицитно. [4]

В настоящее время социальные сети стали социализацией нового поколения, в связи с речевой агрессией это мешает развитию личности, нарушает психику и искажает реальность, лишая выбора и возможности сделать собственный вывод, самостоятельно проанализировать факты.

На основе того, что происходит пропаганда речевой агрессии через средства массовой информации, в данной работе рассмотрены яркие примеры того, как источники информации влияют на сознания людей, а их высказывания лишь доказывают тот факт, что массмедиа манипулируют и воздействуют на мировоззрение.

Для анализа высказываний с речевой агрессией была взята всем известная социальная сеть «Twitter», где участники информационного мира проявляют агрессию в отношении России.

1. **«Putin is a tyrant and a dictator, Obama was a true & strong democratic leader who didn't have tweet tantrums».** (Twitter)

Ермохина А.А: Путин – тиран и диктатор, а Обама был настоящим и сильным лидером демократов, не устраивая истерики в твиттере.

2. **Thing is: Russia doesn't give a shit about what stupid USA elects unless that stupid menaces their country with nuclear weapons in Ukraine.** (Twitter)

Ермохина А.А: Суть в том, что России не плевать на бестолковые американские выборы, если это угрожает их стране содержать ядерное оружие в Украине.

3. **If you do not understand that this is our current reality, you aren't paying attention. Russia has attacked our democracy & is our ENEMY.** (Twitter)

Ермохина А.А: Если до вас еще не дошло, что происходит, то вам стоит обратить внимание, что Россия разрушает нашу демократию и они наши ВРАГИ.

Можно отметить, что в русском переводе данные заявления звучат излишне агрессивно и провокационно, особенно во втором высказывании, где пользователь демонстрирует тот факт, что общественность верит в то, что мы причастны к боевым действиям на Украине. Здесь же можно увидеть такую сниженную лексику, как «наплевать», которая используется для усиления эмоционального эффекта.

Проводя анализ следующего сообщения, для перевода была использована конкретизация с переходом на сленг и антонимический перевод фразы «you aren't paying attention», что помогло передать полный смысл и эмоциональность высказывания.

Приведенные примеры речевой агрессии стали доказательством того, что сознания современных пользователей находятся под контролем СМИ, которые используют наклеивание ярлыков, нагнетание негативных ассоциаций, намеренное огрубление или оскорбление, в результате чего «размывается» собственное мнение и сознание.

Подобные высказывания показали, что при переводе речевой агрессии переводчик может столкнуться с такой проблемой, как наиболее полно передать идею и эмоциональность текста. Для изучения агрессии в социальных сетях было изучено около 10 примеров из «Twitter» за январь и февраль 2017 года, в данной работе представлена половина переводов, выполненные самостоятельно без сопоставительного анализа. Были использованы разные виды перевода в одном предложении или высказывании, что помогло без искажений воссоздать содержание, а самое главное эмоции автора. Несомненно, на перевод влияет и личность переводчика, ведь будучи представителем ПЯ и самое главное одним из участников социального мира, моя главная задача — использовать лексику близкую для русского читателя, перенять точку зрения агрессора и воспроизвести стиль написания.

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Аннотация. Сегодня невозможно представить нашу жизнь без информационных технологий, и в связи с их активным развитием ученые определили наше общество как «информационное», ведь оно потребляет разную информацию через СМИ каждый день, отличительной чертой которых стало умелое и скрытое воздействие на сознание адресата. Благодаря прорыву технических средств массовой информации современный человек может не только находиться под контролем манипулятора, но и обучаться агрессивному поведению, практикуя его в социальных сетях, даже не выходя из дома.

Ключевые слова: речевая агрессия, виртуальный мир, враждебность, конфликт, средства массовой информации

Summary. Nowadays it is impossible to imagine our life without information technologies, there is their rapid development and that is why scientists have defined our society as «information». We «eat» different information through the media every day the distinctive feature of which is a skillful and covert influence on the mind of the recipient. Modern society can not only be under the control of the manipulator but also to learn an aggressive behavior by practicing it in social networks, not even leaving the house.

Key words: verbal aggression, online world, hostility, conflict, mass media

WORD-FORMATION OPPORTUNITIES OF THE ENGLISH SPORTS TERMINOLOGY (ON MATERIAL OF THE ENGLISH TERMS OF ICE HOCKEY)

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В работе проводится анализ терминологических сочетаний, их дифференциация по типологии в сфере английской терминологии хоккея. Значимость и актуальность такого анализа определяются материалом, представляющим собой один из неисследованных ранее объектов английской лексики. В данной работе исследуется выборка английских терминов хоккея общим объемом в 235 единицы, составленная путем сплошного просмотра специализированной спортивной литературы на английском языке.

Анализ показал, что в исследуемом подязыке выделяются следующие типы терминов:

Простые термины : **shot** – бросок по воротам; **puck** – шайба; **penalty** – штраф, удаление; **stick** – клюшка; **edge** – лезвие конька.

Сложные термины : **puck-handler, puck-carrier** – игрок, владеющий шайбой; **breakaway** – выход один на один с вратарём; **faceoff/face-off** – вбрасывание (ввод шайбы в игру); **wraparounds** – выезды из-за ворот; **stickhandling** – владение клюшкой, перебор шайбы клюшкой; **shorthanded (goal)** – (гол) в меньшинстве; **shootout** – послематчевая серия штрафных бросков (буллитов); **shutout** – «сухой матч», «игра на ноль», исход игры, при котором вратарь не пропустил ни единой шайбы.

Связные терминологические сочетания (СЗТС) : **scoring line** – первая и вторая тройки нападения, нацеленные в первую очередь на то, чтобы забросить шайбу; **checking line** – третья и четвёртая тройки нападения, основной задачей которых ставится сдерживание соперника за счёт силовой борьбы; **fake shot** – обманный бросок; **delayed penalty** – отложенный штраф; **hip check** – силовой прием бедром; **mohawk turn** – разворот «моухок-ирокез» (кораблик).

Фразовые терминологические сочетания : **change on the fly** – смена по ходу игры; **play away from the puck** – растратывать владение шайбы впустую; **shot on goal** – бросок по воротам; **eye-hand coordination exercises** – упражнения на зрительно-моторную координацию; **gap control concept** – принцип контроля дистанции (между защитником и нападающим с шайбой); **backward cross-under start** – старт спиной вперёд катанием внахлст; **give and take** – «игра в стенку»: быстрая перепасовка.

Проведенный анализ позволил выявить количественное соотношение структурных типов терминов: простые – 43 единиц (18.29 %); сложные – 31 единица (13.19 %); ТС – 80 единиц (34.04 %); фразовые – 81 единица (34.46 %).

Простые, сложные термины и ТС хоккея представлены именами существительными, так как именно они выражают основные понятия данной области знания.

В нашей работе были также выявлены наиболее активные терминообразующие элементы в английском языке подязыка хоккея.

Наиболее продуктивными суффиксами стали: -ing, -er/- or. Суффикс -ING образует от глаголов существительные со значением «процесс, действие, состояние, конкретный предмет»: **holding** – задержка соперника руками; **hooking** – задержка соперника клюшкой; **fighting** – драка; **cycling** – перемещение вокруг ворот соперника (одна из тактик нападения, «плести кружева»); **slashing** – рубящий удар соперника клюшкой.

Суффикс -ER/OR образует существительные от глагольных и именных основ со значением 1. Человек по роду занятий или профессии, 2. Машина, устройство со специальной функцией: **blocker** – ловушка; **liner** – защитник; **enforcer** – силовик, «тафгай»; **shooter** – игрок, обладающих мощным броском.

Анализ сложных терминов показал, 31 сложный термин, функционирующий в подязыке хоккея, состоит из двух компонентов, типа: **cross-checking** – удар соперника клюшкой (двумя руками); **linesman** – линейный судья; **defenseman** – защитник; **playmaker** – игрок, на котором строится игра; **high-sticking** – опасная игра высоко поднятой клюшкой; **one-timer** – бросок в одно касание.

Как показало исследование, сложные термины подязыка хоккея, представленные в выборке в количестве 31 единицы, были образованы следующими морфологическими типами: **N + N**: **linesman** – линейный судья; **defenseman** – защитник; **netminder** – вратарь; **A + N**: **blueliner** – защитник; **N + Gerund (G)**: **cross-checking** – удар соперника клюшкой (двумя руками), **butt-ending** – удар соперника клюшкой; **backchecking** – силовой приём при катании спиной вперёд; **stickhandling** – владение клюшкой; **forechecking** – прессинг в зоне соперника; **goaltending** – защита ворот.

Преимущественный способ образования сложных терминов N + N (22). Эти данные позволяют прогнозировать дальнейшее развитие подязыка хоккея по пути образования сложных терминов по данной модели.

Говоря о терминологических сочетаниях английских терминов хоккея, необходимо отметить, что наиболее распространенным типом ТС в исследуемой терминологии являются двухкомпонентные ТС, представленные 80 единицами и составляющие 100 % от общего количества ТС и около 34% от общего количества терминов в выборке.

В исследуемом подязыке функционируют двухкомпонентные ТС, образованные по следующим структурным типам: **A+N**: *left wing* - левый фланг, *major penalty* – большой штраф, *blue line* – синяя линия, *full strength* - полный состав; **G+N**: *attacking zone* – зона соперника, *catching glove* – «ловушка»; **PII+N**: *played minutes* – сыгранное время, *delayed penalty* – отложенный штраф; **V+N**: *kill a penalty* – выстоять в меньшинстве; *freeze the puck* – остановить игру (о вратаре).

Таблица 1. Структурные типы двухкомпонентных ТС

риан	Общее количество	% от комп. ТС	% от об. выборки
+N	23	28.75 %	9.78 %
+N	39	48.75 %	16.59 %
+N	4	5.00 %	1.70 %
N	9	11.25 %	3.82 %
+ N	5	6.25 %	2.12 %

Двухкомпонентные ТС состоят из основного, ядерного компонента и атрибутивного, определяющего компонента. В двухкомпонентных ТС ядерный компонент, как правило, выражен именем существительным в именительном падеже, определяющий компонент может быть выражен несколькими различными способами. Довольно распространены двухкомпонентные ТС, образованные за счёт слова **pass** – передача в качестве ядра. **Area passes** – передачи на ход; **crisp passes** – чёткие пасы; **indirect pass** – передача через борт (дословно: не прямой пас); **one-touch passes** – передачи в одно касание; **passing lanes** – линии передач; **saucer pass** - передача подкидкой (досл.: пас тарелочкой).

Проведя анализ сложных терминов, можно заключить, что 31 сложный термин, функционирующий в подязыке хоккея, состоит из двух компонентов. Среди морфологических типов сложных терминов преимущественная модель N + N (22). Структурный анализ ТС показал, что в ходе исследования нам встречались бинарные ТС, представленные 80 единицами и составляющие около 34 % от общего количества терминов в данной выборке. Наиболее часто встречались фразовые терминологические сочетания (81 единица), что составляет 34.46 % от общего количества терминов.

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Аннотация. В статье проанализирована английская терминология хоккея с шайбой. Представлены наиболее характерные структуры образования отраслевых терминов. Проведено исследование терминов для выделения наиболее употребительных моделей. Приведены примеры некоторых интересных специфических терминов и терминологических сочетаний подязыка хоккея с шайбой. Установление наиболее продуктивных способов и моделей образования терминов позволил выработать рекомендации по образованию новых терминов. Произведён подсчёт количественного соотношения различных структурных типов терминов.

Ключевые слова: хоккей с шайбой, спорт, термин, терминологические сочетания, подязык.

Summary. In the article the English terminology of ice hockey is analyzed. The most characteristic structures of formation of industry terms are provided. The research of terms for allocation of the most common models is conducted. The examples of some interesting specific terms and terminological combinations of ice hockey sublanguage are given. The determination of the most productive ways and models for terms formation allowed to produce recommendations for developing new terms. The calculation of quantitative ratio of different term's structural types is executed.

Key words: ice hockey, sports, term, terminology combining, sublanguage.

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NEOLOGISMS IN CONTEMPORARY POLITICAL DISCOURSE

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Trying to meet people's needs, a language is constantly developing. It is considered to be an adaptive system that is ready to provide us with the means to communicate. New words and expressions come into a language to denote new notions or to give new names for things that already exist, as their old names become outdated. Thus, the number of words in any language is always changing. English is said to have at least 800 new words every year. These new words are called neologisms. According to I.V. Arnold, neologism is "a newly coined word or phrase, or a new meaning for an existing word, or a word borrowed from another language"[1, p. 217].

Not all new words that appear in a language stay in it. Before becoming a neologism, a word is called an occasionalism. Occasionalism or individual coinage is said on a certain occasion and cannot be understood without a context. These words are emotionally colored and serve more to convey emotions and speaker's attitude than to simply name a notion or a thing. But some occasionalisms are later used in other contexts, their novelty disappears, their expressiveness fades, and they enter into the communication of not just one person but a group of people. At this stage an occasionalism becomes a neologism, entering the language's lexical system.

According to the level of the acceptance they gain in a language, neologisms are divided into three groups: *unstable*, those that have only appeared and are used by a very small amount of people; *diffused* – used by a larger audience than unstable, but still have gained no full acceptance, and *stable* – widely used and recognized. Thus, it may be said that every word used to be a neologism. When people get used to a new word, it cannot be called a neologism anymore.

G.N. Babich points out the following sources of neologisms: the language of science and technology – *app*, *chatbot*, *spam*, *noob*, *troll*; the language of economics – *endogenize*, *funemployment*; sports – *bouncebackability*, *galactico*; culture – *fandom*, *belieber*, *staycation*, *Brangelina*, *Kleenex*, etc. Some neologisms have been imported from other languages – *vuvuzela*, *hygge* [2, p. 116].

In recent years politics have become a large source of new words. It happens for many reasons. Lately a lot of significant changes have happened in the political and social life of the world. These changes force politicians, mass media and society to search for new terms. New words become a reaction to new policies, reforms, actions, and political courses, showing not only the fact of their existence but also the attitude of the society towards them.

Political neologisms have become the object of the given linguistic study, which, on the one hand, focuses on the means of creation of these words and, on the other hand, on their pragmatic effect and functions in the political communication.

Political neologisms are created according to the accepted linguistic mechanisms and word-building patterns. The most common way of creating neologisms in politics is the *application of a suffix*. Such neologisms are numerous. For example, words created by means of a highly productive suffix – *ism*: *Thatcherism* is a word used to denote both political and economic course of Margaret Thatcher during her premiership; *Bushism* is a statement or a phrase said by George Bush that contains any kind of mistake; *Blairism* suggests policies of Tony Blair. Due to the law of analogy, new coinages ending with *-ism* constantly appear in the English language political lexicon. Among the most recent creations are: *Eurocentrism*, i.e. a policy focusing on Europe and European culture, values, needs; *Trumpism*, i.e. the policies advocated by Donald Trump, especially those involving a rejection of the current political establishment and the vigorous pursuit of American national interests [3]; *Merkelism* that indicates policies as well as political style of Angela Merkel; *Putinism* is defined by Macmillan Dictionary in 2015 as "the ideology, priorities, policies and the system of government under President Putin"[4].

Another suffix – *gate* (dating back to 1974, when it was first used in a new term *Watergate* to describe a major political scandal with President Richard Nixon) has been effectively used in formation of such neologisms as: *Votergate* – the scandal related to the voter fraud during the 2004 election; *Obamagate* – the term denotes all the scandals Barak Obama experienced in 2013; *Hillagate* refers to scandals connected with Hillary Rodham Clinton in 2016, etc.

Another productive way of derivation of new political terms is *blending*. For example, *Brexit*, *Frexit*, *Nexit* – neologisms made up to describe the process of the United Kingdom, France and the Netherlands leaving the European Union.

Other examples of political blends are numerous. The following political neologisms can illustrate this: *Republicrat* is a person who seconds political courses of both Republican and Democratic parties; *Republican't* is a member of a U.S. political party, who believes that politicians have the right to do nothing, but privatize everything and then disappear; *Brutalitarian* is a politician advocating brutality and totalitarianism; *Trudeaumania* refers to popularity enjoyed by Justin Trudeau (Prime Minister of Canada), etc.

Blends formed by adding *-nomics* to the names of politicians have also become common to describe different economic policies: *Obamanomics*, *Hillanomics*, *Corbynomics* (economic course of the UK Labour Party with J. Corbyn as a leader),

etc.

Shortening is also among the most effective ways to form political neologisms: *NRx* which stands for *Neoreactionaries*, i.e. a group of people who want to go back to an older form of government; *SJW* is a social justice warrior, who believes that the fight against social injustice lies in fighting against discrimination of various groups of people, the fighting is mainly done through the Internet.

And finally, *compounding: post-truth* – has recently been used referring to the politics, when talking about tactics of using information not according to its truthiness, but the influence it may have on the public; *Eurosceptic* is a person who is unsure of the advantages of the euro adoption as the single currency.

Thus, political neologisms, as the above mentioned examples prove, are motivated by socio-political and economic situation in the world. Processes that take place in the political life of the society affect a language and cause the appearance of both “lucky” long-standing and short-lived neologisms. For example, new ironical creations *Obamistan* and *Clintonia* were triggered by the migrant crisis and appeared as an immediate reaction to the Obama’s appeal to the nation to increase their refugee intake and humanitarian funding. Whether these two will become the part of the political vocabulary and be registered by dictionaries, or will disappear from the language as the majority of political nonce words, time will show.

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Аннотация. Данная статья посвящена изучению неологизмов в политическом дискурсе. Изучены сущность и определение неологизмов. Рассмотрены основные способы образования политических неологизмов: аффиксация, контаминация, сокращение и словосложение. Для каждой из групп политических неологизмов приведены примеры. В ходе работы применялись современные электронные словари неологизмов, а также электронные версии британских и американских печатных средств массовой информации.

Ключевые слова: политические неологизмы, словообразовательная модель, аффиксация, контаминация, сокращение, словосложение, политическая коммуникация.

Summary. The given article is devoted to the study of the political neologisms. The definition of the political neologisms is observed. The main ways of creating political neologisms: affixation, blending, shortening, compounding are studied. Examples are given to illustrate each group of political neologisms. The sources used in the course of the research include the online etymological dictionaries, the dictionaries of neologisms, and the electronic versions of British and American print media.

Keywords: Political neologisms, word-building patterns, affixation, blending, shortening, compounding, political communication.

UDC [811.111+811.161.1]’373

FILLER WORDS IN ENGLISH AND RUSSIAN INFORMAL CONVERSATION

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Точность, ясность, понятность речи как признак культуры речи определяется умением четко и ясно мыслить, знанием предмета речи и законов любого языка. Исходя из всего этого, актуальность работы была вызвана необходимостью понимать природу функционирования такого языкового явления, как слова-филлеры или слова-паразиты.

Цель исследования заключается в том, что нужно выяснить значение слов-паразитов в английской и русской речи и выявить их особенности.

Объект исследования: английская и русская разговорная речь.

Предмет исследования: слова-паразиты в речи.

«Слова-паразиты» – лингвистическое явление, которое выражается в употреблении ненужных в данном контексте слов, часто встречаются в спонтанной либо слабо контролируемой устной речи. Синтаксически большинство «слов-паразитов» являются вводными словами.

Слова-паразиты – слова для связки речевых оборотов. Они глубоко закрепились в словарном запасе человека, а также вошли в привычку. Слова-паразиты не имеют значения в действительности. Они являются пустыми словами-сорняками, от которых следует избавляться. Из-за привыкания, люди часто используют их в своей речи, не замечая их. Слова-паразиты препятствуют восприятию речи, более того они утомляют слушателя.

Слова-паразиты имеют место быть как в английском языке, так и в русском. Лингвисты считают, что они искажают нашу речь, сбивают собеседника с толку, отвлекая его внимание от смысла рассказа.

Ни одна телепередача, ток-шоу, интервью с известными людьми также не лишены сорных слов.

Таким образом, сравнивая речь других людей и прислушиваясь к собственной, можно сделать вывод, что сорные слова не только не украшают, но и деформируют, делают примитивной нашу речь. Изучая английский язык и подражая любимым актерам, певцам, мы перенимаем некоторые выражения, и нам кажется, что это звучит очень неплохо и даже современно. Но грамотная, правильная и чистая речь никогда не выйдет из моды, не устареет и даже окажет хорошую услугу, особенно если речь идет о новой работе или деловых переговорах.

К сожалению, современные дикторы радио и телевидения, транслирующие информацию в СМИ, далеко не всегда являются эталоном речевой культуры. Зачастую, их речь сумбурна, падежи перепутаны, подача материала не внушает доверия.

Значение и примеры употребления слов-паразитов. Мы проанализировали слова-паразиты, часто встречающиеся в речи людей. Приведём некоторые из них. В данной ниже таблице представлены значение и примеры употребления слов-паразитов.

1.	Короче	Резкость, желание быстрее закончить речь	Короче, дело было так...
2.	Как бы	Неуверенность в том, что говорит; приблизительность	Я вчера как бы ждал тебя...; Мы уже как бы видели этот фильм...
5.	Типа	1. Желание выделиться 2. Заменитель паузы	Ты, типа, кто такой! Типа, ситуация такая...
6.	Чё	Вопрос-недоумение	Ну и чё?!
7.	Щас	Щас (и последняя модификация Интернета — щаз-з)	Ну как же, щас... размечтался! Пойти на занятие! Шаз-з!
8.	Это	Пауза во время говорения или употребления каких-то слов	Есенин... это... любил... это... животных. Он... это... посвятил им много стихотворений...
14.	Вообще, ваще!	1. Лёгкое возмущение 2. Итог речи	- Идёшь в школу? - Ну, ты, ваще! Вообще, я сначала хотел...
15.	В принципе	Желание отбросить лишние слова для объяснений	В принципе, у тебя тут «3», на «4» не хватило...
17.	Как его, как это	Вместо каких-то слов; попытка что-то вспомнить	Динозавры... как его... в процессе эволюции... как это ... вымерли.

Изучив случаи употребления слов, приведённых в таблице и подобных им, мы пришли к заключению, что слова-паразиты делятся на две группы.

Первая группа слов служит для сокращения и ускорения речи. Это действительно паразиты. Они засоряют нашу речь, зачастую мешают взаимопониманию собеседников.

Другая группа слов отражает наши эмоции. Главная их особенность заключается в том, что они позволяют выразить одним словом несколько эмоций сразу.

Проведя исследование слов-паразитов в русском и английском языках, мы решили провести анкетирование среди учащихся английской школы №43.

Для этого мы составили ряд вопросов, на которые отвечали участники эксперимента. Среди опрошенных участников были учащиеся средней и старшей ступени обучения в специализированной школе с углубленным изучением английского языка. Поэтому мы думаем, что данные учащиеся наиболее осведомлены о сорных словах в речи.

Вопросы	Анализ			
	Русский яз.		Английский яз.	
	ДА	НЕТ	ДА	НЕТ
1. Употребляете ли вы слова-паразиты в своей речи?	93%	7%	99%	1%
2. Замечаете ли вы подобные слова в речи других людей?	94,2%	5,8%	59%	41%

3. Хотели бы вы избавиться от слов паразитов?	60%	40%	50%	50%
4. Мешают ли вам слова-паразиты выражать свои мысли?	10%	90%	25%	75%
5. Боретесь ли вы с привычкой употреблять в речи слова-паразиты?	10%	90%	15%	85%
6. Часто ли вы выступаете публично?	Не выступаю 10%	Редко 70%	Регулярно 10%	Часто 10%
7. Много ли вы читаете?	Не люблю читать 20%	Читаю по заданию учителя 25%	Стараюсь читать регулярно 35%	Много читаю 20%

На наш взгляд тема нашего исследования тесно сочетается с идеей произведения «Пигмалион» Бернарда Шоу. Таким образом, исследование такого явления как слова-паразиты на материале данного произведения показалось нам очень интересным.

Проанализировав данное произведение на предмет употребления слов-паразитов в речи героев, было установлено, что данное явление имело место и в речи людей, живших столетие назад. Профессор фонетики Генри Хиггинс как человек образованный отличается чистотой и правильностью речи. И, тем не менее, и в его речи временами проскальзывают слова-паразиты: *I think, I mean, well, you know*. Более разнообразна и насыщена словами-паразитами речь цветочницы Лизы.

Кроме нарушения грамматических структур ее высказываний, фонетических ошибок нами были обнаружены такие слова-паразиты как *Garn!, I dunno, Oh, boo-hoo, Ah-ow-ooh!, Well, I think, Oh, I know*.

Также после прочтения произведения, мы составили список слов-паразитов из произведения и провели частоту их употребления:

№	Слово	Частота употребления
1	So	250 раз
2	What	224 раза
3	Oh	217 раз
4	Well	105 раз
5	Really	97 раз
6	Anyway	67 раз
7	Actually	64 раза
8	You know	44 раза
9	OK	39 раз
10	Sure	34 раза
11	Ugh	26 раз
12	Ah	22 раза
13	Humph	20 раз
14	Aargh	18 раз
15	Super	15 раз
16	Shit	14 раз
17	Huh	13 раз
18	Whatever	9 раз
19	Hah	7 раз
20	Durr	7 раз
21	Um	6 раз
22	Fuck	5 раз
23	Yesssss	4 раза
24	Mmmm	4 раза

На основании всего выше сказанного, мы составили рекомендации по борьбе с употреблением в своей речи таких слов. Предлагаем включить диктофон и наговорить какой-нибудь текст (что угодно, пересказать недавно увиденный фильм или прочитанную статью в газете). Прослушивая запись, вы осознаете вашу проблему, и потребность от нее избавиться, поймете, какие именно слова-паразиты есть в вашем лексиконе.

Бытует мнение, что можно просто заменить «назойливое» словцо близким по смыслу (допустим, вы постоянно произносите слово «наверное», его можно заменить словами «предполагаю», «возможно», «вероятно» и т.д.).

Всегда следите за чистотой своей речи, так вы быстро отучитесь от слов-паразитов.

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Аннотация: В ходе исследования были изучены английская и русская разговорная речь, а также понятие «Слова-паразиты», рассмотрены ключевые проблемы использования слов-паразитов в речи. Мы определили функциональные особенности и причины употребления слов-паразитов в речи, проанализировали английскую и русскую речь и изучили случаи использования слов-паразитов, провели опрос среди школьников методом анкетирования, а также провели анализ художественного произведения Бернарда Шоу «Пигмалион» и сделали соответствующие выводы.

Ключевые слова: слова-паразиты, спонтанная речь, культура речи, языковая система и речевая деятельность.

Summary. In the proposed paper English and Russian informal speech is studied. The notion of the term *filler words*, some key problems of these words usage and their peculiarities in Russian and English speech are investigated. The results of the questionnaire survey made among pupils and the play *Pygmalion* analysis with the corresponded conclusion are given.

Key words: filler words, spontaneous speech, standard of speech, language system, speech activity.

UDC 8.81

THE USAGE OF RELIGIOUS NOTIONS AS A MEANS OF GENDER REPRESENTATION OF CHARACTERS' EMOTIONS (BASED ON JOHN STEINBECK'S 'GRAPES OF WRATH')

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Gender linguistics is undoubtedly one of the promising areas of modern linguistics. We believe that the review of a language and a speech in a gender-linguistic aspect is able to lead to broadening the concept of understanding the roles of men and women.

In literary works, emotions characteristic of fiction communicants reflect the whole potential of emotive components of the language. These particular emotions can render the gender differences of communicants.

Emotions (lat. *moveo*) are defined as 'mental reflection in the form of direct experience of the meaning of life events and situations due to the position of their objective properties to the subject's needs' [3, p. 407].

'Of course, all linguistic signs never fully correspond to the real emotions' (feelings)' [2, p. 276], because these feelings are usually common expressions, what is more, they are dependent on the author's purposes.

The process of identifying peculiarities of speech of both sexes in the designation of temporary models has made it necessary to study the status of gender issues in the language. Turning to modern linguistics, we find that there is currently such a thing as 'female' and 'male' speech. The dictionary of gender gives the following definition of those notions 'the code name of lexical preferences and some other characteristics of usage depending on the sex of the speaker' [4].

Verbal communication is the interaction of people with the help of speech. The capacity for effective exchange of information is the 'distinctive feature of human beings and one of the main conditions of their existence as social beings' [1, p. 11].

Verbal elements of communication are words, sentences and phrases. Based on the purposes of our research, we can highlight those specific lexical features in the speech of both sexes, as vulgar, slang, concepts that characterize women's intimate sphere (birth, pregnancy), etc.

In our research we paid attention to the religious notions (with various modifications) as a means of gender representation of emotions of characters because it is the most frequent way which is used by John Steinbeck in the novel 'The Grapes of Wrath' [5].

As a result, we managed to single out the following phrases and words expressing verbal behavior of male characters. The most useable appeared to be phrases with 'God'.

– **By God** – an expression which emphasizes what is said, usually a surprise, certainty or anger. In the following examples it expresses certainty:

*His voice was teasing. "No, **by God**. I won't touch it. A guy can't drink liquor all the time and study like I'm goin' to".*

*We've got a bad thing made by men, and **by God** that's something we can change.*

– **God Awmighty (God Almighty)** – a similar expression which is also used to strengthen the rendering of such emotions as surprise or irritation:

*The girl went on excitedly, “Why, **God Awmighty**, they got hot water right in pipes, an’ you get in under a shower bath an’ it’s warm”.*

*But, **God Almighty**, the food’s getting’ low, the money’s getting’ low. When we can’t buy no more gas — what then?*

– **God knows** – this phrase is on the contrary used to render uncertainty and frustration:

*You’ve scrabbled at it long enough, **God knows***

***God knows** how much cotton next year.*

One of the most commonly used modifications of ‘God’ is a controversial expression ‘goddamn’. It is controversial because it contains the image of God and devil simultaneously. In these examples this phrase emphasizes the meaning, in the first one of the word ‘sick’ and the negation in the second:

*The driver glanced quickly at him, looking for satire. “Well, it ain’t no **goddamn** cinch,” he said testily.*

In the following example the modification conversely expresses approval:

*Best **goddamn** car Dodge ever made.*

Another notion which is equal in the meaning in the novel is ‘Jesus’. It often renders the emotions of surprise:

***Jesus**, the air was full of bed clothes an’ chickens an’ kids.*

***Jesus Christ**, one person with their mind made up can shove a lot of folks aroun’!*

The novel is also full of emotion with such religious notions as ‘hell’ and ‘damn’:

*Wanta be a **hell of a guy** all the time. But, goddamn it, Al, don’ keep ya guard up when nobody ain’t sparrin’ with ya. You gonna be all right.”*

*“**Damn** right,” said Tom. “I’m bolshevicky.”*

For example, to emphasize the extensity.

*This here socket wrench makes her a **hell of a** lot easier.*

– **What the hell** – exclamatory phrase which renders disagreement and astonishment:

*“What the **hell**,” said Tom. “We can sleep in the ditch right beside the road, an’ it won’t cost nothin’.”*

*Pa said, “What the **hell** you talkin’ about?”*

Speaking of female characters, they tend to express their emotions without using phrases with religious notions.

In the novel we can only meet such a positive expression as ‘**Thank God!**’:

*She sighed, “**Thank God!**” under her breath.*

*Ma looked up at it. “**Thank God** we got a tight roof,” she said.*

In conclusion, after reviewing lexical peculiarities of verbal communication of male and female characters in John Steinbeck’s “Grapes of Wrath” we can state that male characters tend to render their emotions using religious notions while sometimes cursing. Concerning female characters, the usage of religious notions is almost not present at all. Finally, we can suppose that the author resorts to the use of these notions to make the character’s emotions seem real which makes them understandable and close for the readers.

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Аннотация. Данная статья посвящена изучению лексических особенностей вербальной коммуникации у мужских и женских героев в романе Джона Стейнбека «Гроздь гнева». В статье рассматриваются религиозные понятия и их различные модификации как средство изображения эмоций персонажей. Также обращается внимание на то, что мужские персонажи чаще, чем женские прибегают к их использованию.

Ключевые слова: эмоции, гендер, вербальная коммуникация, лексика, религиозные понятия.

Summary. This article is devoted to the research of lexical peculiarities of verbal communication of male and female characters in John Steinbeck’s “The Grapes of Wrath”. The religious notions and their modifications as a means of gender representation of characters in the novel are reviewed in the article. It is emphasized that male characters use them more often than female ones.

Keywords: emotions, gender, verbal communication, lexis, religious notions.

NEW LEXIS IN THE AGE OF SOCIAL NETWORKS

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Introduction. This study analyzes the functioning of new vocabulary in social networks.

The **aim** of the study is to analyze the occurrence and functioning of new vocabulary in social networks. To reach the goal the following **tasks** were formulated:

- to consider the concept of «neologism»;
- to analyze the influence of social networks on the occurrence of neologisms;
- to analyze the new vocabulary field of use.

Research methodology. The neologisms used as data for study in this research were selected from the blogs, which explain the language of social networks, and are analyzed by means of definitional analysis. This method identifies new words meanings in the linguistic and extra-linguistic aspects.

The results of the study. The modern world exists now in a state of active inventions not only in the field of computer technologies, but also in medicine, education, economy, science and other areas of society. A. D. Petrenko and E. Sh. Isayev in their work "Present borrowings in the German language" (1998) noted that "innovation, penetrating into various languages of the world, cover such areas of life as advertising, politics, press and TV, sports, music, show business, telecommunications and others. They have become integrated in science, e. g. sociology, psychology, economics" [2, p. 81].

The new era called «the Internet» has caused the intensive development of different types of communication. Social networks were initially created specifically for this purpose, but the vector of their development has been changed completely with the progress of digital technologies. Today the social networks gain great popularity and they are used not only for the renewal of relations (originally, they were created in order to allow users to find their friends online), but also to store personal data (photos, videos, documents), to search for information, to do blogging, to edit images, to use geo-social services. Due to this the lexicon of the language has been enriched with new words, or in other words – neologisms.

Neologisms are lexical units originated in their native language or borrowed, to denote the new objects or phenomena, the new meaning of the already known words. As a rule, it is very difficult to identify the creator of a new word, and when it had been used for the first time [1, p.18]. It is almost impossible to do it in social networks also. A very popular word «selfie» can serve as a model: very few people know the way it appeared, we know only that it became most popular in 2013-2014. Selfie is a self-portrait photograph, taken with a digital camera or camera phone held in the hand or supported by a selfie stick. This neologism has made tremendous contribution to the development of English (and other languages), as it has been the founder of the chain of the new words denoting different types of the «selfie» [5]:

- **helfie** (*hair selfie*) – the photographs of someone's own haircut or hairstyle;
- **felfie** (*fake selfie*) – false selfie, for example, against the background of the television image of paradise islands;
- **legsie** – the shot of someone's own legs, often on a background of the picturesque landscape;
- **shelfie** (*or bookshelfie*) – the photo of a bookshelf taken as a demonstration of the breadth and depth of knowledge and interest;
- **welfie** (*workout selfie*) – the photograph of someone's own taut body in fashionable sports suit on a background of the gym.

Also, the analysis of the new words in Instagram (a mobile free application for sharing photos and video with the social networking elements that allows the users to take pictures and video, to apply filters, and distribute them through its service and a number of other social networking sites) [4], leads us to the conclusion that most neologisms were created to describe the phenomena of everyday life and social spheres of society [3]:

- **TBT** (*Throwback Thursday*) – Thursday when Instagram users upload photos of their past events;
- **OOTD** (*Outfit of the Day*) – clothing picture, in which the user is wearing today;
- **instamood** – the attraction of attention to the photos of someone's mood;
- **foodporn** – food photograph that the user likes;
- **fitspo** – pictures, depicting healthy and active lifestyle.

If we study the structure of the above mentioned words, we can see that most of the neologisms are formed by affixation (selfie), reduction (fitspo), compounding (instamood).

Conclusions. As a result of the study it can be noted that not only the Instagram, but all the social networks constitute grounds for creating new vocabulary, and also have a significant impact on the English language development, because the neologisms formed in social networks affect not only the spoken language, but the literary one as well. It is also important to note that «Internet» neologisms serve as a humanizing agent in intercultural communication and help to overcome the main barrier in communication between people from different countries.

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Аннотация. В данной статье представлены примеры неологизмов из социальных сетей как способ обогащения лексического состава английского языка. Проанализировав примеры, можно сделать вывод, что «сетевые» неологизмы используются для обозначения предметов и явлений из повседневной жизни общества, а также упрощают межкультурное общение пользователей из разных стран. Следует упомянуть, что большинство неологизмов являются лишь производными от ранее существующих слов.

Ключевые слова: Неологизм, лексический состав, словообразование, социальная сеть, коммуникация.

Summary. The article presents the examples of neologisms from the social networks as the way of the English language lexical structure enrichment. While analyzing the examples, we can conclude that the «network» neologisms are used to denote the objects and phenomena of everyday life of the community, as well as simplify cross-cultural communication between users from different countries. It can also be mentioned that most of the neologisms are only derived from previously existing words.

Key words: neologism, lexicon, word formation, social network, communication.

UDC 81

SPECIFICS OF TOPONOMY OF GREAT BRITAIN

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Every person constantly finds geographical dominations everywhere. “It is impossible to imagine life of our modern society without geographical names,” – writes well-know scientist of toponymy Murzaev.

The section of linguistics studying proper names of all types of objective laws of their development and functioning is called onomatology. [1] Within onomastics it is possible to emphasize detached science – toponymy – the section of onomastics investigating place names (toponyms), their functioning, value and an origin, structure, a distribution area, development and chronological variations. [2]

Geographical names of the British Isles are quite well-studied. Official language of Great Britain is English, but place names of this country are partially English. It is possible to distinguish several toponymic backgrounds, one of them is Celtic. There are a lot of Celtic elements among names of natural objects (the rivers, hills) and less in names of settlements. A large number of the Celtic names remain in the western areas of England (Cheshire, Devonshire, Vustershir, etc.). Names of two English counties – Devon and Kent – originate from ancient tribes of Britons of Dumonii and Cantii. [3]

The majority of the English rivers bear the Celtic names: Avon, Don, Exe, Axe, Esk, Usk, Thames, Derwent, Severn, Dee, Aire, Humber, etc. Some English cities have Celtic names: Dover, Reculver.

Latin influence on the English geographical names is very insignificant. The result of 400 years of Roman occupation of the British Isles has a form of emergence of peculiar Latino-Celtic complexes: London from Londinium, Catterick from Cataractonium, Lincoln from Lindum Colonia, and Manchester from Mancunium.

It should be emphasized that popularity of the chester/-caster component (Latin of castra - "camp") in names of those settlements, which were situated in place of Roman ex-fortifications of the cities: Chichester, Winchester, Doncaster, Lancaster, Chester, Colchester, Silchester.

The noticeable mark in toponymy of the British Isles was left by the Scandinavian conquerors (the 9-10th centuries). Their influence is notable in all territory of the country, and in the certain northeast region goes by the name of Danelaw ('Danish law'). Among massively repeated elements in Danelaw it is necessary to allocate, first of all – by ("village, a separate farm"): Barnby, Grimsby, Hellaby, Thoresby, Ashby, Selby, Frisby, and Westby. The element "holme" is used to denote drying section near the water, small islands: Heigholme, Bromholme, Oxenholme, and Topholme. The part thwaite is widely used. Area of its' most intensive expansion is the northwest (Thwaite, Braithwaite, Fairthwaite, Greenthwaite, Honeythwaite).

In spite of enormous sociocultural influence of the Norman Conquest, it didn't result to advent such a vast French toponymical layer in England. French loans generally are limited to adjectives Beau-or Bel which mean "beautiful": Beauvale, Beaumanor, Bellasize, Beaulieu, Belvoir, and Belleau. Direct loans of French names are found rarely: Richmond, Grosmond, and Plessey. One of distinctive features of toponymy of England is that components of names seldom correspond to the modern level to real vocabulary of English [3].

Now let us consider to examine some counties more precisely.

Reculver – the earliest recorded form of the name, Regulbium, was Celtic in origin, meaning "at the promontory", or "great headland", and, in Old English, this became corrupted to Raculf, sometimes given as Raculfceastre, giving rise to the modern "Reculver". The form "Raculfceastre" includes the Old English place-name element "ceaster", which frequently relates to "a [Roman] city or walled town".

Surrey is a county, which is located in the Southeast of England. The County of Surrey has vivid and fascinating history of formation which has also reflected in his name. Approximately in 480 AD Saxons from the South East invaded in a future county, by this time the name "Surrey" - from "Suuð-ye" appeared there. In Old Saxon it meant «The south spine" in the other words- people which having come from the South.

Shropshire – English County having the most difficult etymological origin from the point of view of linguists. Its' name displays profound change of words when it is very heavy to find right roots. New conquerors, namely Normans, couldn't pronounce correctly the word "shr æð" and introduced corrections in pronunciation of this word. It turned into "scrub" and from Anglo-Norman meant "the place, the area".

The metropolitan English county of Lancashire has acquired the name from the river Lank which flows across all territory of the county. The river, in turn, has been called in honor of the woman whom called Lank.

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Аннотация. Внимательно изучив карту земного шара, можно убедиться в том, что названия всех географических объектов: материков, океанов, морей, озёр, рек, островов, гор, равнин, стран, городов и т.д., – имеют удивительные истории. Топонимы являются обязательным элементом развития общества и человечества в целом. Исследуя раздел этимологического происхождения английских графств, последние были рассмотрены отнюдь не с точки зрения административно-юридических определений и территорий. Каждое английское графство являет собой невероятно интересный объект для изучения.

Ключевые слова: топонимика, Великобритания, этимология, территория, графство

Summary. Having attentively studied the map of the globe, we can fully realize that names of all geographical objects – continents, oceans, seas, lakes, rivers, islands, mountains, plains, the countries, the cities etc. have captivating stories. Toponyms are compulsory elements of development of society and mankind in general. Exploring the section of an etymological origin of English counties, the last has not been considered as administrative and legal definitions and territories at all. Each English county is incredibly interesting object for studying.

Key words: toponymy, Great Britain, etymology, territory, county

SOME FEATURES OF PRONUNCIATION, ACCENT AND RHYTHM IN NARRATIVE SENTENCES IN ENGLISH

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Stress and rhythm are basic for intelligibility, adequacy and fluency in speech and that they should be consistently practiced by foreign learners if possible in the early stages. The concentration is on the production side of English pronunciation, stress and rhythm, which will contribute to more intelligible speech.

The object of study is stress and rhythm in English. The subject of study is stress and rhythm in narrative sentences. The purpose of this research is to show the importance of stress and rhythm in determining the realization of segments. The objectives of the research are the following: to analyze literature references concerning stress and rhythm in English, to indicate the morphemic and syntactic function of elements, to structure information in the sentence.

Theoretical basis: theoretical analyses of a literature showed that this issue was covered on the works of Reyndout R., Mider W., Tailor A., Sviridov L.

Sentence stress

Sentence stress is the governing stress in connected speech. All words have their individual stress in isolation. The most important words in the sentence receive stronger stress. The last stressed word in the sentence receives the strongest stress with the help of a fall or a rise. Sentence stress is not just a phonetic peculiarity of English. Sentence stress has a very important function of marking the words that are necessary for understanding.

Sentence rhythm

Rhythm is the musicality of English—the ups and downs and the connected speech and the linking of words, which together, change how we say sentences. Speaking with correct rhythm (musicality) is essential to being understood when you speak!

Rhythm comes from the combination of the two types of stress in English:

1) Syllable stress in words (as discussed above)

2) Word stress in sentences

Sentence stress is the main means of providing rhythm in speech. Rhythm is the key to fluent English speech.

PLEASE, look at this sentence: *Kevin sent a letter.*

Let's mark the stressed syllables: *KEVin SENT a \LETter.*

The pattern of stress in this sentence is stressed – unstressed – stressed – unstressed – stressed – unstressed.

Let's make this sentence a little longer: *Kevin decided to send a letter to his relatives in the village.*

Let us mark the stressed syllables and the fall:

KEVin deCIDed to SEND a LETter to his RELatives in the \VILLage.

Let's sum up the functions of sentence stress:

- Sentence stress organizes separate words into sentences *by making content words stressed and function words unstressed.*

- Sentence stress makes the utterance understandable to the listener *by making the important words in the sentence stressed, clear, and higher in pitch and by shortening and obscuring the unstressed words.*

- Sentence stress organizes the words in the sentence rhythmically, *making the stressed syllables occur at regular intervals and jamming together the unstressed syllables between the stressed syllables.*

Word stress

Most sentences have two basic types of words: 1) content words. Content words are the key words of a sentence. They are the important words that carry the meaning or sense – the real content; 2) structure words. Structure words are not very important words. They give the sentence its correct form – its structure.

British stress words in sentences are important to the meaning of the sentence. They carry the content of the sentence.

Content Words are: main verbs, nouns, adjectives, adverbs, negatives, wh-words, interjections.

Examples: *I HAVE to GO to SCHOOL. I WANT my BROTHER to WIN. It's NOT the BEST IDEA.*

In English we de-stress the non-essential, non-content words in a sentence, called the function words.

Function words are articles, conjunctions, prepositions, pronouns, auxiliary verbs.

Investigation. Sentence stress in English is the way a speaker highlights certain words in each sentence. It helps the listener focus on important parts and understand the speaker's meaning.

50 pupils took part in the investigation. I presented the results of 7 students from each form.

×- it means no mistakes.

√- it means a mistake.

The word	Student	Student	Student	Student	Student	Student	Student 7
Muscles	✓	✓	×	✓	✓	×	×
Shiver	✓	✓	✓	×	✓	×	✓
Cannot	×	✓	✓	×	×	×	×
Getting, holding	×	×	✓	✓	✓	×	×
Especially	✓	✓	✓	✓	×	✓	×
Enough	✓	✓	×	×	✓	✓	×
<u>To</u> the heat	×	×	×	✓	✓	×	×
Worst, bird	✓	×	✓	✓	×	×	×

In the 8-th form the easiest words were: cannot, to the heat, worst and birds. Pupils made mistakes in the words: especially, enough, muscles and shiver. I think they made these mistakes, because many pupils have problems with sounds and pronunciation:

- Replacement [f] by [θ]
- Replacement of a full form *cannot* by a short *can't*
- Replacement monophthong [ɜ:] by monophthong [e] or [ʊ]
- Replacement sound [ŋ] by [n] or emergence of a sound [g] at the end of the word

In the 9-th form the easiest words were: tighten, to the heat, cannot. Pupils made mistakes in the words: active, enough, muscles. I think they made these mistakes because many pupils are confused in sounds and an accent:

- Replacement [f] by [θ]
- Replacement [æ] in an unaccented syllable on [ə]
- Pronunciation of unpronounceable sounds

In the 10-th form the easiest words were: tighten, heat, active. Pupils made mistakes in the words: area, especially. I think they made these mistakes because some pupils are confused in sounds and an accent.

In the 11-th form the easiest word was cannot.

Pupils made a mistake in the word area.

Final results

The word	Form 8	Form 9	Form 10	Form 11	General
Heat	-	3	2	-	5
Active	-	3	2	-	5
Muscles	4	5	3	1	13
Shiver	5	2	3	1	11
Area	-	-	4	2	6
Tighten	-	1	3	1	5
Especially	5	2	4	1	12
Worst, birds	3	-	-	-	3
Enough	4	3	-	1	8
<u>To</u> the heat	2	-	-	-	2
Cannot	2	1	-	-	3
Getting, holding	3	-	-	-	3

Conclusion:

50 pupils took part in the investigation. Special complexity was presented by the words: muscles, shiver, especially, enough. Students made these mistakes because they are confused in sounds and an accent. Some pupils have problems with pronunciation.

When a speaker says a sentence, there is usually one focus of meaning which the speaker stresses. Sentence stress is where the focus is on. When the sentence is simple, there is only one sentence stress. But if the sentence is a compound or complex sentence, which may carry more than one clause, there will be more than one sentence stress. Stress and rhythm are basic for intelligibility, adequacy and fluency in speech and that they should be consistently practiced by foreign learners if possible in the early stages. We have concentrated on the production side of English stress and rhythm, which will contribute to more intelligible speech.

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Аннотация. В научной работе поставлена цель исследовать с помощью анализа теоретических источников некоторые особенности ударения и ритма в английском языке. Актуальность выбранной темы обусловлена ее значением для исследования теоретических источников и анализом особенностей интонации. В проведенном исследовании:

1. Проанализированы особенности ритма и ударения в повествовательных в английском предложениях языке
2. Исследованы более употребляемые ошибки в устной речи
3. Проведен эксперимент (чтение текста) и проанализированы его результаты

Материал работы имеет практическую ценность – полученные результаты могут использоваться в школьной практике, при подготовке к ЕГЭ, в клубах и кружках английского языка, а также в общении с иностранцами.

Ключевые слова: ударение, ритм, произношение, интонация.

Summary. Stress and rhythm are aspects that give the overall shape to the word or sequence. If easy intelligibility is to be achieved, it is important to give words their correct accentual pattern and rhythm. Since stress highlights the most important words in the message, a rhythmical approach to English pronunciation will help the foreign listener to concentrate on the meaningful words in the message and to strengthen the links between pronunciation on the one hand and grammatical structure and meaning on the other. This approach encourages the understanding of language as communication rather than a set of isolated segments (for a full discussion see Brown).

The role played by stress and rhythm in English is very important. A rhythmical approach to English pronunciation is proposed, which involves the practice of pronunciation in terms of stressing and unstressing and in longer stretches of speech. Finally, some material for practicing English stress and rhythm is presented.

We have analyzed literature references concerning stress and rhythm in English

We have indicated the morphemic and syntactic function of elements,

We have structured information in the sentence.

We have investigated reading of the text of 50 pupils and presented the results in the tables.

The practical value: The work material has a certain practical value, and may be used in studying the English language in the school clubs, societies, at the lessons and various languages courses.

Key words: stress, rhythm, intonation, function words.

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TEACHER'S LANGUAGE AND POLITICAL CORRECTNESS

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Should a teacher's language be modified by political correctness? This question has been discussed by many educationalists, but still remains debatable. In our article we'll try to look at the highlighted problem from the point of view of linguistic science. However, it seems reasonable to begin with some brief description of the educational discourse that

cannot be analyzed in isolation from the social context of contemporary education.

Many articles and websites promote hot discussions of teaching methods that were tried and tested over many years, but then dropped and replaced by so trendy ideas of political correctness. According to the definition from the Oxford Advanced Learner's Dictionary, "*Political correctness is the principle of avoiding language and behavior that may offend particular groups of people*" [3]. It is clear that this principle came from politics, but nowadays it is spreading into many other spheres, including education. And politicians' leading role in it is inevitable, as in most cases it is they who choose educational policy of a country. One of the modern concepts of the United Kingdom's educational policy, for example, is connected with the idea, that so famous selective system of education in this country has brought more negative consequences than positive ones. That is why especially egalitarians claim that there should exist the equal rights for all the pupils despite their mental abilities, and teachers as well should use the same techniques for all the students, as devoting more time to talented children can only discourage their less intelligent or motivated classmates. Many people consider this idea quite sensible. However, methodologists claim that new politically correct programs and systems of learning to read, write and spell have left the modern generation of children "severely handicapped" [4]. They cannot fulfill some simple tasks themselves, always take the opportunity to use their smart devices and as a result are not able to cope with real situations in real life. The main reason for this may be rooted in the widely accepted idea that children should not be taught anything, because the teacher is just a friend who helps them discover the world we live in.

Similar politically correct trends influence the system of secondary and high school, for example, The General Teaching Council of the United Kingdom calls for all exams for students under 16 to be abolished, as they are believed to impose excessive stress on children. Even using red ink to mark assignments is not acceptable. Moreover, examinations have been dumbed down in order to ensure almost every candidate passes and that no one suffers the disappointment or humiliation of failure. Hence the typical recommendation of political correctness – "to lower the standards so more and more children pass their GCSE's and A levels" [4]. Modern British education system makes their children leave school in such an ignorant state that they are absolutely ill-equipped to cope with problems in their adulthood. All these facts can be used as good illustrations of the influence of politically correct education standards, policies, and syllabi on students.

To understand in what way these politically correct education policies and syllabi affect the language of educational discourse, let us go into the theory of euphemisms (their definition, forms and functions) and consider the euphemistic expressions related to educational sphere.

According to Fowler's definition, "*Euphemism means the use of a mild or vague or periphrastic expression as a substitute for blunt precision or disagreeable use*" [Modern English Usage, 1957]. In other words, it dissembles a rude or impolite expression, but imparts its sense politely. We always use euphemisms if we do not want to be rude or impudent, as they help us avoid some pitfalls in communication. Linguistically speaking, euphemisms enlarge the synonymic sets of currently used words. In terms of social aspect, "in speech or writing, we use euphemisms for dealing with taboo or sensitive subjects. It is therefore the language of evasion, hypocrisy, prudery, and deceit" [2, p.7].

The formation of many euphemisms from association is quite common, such as death with sleeping (for example, "*fall asleep*", "*win to rest*") or urination with washing ("*to leak*"). Some euphemisms may be in the form of abbreviation ("*B.O.*" (*body odor*), "*W.C.*" (*water closet*)), or circumlocutions ("*to burn with a (low) blue flame*" instead of "*to be very drunk*"). Some people, especially servicemen, use foreign words to replace an impolite word or expression ("*faux*" instead of "*fake*", or "*faux pas*" instead of "*foolish error*"). Also longer words or phrases can be used for masking unpleasant expressions ("*perspiration*" for "*sweat*", "*mentally challenged*" instead of "*stupid*"). Of course, euphemisms can be found in rhyming or back slang ("*nird*" for "*drink*", "*dab it up with*" for "*sleep with*").

There are special dictionaries that register euphemisms. For example, R.W. Holder in his "Dictionary of euphemisms. How not to say what you mean", names 14 thematic groups of euphemisms in the English language covering the major spheres of their use, such as business and commerce, childbirth, crime and punishment, death, education, religion and prejudice and some others. He gathered all popular expressions that appeared many years ago, added to them modern euphemisms, explained their origin and analyzed the sphere of their usage. However, as the author himself states "no edition of his dictionary (the first of which was published in 1987) can be up-to-date, because the language continues to evolve, meanings change, and what once was an evasion becomes standard English" [2, p.8].

As we have already mentioned, the excessive use of euphemisms in the educational discourse can be harmful to children's minds. Nevertheless, some of them should exist in teaching process and a teacher's language; otherwise, a teacher's non-professional conduct may lead to conflicts in a classroom. Having analyzed the education-related euphemistic expressions provided by Holder, we suggest their following division into those with the ingrained negative evaluative connotation, which in our opinion, should not be used in a teacher's language, and the euphemisms with neutral or positive connotation that contribute to improving of teaching process.

The euphemisms with negative connotation:

- "*Academically subnormal*" is a pupil of low abilities or intelligence. According to the opinion of some specialists, this expression can be referred in most cases to the half of a class, that's why its usage in the process of teaching may offend children and develop complexes in them.

- "*Backward*" is a very stupid pupil. This is the educational jargon, which indicates more than doing poorly in a class of normal children. Lately "*backward*" has given way to such conditions as "*attention deficit disorder*" to describe in more politically correct terms "*the less academic*" who might be "*disturbed*", "*maladjusted*", or "*have a concentration*

problem”.

- “*Blue Peter*” (Brit.) is undisciplined or ineffective. The use is derogatory of primary education where formal instruction in the “three Rs” may be neglected in favour of letting the children express their personalities through unstructured activities.

- “*Lower-attaining*”/ “*slow*” / “*underachiever*”/ “*less academic*” / “*limited*” / “*late developer*” indicate a very stupid pupil. In our opinion, the use of these words imparts the teachers’ emphasis on a child’s poor overall pattern of performance. However, if a teacher seldom implies these euphemistic expressions in communication with students, it can hardly bring much harm. As for the “*late developer*”, it is used by parents who have hope rather than by teachers who have experience.

- “*No Einstein*” / “*no genius*” / “*no scholar*” is unacademic.

- “*Not a great reader*” is an illiterate pupil. As well as the previous examples, this one is considered an unacceptable euphemism in the educational discourse. A pupil being called so is likely to give up studying or trying to achieve some results, as his or her teacher has already given to this pupil a negative estimation and convinced him or her of their low mental abilities.

The euphemisms with neutral or positive connotation:

- “*Attention deficit disorder*” (ADD) is used for describing idleness, stupidity, or indiscipline. This expression, as well as some other euphemistic terms such as “*concentration problem*”, “*conduct disorder*”, “*learning difficulties*”, “*Oppositional Defiant Disorder*” (ODD) suggest some mental illness or incapacity resulting in an inactivity to keep up with peers in class. Their usage describes those with an abnormal mental condition beyond a poor memory or inability to concentrate. For example, ODD names bad behavior, implying some medical condition, not children’s naughtiness. Being related to medicine terminology, these expressions, especially ADD, are widely applied, allowing a question of a certain medical condition to be raised without using educationally taboo words such as “*lazy*”, “*backward*”, or “*naughty*”.

- “*Chalk-board*” is a blackboard; the euphemism is used originally in the classroom, to avoid offence to black people. It develops a racial tolerance in pupils and is in the trend now because of the world policy.

- “*Convoy concept*” is an educational theory whereby the rate of instruction is lowered to the rate of the most stupid or least able to learn. This concept is widely accepted at school, because teachers sometimes have to be adjusted to the speed of the class progress, and this euphemism masks the directness of the method.

- “*Fair*” is poor; it is a classification denoting scholastic performance, which is just above the lowest rating or outright rejection. It should mean favourable, or at least halfway between good and bad. It may be quite useful in some cases, when a teacher does not want to put to shame a pupil in public. However, from time to time students should be told their real results and marks, so that they could be aware of their intellectual development.

- “*Language arts*”. In the US it is educational and sociological jargon for the ability to speak coherently and consistently. Quite a neutral expression that cannot be offensive for those pupils who do not possess the skill.

- “*Rather naughty child*” is almost certainly a spoilt and undisciplined brat. It should be mentioned that many expressions introduced by “*rather*” are on the borderline of understatement and euphemism.

- “*Special class*” (also “*special school*” and “*special education*”) is a form for children unable to be taught by conventional means. This term is widely used and has a neutral connotation.

We may conclude that every euphemism has some inherent or adherent evaluative connotation in its semantics, and so a teacher should use them carefully in the teaching process. Thus, going back to the question raised in our article, whether teachers should follow political correctness in their classroom communication, we may respond that they should. However, they should try to avoid abusive euphemisms and never practice their excessive use in the classroom. Teachers should be responsible for what they say as well as how they say it to their students.

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Аннотация. Данная статья посвящена проблеме политкорректности образовательного дискурса. Приводятся некоторые ее негативные факторы на примере британской системы образования. Политическая корректность рассматривается в социолингвистическом аспекте, то есть с точки зрения эвфемизации лексикона учителя. Рассматриваются функции, задачи и способы образования эвфемизмов. Приводятся примеры эвфемистических выражений, используемых в сфере образования, дается их объяснение и семантический анализ.

Ключевые слова: политическая корректность, образовательный дискурс, эвфемизм, лексикон учителя.

Summary. This article is devoted to the problem of political correctness in educational discourse. Some negative aspects of politically correct education in Britain are mentioned. Political correctness is approached sociolinguistically, in terms of the use of euphemisms in a teacher's language. The formation and functions of euphemisms are studied. The examples of euphemistic expressions used in the educational sphere are provided.

Key words: political correctness, educational discourse, euphemism, a teacher's language.

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SOCIAL ASPECTS OF LANGUAGE VARIATION

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The development of any language system is closely connected with modifications in its phonetics, vocabulary and grammar. The occurrence and development of social linguistics as an independent branch of linguistics is quite natural, because it makes it possible to consider from a different point of view a set of questions that has occupied attention of linguists for a long time. One of these problems is a problem of linguistic changes that are registered by researchers almost at all levels of the language system. It should be noted that by the close of the twentieth century Professor A. D. Petrenko stated, that "the scope of the problem study includes such major issues as bilingualism and multilingualism, language variation and social stratification, developing language changes. One of the main stimuli for this development is the social processes and phenomena that take place in the full view of current generation. The analysis of language functioning in society becomes the main task for the linguists representing the sociolinguistic school" [2, p. 3]. The main problems of language variation were laid out in the 1970 – 1990s. G. V. Stepanov, A. D. Schweitzer, A. I. Domashnev, A. D. Petrenko, L. I. Prokopova are the leading experts in the field of Roman and German linguistics.

Social variability of language and speech is characterized by two dimensions - stratification and situational. Stratification variation is related directly to the social structure of the society. This variability is meant by B. N. Golovin when he characterizes the object of sociolinguistic analysis in the narrow sense "as a division of the language and its functioning, which is planned in the pattern of social groups and social strata of the community" [3, p. 76]. It should be noted that the variation is on full display at all levels of communication: from different languages competence (and hence the variation, the use of units of every language, depending on the conditions of communication) to the speaker's realization of different phonetic or accent variants compatibility.

It is stated in numerous works of A. D. Petrenko and representatives of sociophonetics and phonostylistics school of sciences of Professor A. D. Petrenko [1] that the researches in the field of social linguistics has lately a great influence on phonetics and phonology. In order to understand the full picture of language variation in the speech we will give some more examples of the variation in the Scottish and British languages. Considering the major parts of the UK, such as Scotland, Ireland, Wales and England, we can state that all of them have their own language differences. We can draw a parallel with the Scottish language: most native speakers use post-alveolar medial fricative sonant [r] in their speech, while citizens of some parts of the UK (for example, southern) do not use such sound at all. If we consider the sound [r] to be a connective one, it is pronounced as a codified standard, and phonetic connection between consonant and vowel appears in that standard, for example: *or else, forever, the car is black*. If we continue to analyze the features of the Scottish language it must be admitted that some literary forms may be used by native speakers during the communication. Such words and phrases are of great difference between English and Scottish codified standards of language: *as aye* instead of *yes*, *wee* instead of *little*, *I dinna ken* instead of *I do not know*, *mon* instead of *man*, *laddie* instead of the *boy*, *lassie* instead of *girl*, *bairns* instead of *children*, *ye* instead *you*. Language variation of any developed language is a normal state of the language. It is necessary to consider and analyze different forms of language variation. Moreover, this gives us in whole an opportunity to explore this issue in a wide range, not only to expand our understanding of the language and its overall structure, but also to define all possible directions of functional essence of the language system and its further development in the modern world.

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Аннотация. Статья посвящена актуальной на сегодняшний день проблеме социолингвистики – изучению социальных аспектов языковой вариативности. Целью данной статьи является сравнительный анализ некоторых аспектов фонетики и лексики шотландского и британского вариантов английского языка. Для решения задач применяются следующие методы социолингвистического исследования: индуктивно-дедуктивный метод, метод сопоставительного анализа и описательный метод.

Ключевые слова: языковая вариативность, социальная вариативность, стратификационная вариативность, варьирование языка, языковая норма.

Summary. The article deals with a significant problem of sociolinguistics – the research of language variability social aspects. The purpose of this article is to analyze some aspects of phonetics and vocabulary of Scottish and British English. To solve these problems the following methods of linguistic research have been used: the inductive-deductive method, the method of comparative analyses and descriptive method.

Key words: linguistic variation, social variation, stratification variation, language variability, language norm.

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THE CONCEPT OF "SUCCESS" IN SOCIAL AND COMMUNICATIVE ASPECTS

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Introduction. In the XXI century the concept of success entrenched itself in various spheres (social, professional, etc.) and is considered to be the most important value in life and a necessary condition for the development of both, the individual and the society. Nowadays the social interpretation of someone's success or failure in society seems to be self-evident. The analysis of criteria for success or failure in different communicative situations, as well as the process of selecting speech tools, which correspond to the realization of communicative intentions in the most relevant way is of great interest from linguistic point of view.

The aim and objectives of research. The purpose of the research is to determine factors of success. To achieve this goal the following objectives have been formulated:

- to reveal the concept of "success";
- to define the criteria of success;
- to describe the image of a successful person.

Research methodology. The following methods were used to gain the objectives: the analysis of domestic and foreign literature on the theory of sociolinguistics, psycholinguistics, sociology, psychology, philosophy, etc.; the method of contextual analysis; the descriptive method.

The results of the study. Today it is quite difficult to define the concept of "success" and to identify the criteria by which it can be tracked. Conformity to the norms of communicative behavior taking into account the stratification, situational, linguistic and cultural settings of the language system can be considered one of the criteria for "success" of a communicative personality in a given communicative situation. As it was pointed out by A. D. Petrenko, "native speakers have an unconscious idea of the standard and the allowed differences. These differences may be the result of dialectal affection of the speaker, his/her cultural level, social and professional environment, and belonging of the native speaker to a particular generation, sex. Different forms of linguistic communication are used depending on the communicative situation" [3, p. 29].

"Success" is a dual concept and in order to interpret it one cannot avoid a certain degree of subjectivity. V. N. Lyusin offers to consider success and failure as achievement and failure to achieve a certain result. He analyzes different models of success considering the fact that female vision of success differs from that of male. From men's point of view, such components as activity, heroism, deeds and acts will help to achieve the desired success. As for women's point of view, there is also a passive scenario of success, where intrapersonal qualities, experiences, procedural and dynamic characteristics of success are more important [4].

F. Hoppe also associates the success with the achievement or failure to achieve the result sought by a person. Success is the most important stimulus in the dynamics of the activities. As it often happens, people stop any activity if they have failed, and they do not see any opportunity to succeed. There is a close relationship between success and a tendency to maintain one's self-esteem on the highest level. Therefore, the failure affects greatly the level of self-evaluation in a negative way [2].

The works of L. Festinger cover the problem of success experiencing. He established the interrelation between the experience of success, the degree of problem complexity and the internal level of human capabilities. In other words, the higher the degree of problem complexity is within the area of one's capabilities, the higher the success probability is at this level of difficulty. However, the process of experiencing success is not so closely related to the specificity and quality of the problems. These experiences can appear only within the area of subject's capabilities that is significant for the individual on the personal level [1].

There are a lot of studies both in foreign and domestic psychology concerning personal determinants of successful behavior, e.g. organic constitution of personality, motivation, IQ, self-esteem, peculiarities of value orientations, locus of control.

The concept of success can be considered in a strict sense and broadly. In the first case, everything is limited to the understanding of a specific result or achievement evaluation and their significance for the individual. In the second case, the concept of success refers to the success in life that a person strives for and experiences in his/her life-sustaining activity, trying to realize his/her own potential.

One's success in the life-sustaining activity can be a form of self-realization that leads to life satisfaction. When one feels successful, his/her confidence in his/her capability, competence in the management of livelihood, as well as the chances of resolving life difficulties and achieving the intended goals increases. In other words, success promotes the awareness of self-efficacy.

For a successful person not only the external evaluation of his/her success is important ("he/she achieved his/her goals, he/she is successful"), but also the internal one ("I have achieved what I wanted, I am successful"). If a person internally does not consider himself/herself successful, the external success may be questioned as well.

As indicators of success the following criteria can be considered:

- objective: professional efficiency; high position in interpersonal relations; living standards; public image (presentable look); education; positive public opinion; good reputation in a team; popularity; approval (acceptance) by the society;
- subjective: active attitude to work; satisfaction with social status, important values realization; confidence; creative adaptability (readiness to face life problems).

Conclusion. In this paper, we examined such categories as the concept of success, its criteria and the image of a successful person. The results of number of sociological studies indicate that there is a following stable social setting: hard work and the strength of character lead to any life goal achievement. But these are not the only components of success, it is also necessary to take into account a number of personal determinants of life success. The communicative success of a person depends largely on the compliance of the speaker's communicative behavior with social norms of linguistic communication.

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Аннотация. Понятие успеха прочно закрепилось в разных сферах нашей жизнедеятельности, и оказывает существенное влияние на формирование ценностей жизни. Каждый вкладывает свое понимание в это понятие, в зависимости от своего мировоззрения и восприятия окружающего мира. Но существуют и общепринятые критерии, по которым можно определить насколько успешен тот или иной человек. Например, материальное благополучие, репутация, образование, творческая адаптивность, уверенность в своих силах и т.д. Но это не единственные образующие этого понятия. Следует учитывать и ряд личностных детерминант. В совокупности, все эти составляющие влияют не только на личность человека, но и на его взаимодействие в обществе.

Ключевые слова: концепт, успешность, критерии, успех, неудача, образ, составляющие, личностные детерминанты.

Summary. The concept of success intrenched itself in various spheres of our life-sustaining activity and affects greatly the values of life. Everyone understands success according to his/her own world perception. But still, there are common criteria that define it, for example, welfare, reputation, education, creativity, confidence, etc. Apart from these criteria, there

are also a number of personal determinants of life success. All together they affect not only the person's identity, but also his/her interaction in the society.

Keywords: concept, success, criteria, achievement, failure, image, components, personal determinants.

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SOME PECULIARITIES OF TRANSLATION OF ENGLISH AND RUSSIAN PROVERBS AND SAYINGS WITH THE IMAGES OF DOMESTIC AND WILD ANIMALS

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There are literally thousands of sayings in English. Most sayings are effective thanks to their shortness and directness. They use simple, vivid language, often based on everyday domestic situations, making them easy to understand and remember.

The term saying conveys the idea of any expression of wisdom or truth, usually handed down by earlier generations. The origin of a saying is, in most cases, unknown. Many English sayings have come from other languages, and vice versa.

A saying is a short, clever expression that usually contains advice or expresses some obvious truth. Many traditional sayings are still in general use today. Most of the sayings are well known in English, though some of them come from other languages.

A proverb is a brief, simple and popular saying, or a phrase that gives advice and effectively embodies a commonplace truth based on practical experience or common sense. A proverb may have an allegorical message behind its odd appearance. The reason of popularity is due to its usage in spoken language as well as in the folk literature.

What is the difference between Saying and Proverb?

A) A saying is something that has been said, and there are many different types of sayings such as adage, maxim, aphorisms, proverbs, etc.

B) Out of all the sayings, it is the proverbs that are believed to be the most popular around the world.

C) Sayings are pithy statements that express a universal value.

D) Proverb is mostly common sense wisdom while saying can be broader to contain maxim and adage too.

E) So, all proverbs are basically sayings, but not all sayings are proverbs.

F) Main difference between proverb and saying is that proverb expresses common thinking, and saying expresses only thinking of partial character.

Sayings may be classified under a number of different terms, of which *proverb* is probably the best known. Other types of saying are adage, maxim, motto, epigram, aphorism and another.

Some definitions:

A mantra is a motivating chant, like the "*I think I can, I think I can*" you repeat over and over to yourself on the last stretch of every marathon you run.

A mantra is usually any repeated word or phrase, but it can also refer more specifically to a word repeated in meditation. Mantra comes from a Sanskrit word meaning a "sacred message or text, charm, spell."

A literary device, maxim is a simple and memorable line, quote or rule for taking action and leading a good life. Simply put, it is a thought with moralistic values that intends to motivate individuals. Maxim is, in fact, a type of saying, or a brief statement of a great thought about life. "*He who hesitates is lost.*" It helps characterizing characters. Writers, politicians, philosophers, artists, sportsmen and individuals use such sentences in their respective fields that they become maxims.

A motto is a slogan or favorite saying, like "*When life hands you lemons, make lemonade.*" It is a favorite saying of a sect or political group.

A function motto is something you might see on a t-shirt or bumper sticker – a short sentence or phrase that has meaning for that person. Some mottoes have to do with politics, religion, or another belief. Sometimes people write their motto on a large banner or sign. President John F. Kennedy's motto was "*Ask not what your country can do for you, but what you can do for your country.*" Mottoes are similar to proverbs, slogans.

Proverbs play very important roles in different types of literary works. The most important function of proverbs is to teach and educate the audience. English and American proverbs are almost second nature when delivered. The origins are quite often little known, yet the expressions are popular. Ethnic proverbs, on the other hand, may be a little deeper to digest, and require non-natives of the proverb's country of origin, to think about the meaning in order to better understand how it applies to their lives.

FORM OR PATTERN OF PROVERB	EXAMPLES
1. Opposite parallel The same statement or instruction is given twice , but in opposite ways .	Hatred stirs up trouble; love overlooks the wrongs that others do.
2. Similar parallel The same statement or instruction is given twice in similar ways . The same idea is restated in different words. Sometimes, the second line makes the point more strongly than the first line did.	God's people avoid evil ways, and they protect themselves by watching where they go.
3. Single statement Some proverbs are a single statement describing some truth. These are often short, bold statements or simple warnings.	Even fools seem smart when they are quiet.
4. Statement with an explanation The first line is a concrete image which is then explained by the second line .	An angry ruler is like a roaring lion— make either one angry, and you are dead.
5. Comparison Some proverbs use striking images that compare one thing or person to another . These are called “metaphors.”	A beautiful woman who acts foolishly is like a gold ring on the snout of a pig. A ruler who mistreats the poor is like a roaring lion or a bear hunting for food.
6. Descriptive list Usually three or four answers that follow a statement based on an unspoken question.	There are three or four things I cannot understand: How eagles fly so high or snakes crawl on rocks, how ships sail the ocean or people fall in love.
7. “If...then” statement and “or else” instruction The second part explains the consequences of doing or not doing something . The “or-else” is usually implied but not stated.	It's better to take hold of a mad dog by the ears than to take part in someone else's argument.

I have compared the same proverbs and sayings in 3 languages. The meaning or interpretation shown for each saying is believed to be the generally accepted interpretation of the saying, though for some sayings the interpretation may be more subjective than for others.

As you can see the key words are different. To my mind it depends on every country, ways of life, habits, traditions and customs.

English	German	Russian
A bird in the hand is worth two in the bush.	Dach Ein Spatz in der Hand ist besser, als eine Taube auf dem Dach.	Лучше синица в руках, чем журавль в небе.
A cat in gloves catches no mice .	Ohne Fleißke in Preis	Без труда не вытащишь и рыбки из пруда.
Among the blind the one-eyed man is king .	Unter den Blinden ist ein Einäugiger König	На безрыбье и рак рыба .
Dogs that put up many hares kill none	Gut Ding braucht Weile .	За двумя зайцами погонишься, ни одного не поймаешь.
Don't count your chickens before they are hatched	Man soll den Tag nicht vor dem Abend loben	Цыплят по осени считают.

To kill two birds with one stone	Zwei Fliegen mit einer Klappe schlagen	Убить двух зайцев одним ударом
To stare like a stuck pig	Wie ein Schwein vor dem Uhrwerk stehen	Глядеть как баран на новые ворота.
Love is blind	Liebe macht blind	Любовь зла — полюбишь и козла .
A dog that barks, doesn't bite	Böse Kühe haben krumme Hörner .	Бодливой корове бог рог не даёт
One swallow doesn't make a summer	Eine Schwalbe macht noch keinen Sommer	Одна ласточка весны не делает.

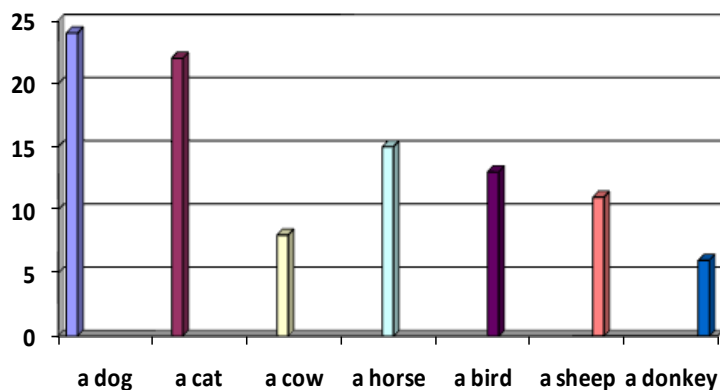
I have analysed about 100 proverbs and sayings.

The frequency of usage the images of pets and other animals in English proverbs and sayings.

As you can see the most used word is a dog and the less used word is a donkey.

There is no language without proverbs and sayings. It is the large part of every language, and it is a very interesting

Number of words



work to translate them, because in every language proverbs and sayings have different lexical and grammatical peculiarities.

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Аннотация. В научной работе поставлена цель исследовать с помощью анализа теоретических источников некоторые особенности перевода английских пословиц и поговорок. Актуальность выбранной темы обусловлена ее значением для исследования теоретических источников и анализом типов и особенностей перевода. В проеденном исследовании: а) проанализированы особенности перевода английских пословиц и поговорок на русский и немецкий языки; б) исследованы различия между пословицами и поговорками; в) рассмотрены типы и классификации пословиц и поговорок. Материал работы имеет практическую ценность – полученные результаты могут использоваться в школьной практике, в клубах и кружках английского языка, а также в общении с иностранцами.

Ключевые слова: пословица, поговорка, перевод, исследование, различия.

Summary. There are literally thousands of sayings in English. Most sayings are effective thanks to their shortness and directness. They use simple, vivid language, often based on everyday domestic situations, making them easy to understand and remember. The term saying conveys the idea of any expression of wisdom or truth, usually handed down by earlier generations. The origin of a saying is, in most cases, unknown. Many English sayings have come from other languages, and vice versa.

Scientific novelty of the research is determined by the importance of analyses of imagery connected with using names of animals and birds in sayings and proverbs in English, Russian and German languages. Actuality of this work is in the analyses of common general language phenomena in the Russian and English languages and in studying the foreign-language culture by means of proverbs and sayings.

Key words: proverb, saying, translation, investigation, differences.

UDC 81'42

LANGUAGE COMPRESSION IN TWITTER COMMUNICATION

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Different web services like Twitter dramatically change language of the society and language behavior of the people. One of the key trends in Twitter communication is language compression or simplification of the text structure by making it more informative and eliminating some components. The aim of this paper is to define methods of language compression in english-language twitter communication. To provide insight into compression on different levels of language we have analyzed messages of musical English-speaking Twitter-community. Although E.Goroshko and D.Crystal touched on this theme in their works, this sphere of communication is still unexplored and attractive for linguists from all over the world.

Some researchers claimed that there could not be compression on phonological level of language, as users do not imitate phonetic processes of spoken language. However, as in spoken language as in twitter communication we can notice messages where –ing transforms into –in (nasal sound ng transforms into n) and instead of g users use apostrophe when writing there messages: *Makin' some noise & gettin' ready for #TheNightBefore!*

In the next example, we can see reduction of initial vowel, the musician tries to reconstruct peculiarities of his pronunciation: *Ha ! Thanx 'twas delicious X*

The most common reduced spoken forms are gotta, gonna, wanna, kinda and contraction of pronoun you to ya or y'all: *COOOL, c ya! #apocalyptica*

While reading this text, recipient recreates the text mentally or aloud and uses all mentioned methods of author's compression. That means phonological compression exists at least at the stage of reproduction of communicator's message by a recipient.

On the lexical level, there are such methods as usage of short or one-morpheme words, words with wide variety of meanings, pronouns and interjections. In word-formations, we can mention abbreviation, compounding, telescoping, word reduction and substantivization.

In this context interjection "Nam" means the same as Yum (yummy) – something tasty and includes positive reaction of communicator: *Green Tea and green tea ice cream. Nam!*

The most common method of compression is abbreviation: special Twitter abbreviation (RT – retweet), abbreviation of geographical names (SF – San Francisco), abbreviation of set phrases (HNY! – Happy New Year!). In addition, we should not forget about common internet-abbreviations like LOL, GTG, etc.

Telescoping is quite interesting but rare method used by musicians. Communicator adds the word Avengers to the name of their band Apocalyptica and gets the new word: *THE APO-VENGERS!!!!!!* Also one of the most frequent methods is syncope (congratulations – congrats): *Congrats to Deep Purple!*

On the syntactic level, usage of ellipsis is optimal choice to achieve shortness of message. There are some structural varieties of ellipsis.

Sentences created on the basis of predicate or it's parts with or without secondary part: a) Sentences with eliminated subject: *Grab your tickets & will meet you at sea!*

b) Sentences with part of the predicate (eliminated linking verb): *Tickets available here*

Sentences based on the subject (with eliminated predicate): *Palms trees and princess Polar.*

Parceling is also quite common in tweets: *Incredible crowd. Incredible night.*

On the syntacto-lexical level we have noticed omission of empty or grammatical words. More often, there are no any prepositions of time and place: *Arrived Novosibirsk!*

The most effective method of compression in Twitter-communication is semantic compression. Users can add links to another websites, photos or videos, use hashtags. Therefore, nobody will understand the text of the tweet without this relevant additional information, because all this things are necessary for understanding of the situation.

Lookin' Sharp!!! <http://fb.me/3NdLdy4sE> - In this short message by Guns'n'Roses we cannot figure out a situation and emotions that are implied in the tweet. To understand the message we should follow a link, see the post there and only then, a text will make sense for us.

Usage of hashtags and writing without spaces helps communicators to shorten the message and to mark an event: *Zip line is cookin here at #rockinrio #metallicainrio*

Punctuation means are eliminated: *Im drowning in roses and bras* (there is no apostrophe). Or they are repeated several times to show emotional degree of the communicator: *By far the most phenomenal Moscow show ever!!!*

Twitter is overflowed with examples when a letter, a number or a typographic sign are used to imitate the sound of the word: *Here's the video 4 HAPPINESS! U will c it behind me on tour X*

In some tweets musicians use emoji. In our examples, “broken heart” emoji emphasizes the emotional intensity of the message and stands for such phrases like “I’ll miss you”: *Paris was ecstasy. Parting is such sweet sorrow ♥ X*

As the result of our analysis, we have found out that usage of semantic compression is the most common method (54 out of 100 tweets). In 51 tweets, the shortness of the message was achieved by special graphical means. Syntactic compression is also quite frequently used (44 tweets). Phonological and lexical compression have almost the same results (28 and 29 messages). The rarest method of compression is syntactico-lexical. Moreover, we have discovered that in the most of the cases several types of compression are used in one tweet. Thereby, communicator creates short message without losing information, and that is why this type of written speech is closer to spoken language. We will continue our research and compare methods of language compression in English and Russian Twitter-communication.

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Аннотация. Данная статья посвящена изучению ключевой тенденции Твиттер-коммуникации – языковой компрессии. Методология исследования включает в себя анализ твитов музыкального англоговорящего Твиттер-сообщества. Автор рассматривает способы языковой компрессии на разных уровнях языка: фонологическом, лексическом, синтаксическом, синтактико-лексическом и семантическом. Особое внимание в создании компрессии уделяется графическим средствам и хэштегам. Автор определяет основные способы языковой компрессии, которые помогают сократить текст без потери информативности. Исследование может быть использовано лингвистами как руководство по языку интернет-сообществ.

Ключевые слова: твиттер-коммуникация, Твиттер, языковая компрессия, компрессия, уровни языка.

Summary. This paper focuses on the key trend of Twitter-communication – language compression. The methodology of the research involves analysis of tweets from musical English-speaking Twitter-community. The author defines methods of language compression on different language levels: phonological, lexical, syntactic, syntactico-lexical and semantical. Special attention is paid to graphical means of compression and hashtags. As the result, the author brings to light main methods of compression, which help to simplify the message without losing its informative value. The paper can be used as a guide to language of internet-community.

Key words: Twitter-communication, Twitter, language compression, compression, language levels.

UDC 81

LIFE LESSONS IN MEXICAN AND AMERICAN PROVERBS

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One of the most important elements of national identity is a language, an oral and written way of expressing ideas, beliefs, understanding of the world. Proverbs or paremias are idioms unique for every language and every nationality, often representing values and worldview of the society. In this research, we will compare unique ways Mexican and American cultures are similar and differ through proverbs and proverbial expressions.

Mexico and United States are close geographically, economically, culturally and politically, two countries have their differences in worldview and value systems.

Mexican paremias are called *dichos* or *refranos*, and they exist in language as a summative expressions for every occasion as an oral and written way to encapsulate the life situation. For example, often-used paremia *Dime con quien andas y te dire quien eres* – *Tell me who you are with and I will tell what you are* expresses disapproval of the someone’s friends or acquaintances. We can find similar proverbs in every language including Russian: *Скажи мне кто твой друг, и я скажу кто ты*. Proverb describing a close friendship and neglected family connection: *Candil de la calle y oscuridad de su casa*,

translates *Light for the streets and darkness at home*; have an anti-equivalent in English language: *Blood thicker than water*, underlining importance of the family relation over the friends. Comparing Mexican proverbs to American paremias one needs to understand contrasts between the two cultures, two ways people lived, and two divergent trajectories of each countries in world economy. United States since end of the World War II projected image of the superpower abounding in riches, presently America is acting as a key political influencer around the world, active member of the global economy. It is why American proverbs embrace a unique *can-do* attitude and idealism of the Land of Opportunity. For example, paremia: *Speak softly and carry big stick*, represent the idea of the American dominant behavior. Mexico, however, has a reputation of poor, Third World country, corrupted politically and straggling economically. The Mexican people express their harsh reality in modern proverb: *So far from God, and so close to the United States*. While American saying are uplifting, Mexican paremias demonstrate humor and acceptance of life. For example, for positive American paremia: *Every bird catches the worm*, Mexican proverb responds: *Hay veces que el pato nada y hay veces que ni agua beber* – Some time duck swims, at other times he has no water to drink, with harsh humor of fast changing reality of life, with no guarantee of lasting wealth or prosperity. Tony Cantu in the article “My way of Talking” compare American and Mexican live philosophies: “To me, it has always seemed that the differences between American and Mexican saying are the differences between a place where children are taught that their dreams can be achieved and one where limits are understood and people must know their place.” [1, p.2].

Tomas Ybarra compares the differences in American and Mexican proverbs to the difference “...between making a living and making a life. Mexican proverbs embedded in people experiences versus knowledge system that comes from rational economist model. It is a Catholic ethic versus a Protestant ethic.”

Many Mexican paremias illustrate the agrarian society in which they were created: *Caballo, mujer, y escopete a nadie se prestan* translates: Horse, woman and rifle are to be loan to no one. One dicho sounds like *Mi corazon late como un burro sin mecate* using reference to a donkey for a rhyme. Another *refran* uses rosters and chickens to illustrate a male aggression: *Amarren sus gallinas, que mi gallo anda suelo* – Guard your hens, for my rooster is loose.

Through a centuries of coexistence American and Mexican cultures are influence each other and this process reflects in language. Generations of bilingual and bicultural people embraced their unique experiences. It is why we can find direct translations of idioms from English to Spanish: *Oil and water do not mix* becomes *el agua and aceite no se revuelven*, or Mexican paremia: *Al que le venga el saco se lo ponga* – if coats fits, wear it becomes in American version: *Don't put the shoe unless it fits*. [2, p.536].

In conclusion, the paremias are collective wisdom of civilization; they are soul of people, an illustration to cultural values. We will see barrowing of proverbs from American English to Mexican Spanish and vice versa as a product of bilingual and bicultural collaboration, however, there no danger to of losing an original sources due to a constant immigration from Mexico to U.S.

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Аннотация. Исследование анализирует взаимовлияние и оригинальность идиоматических речевых оборотов или паремий в мексиканском- испанском и американском- английском языках. США и Мексика являются географическими соседями, политическими и экономическими партнерами. Однако различия в языках: испанский язык для Мексики и английский язык для США- составляют базу для сохранения уникальных мировосприятия и систем ценностей. Данное исследование иллюстрирует как языковая система отражает национальное самосознание через идиоматические выражения – паремии. Язык выражает философию народа, основанную на экономической реальности, полярной для двух стран: мирового гиганта как Америка и страны третьего мира как Мексика. Позитивизму и идеализму американцев противопоставляется юмор и реалистическое принятие жизни мексиканцев, так же религиозные различия играют существенную роль в восприятии мира и отражаются в языковой практике. Протестантская Америка с идеалом о самодостаточности, так называемой мечте о отсутствии границ и пределов для роста и самосовершенствовании сравнивается с католической философией жизни Мексики, где предопределенность жизни и принятие своей судьбы как воли Бога находит примеры в национальном фольклоре и речевых оборотах.

Ключевые слова: паремия, языковая система, мировосприятие, национальное самосознание, идиоматические выражения.

Summary. The research analyzes influence and originality idiomatic expressions or paremias in Mexican- Spanish and American- English languages. USA and Mexico are geographical neighbors, political and economic partners. The different languages: Spanish for Mexico and English for USA are the base for preservation unique understanding of the world and value system. This research illustrates how language system reflects national ideology through idioms or paremias. Language voices the philosophy of people, based on economic reality, so polar for two countries: world giant like America and third world country like Mexico. Positive and idealistic Americans compare their worldview to Mexican humorous and realistic acceptance of life; also, religious differences play a significant part of whole understanding of the world and reflect in language. Protectant American ideal of a self-made man and an American dream without limitations and barriers for self-

improvement and personal growth compare with catholic philosophy of Mexican life with an acceptance ones destiny as a God's will and represent in national folklore and language.

Key Words: paremia, language system, worldview, national identity, idioms.

UDC 811.111'342

THE EXPLORATION OF PROBLEMS IN THE PRONUNCIATION TEACHING IN ENGLISH

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Английское произношение – это один из самых сложных моментов в изучении английского языка. Сложность английского произношения состоит из нескольких аспектов: произношение и написание слова часто не совпадает, звуков почти в два раза больше, чем букв в алфавите, некоторые слова пишутся идентично, но имеют разное произношение, а другие наоборот одинаково произносятся, но пишутся по-разному, есть много исключений из правил чтения. К примеру, у меня возникали трудности, связанные с постановкой ударения и интонацией при чтении.

Проблема обучения произношению при изучении английского языка является одной из самых главных проблем при обучении английскому языку. Обучение фонетике требует от учащегося знания строения речевого аппарата, что является наиболее трудной информацией для учащихся и требует больших усилий как со стороны учителя, так и учащихся.

Таким образом, только наличие твердых произносительных навыков обеспечивает нормальное функционирование всех видов речевой деятельности. По этой причине, работе над произношением в средней школе уделяется большое значение.

Целью работы стало составление системы упражнений для развития произносительных навыков у учащихся, которая являлась бы максимально эффективной и в то же время стимулировала бы их интерес к занятиям по иностранному языку.

При проведении исследований были сформулированы следующие задачи:

- раскрыть основные методологические проблемы обучения произношению в английском языке;
- описать основные принципы составления системы упражнений на произношение;
- разработать систему упражнений по формированию произносительных навыков и повышению познавательной активности учащихся 5-6 классов средней школы.

Объектом данного исследования является процесс обучения произношению.

Предметом работы стали приёмы и методы обучения произношению, а также упражнения для развития и совершенствования данных навыков.

Итак, какую роль играет произношение в обучении устному и письменному общению? Корректное произношение предполагает сформированность навыков артикулирования звуков и звукосочетаний, владение интонацией, а также умение расставить ударение, соответствующее нормам изучаемого языка. Твердые слухопроизносительные навыки являются непременным условием адекватного понимания речевого сообщения, точности выражения мысли и выполнения языком любой коммуникативной функции. Иными словами, корректное произношение обеспечивает понимание речи собеседником.

В обучении произношению участвуют все анализаторы: речедвигательный, слуховой и зрительный. Эти анализаторы взаимосвязаны. Таким образом, слуховые и произносительные навыки, существуя в неразрывной связи, опираются на прочные связи со зрительным анализатором. Все они сопровождаются внутренним проговариванием. Наиболее явно оно проявляется в говорении, письме и чтении вслух.

Работа над произносительной стороной речи осуществляется в тесной связи с работой над другими аспектами языка – лексикой, грамматикой – и интегрируется в коммуникативной деятельности учащихся. Таким образом, произносительные навыки развиваются при изучении языка в целом.

Также существуют основные требования к обучению произношению. Педагог должен иметь правильное аутентичное произношение, владеть теоретическими знаниями в области фонетики иностранного и родного языков, методикой обучения произношению, понимать причину наиболее типичных ошибок своих учащихся. Кроме того, учитель должен уметь слушать и слышать учащихся.

В свою очередь учащиеся должны стараться соблюдать нормы произнесения гласных и согласных звуков, уметь правильно расставить ударения в словах и логические ударения во фразах, правильно подбирать интонацию для передачи различных коммуникативных намерений, таких как утверждение, вопрос, просьба и др., соблюдать ритмико-мелодическую организацию речи и паузы. Кроме того, учащиеся должны владеть умением читать знаки транскрипции и применять это умение с целью понять, как произносится то или иное слово.

На основании теоретических знаний, мы решили исследовать необходимость совершенствования систем упражнений на постановку произношения. Для выяснения состояния исследуемой проблемы мы провели анкетирование, касающееся необходимости совершенствования упражнений для произношения, а также увеличения времени, уделяемого им. С этой целью были опрошены учащиеся 9 класса школы № 43. Им задавались следующие вопросы:

- Достаточно ли внимания уделяется произношению на уроках иностранного языка в школе.
- Насколько учащиеся довольны своим уровнем произношения.
- Насколько интересны учащимся упражнения на произношение.
- Возможно ли, по мнению учащихся, развить слухо-произносительные навыки без помощи преподавателя.

В результате данного опроса 83% ответивших посчитали, что во время учёбы в школе произношению уделялось недостаточно внимания. Только 17% оказались довольны своим произношением и не считали, что оно требует дальнейшей работы. Мы пришли к выводу, что разработка систем упражнений для развития навыков произношения требует большего внимания, чем уделяемое ранее. В связи с этим мы составили список упражнений на произношение, в который входят артикуляционная гимнастика, задания в игровой форме и упражнения, направленные на развитие слухо-произносительных навыков.

Например:

- Сделайте краткий выдох и произнесите звуки [p, t, k]
- Прослушайте слова и назовите те из них, которые имеют сходный звуковой состав в родном и иностранном языках: Tom, centre, task, doctor, tip, motor, door, tour, dept, code, test.
- Игра «Слышу – не слышу»

Ход игры: Обучаемые делятся на 2 команды. Преподаватель произносит русские и английские слова: title, wall, стол, river, stool, simple, letter, book, доктор, shadow, Sunday, тест, watch, hill, good, test. Если он называет слово со звуком [t], учащиеся должны поднять руку. Выигрывает команда, отвечающая быстрее и сделавшая меньше ошибок.

Итак, в результате проведённой работы можно сделать следующие выводы. При тренировке фонетического материала, работа включает в себя два типа упражнений: активное слушание образца и осознанную имитацию. Обязательным условием эффективности приёмов обучения является регулярное привлечение внимания учащихся к фонетическим явлениям.

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Аннотация: Во время исследования был изучен процесс обучения произношению, выведены основные требования к обучению произношению. Были исследованы методические проблемы обучения произношению путем опроса учеников ГБОУ СОШ №43, результаты которого показали необходимость совершенствования систем упражнений на произношение. Выведены основные принципы составления систем упражнений на произношение. Была составлена система упражнений, содержащая задания в игровой форме и упражнения, направленные на развитие слухо-произносительных навыков.

Ключевые слова: произношение, обучение произношению, системы упражнений, слухопроизносительные навыки, фонетика.

Summary. In the proposed paper the process of pronunciation training is studied; as a result, the main training requirements are given. Pronunciation training tutorial difficulties are examined with the help of the School 43 pupils' investigation. Its result shows the necessity of improving pronunciation exercise sets. Exercise sets making basic principles are found. For example, the exercise set, containing some game assignments and other exercises contributing to aural pronouncing skills development are presented.

Key words: pronunciation, pronunciation training, exercise sets, aural pronouncing skills, phonetics.

THE SEMANTIC PECULIARITIES OF ENGLISH NEGATIVE EVALUATION PHRASEOLOGICAL UNITS

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Introduction. Phraseological units reflect the culture and values of every people. The evaluation is one of the major categories in Linguistics. Each language has a certain value system, which assesses everything through the prism of a variety of objects and phenomena. The cultures of different countries and different nationalities are unique, and, consequently, they possess different evaluation criteria. The evaluative norms are established by the society. People compare the object to the norm at a certain scale, if it deviates from the norm, then it has a “bad” colour.

The relevance and novelty of the research subject is justified by a growing interest to the evaluation which directly depends on a particular situation, context and socio-cultural aspect. Moreover, evaluation phraseological units are investigated on the semantic and phonetic levels in English.

The object of the study is English phraseology in the evaluative system. **The subject** of the study is the negative evaluation phraseological units and their semantic peculiarities. **The goal** of the scientific work is to determine the main semantic characteristics of the negative evaluation phraseological units in Modern English. The goal provides **the following tasks**: to systematize phraseological units according to their semantics; to calculate the number of phraseological units under analysis.

In order to accomplish the goals of this work, the following **research methods** are used: methods of distributional analysis, componential analysis, contextual method, method of phraseological analysis, descriptive method and the statistical analysis method.

The results of the research. The reaction of the people to negative effects is quite acute, as well as, due to stressful situations, which are characterized by a negative evaluation and a person seeking to use ready-made forms of speech and set phrases.

More than 200 phraseological units of negative evaluation of a person have been selected from the English phraseology dictionaries [3; 4]. They are classified into groups depending on the signs reflecting negative characteristics. About forty-two groups, such as madness, callousness (lack of compassion), irresponsibility, shamelessness, garrulity, irascibility, nonsense, arrogance, bad reputation, bad influence on people around us, envy, tediousness, mediocrity were singled out.

Phraseological units with 'irascibility, inability to behave' evaluation are one of the most numerous categories numbering 25 examples, 8% of the selected idioms total number of. The British show the emotions extremely seldom. They try to keep restraint and coolness, without losing self-control in any situation. Therefore excessive irascibility can't cause anything, except indignation: *e. g., easy on the trigger; turn Turk; cut up rough; be at daggers drawn; with one's hackles up; fly/ go or slip off the handle; at a white heat; go off the deep end; fret and fume; get one's monkey up; see red.*

Many phraseological units describe the appearance and actions characteristic of the people and animals losing self-control: *e. g., foam at the mouth; gnash one's teeth; breath fire; be hot under the collar; get up on one's hind legs; get off one's bike; as mad as a wet hen; as mad as a hornet; as mad as a beetle; as mad as a cut; as mad as a snake.*

Some idioms contain proper names, which vary in gender: *e.g., a proper Charley, charlie или charley, cousin Betty.*

Evil people are distinguished by their ruthlessness, harsh, rude attitude towards others: *e.g., treat somebody like dirt, wipe the floor with somebody, handle without gloves).*

Conclusion. The high emotionality and expressiveness can be noted in selected statements and their vivid imagery, and the fact that they assess a wide range of various negative traits, such as temper, stupid, crazy, insidious, laziness, indecision, falsity, loquacity, curiosity.

Based on the conducted research it is possible to draw the following conclusions:

- the range of the phraseological units comprising negative assessment is wide and diverse. In English negative assessment is received by the people being different in nonsense, irascibility, craftiness, greed, indecision, etc.;
- a great number of the phraseological units contains comparisons with animals, as a rule, unpopular in this or that English-speaking country. For example, in the Australian expression 'as balmy (barmy or mad) as a bandicoot' the choice of this animal is explained by the fact that marsupials of a rat bring upon the Australian farmers a lot of trouble;
- the most numerous groups defined is phraseological units with values nonsense, madness, irascibility, craftiness, arrogance and laziness.

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Аннотация. Проблема категории оценки издавна привлекает внимание исследователей во многих областях человеческого знания. В лингвистике категория оценки определяется как положительная или отрицательная квалификация предмета мысли. В данном исследовании на материале английской фразеологии рассматривается реализация категории отрицательной оценки. Описываются семантические особенности анализируемых фразеологизмов; определяются наиболее распространенные сферы человеческой деятельности и взаимоотношений, в которых уместно использование исследуемых фразеологизмов. В ходе работы применяются методы дистрибутивного, фразеологического и компонентного анализов, описательный, контекстуальный метод наряду с методом статистического анализа.

Ключевые слова: фразеологические единицы, категория оценки, отрицательная оценка, лингвокультурологический аспект, английский язык.

Summary. The evaluation category issue has long since attracted the attention of researchers in many fields of human knowledge. In Linguistics the evaluation category is defined as a positive or negative qualification of an object of thought. This research scrutinizes the implementation of the negative evaluation category on the material of English phraseology. The semantic peculiarities of the phraseological units under analysis are described. The most prevailing spheres of the human activities and relationships, in which the usage of the analyzed phraseological units is appropriate, are identified. The following methods are used to carry out the research: methods of distributional, phraseological and componential analyses, descriptive and contextual methods along with the statistic analysis method.

Keywords: phraseological units, the evaluation category, negative evaluation, linguocultural aspect, the English language.

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THE PHONETIC CHARACTERISTICS OF SPONTANEOUS SPEECH IN DIFFERENT VARIANTS OF ENGLISH

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Когда ваша речь красива и правильна, вас все понимают и заслушиваются тем как вы говорите. Правильно говорить очень важно и полезно, учитывая, что английский язык является одним из самых сложных языков в отношении фонетики и произношения. По моему мнению, этим двум разделам при изучении должно уделяться больше внимания. С этой проблемой я столкнулась в средней школе, когда начала углубленное изучение английского языка - слишком мало времени отведено на произношение и фонетику.

Однако стоит решить с какого варианта необходимо начинать изучать произношение английского языка – с британского или американского? По мнению многих специалистов и преподавателей начинать необходимо с британского варианта, так как это более богатый и полный язык с глубинными литературными традициями. Но в то же время американский вариант более гибкий, легкий для восприятия и открытый к изменениям.

Актуальность данной темы заключается в том, что мощная индустрия развлечений (музыка, фильмы) «сделано в Америке», поэтому необходимо изучать английский язык и, естественно, фонетику этого языка, чтобы понимать иностранную речь.

Я выбрала эту тему, потому что сама изучаю английский язык. На уроках в школе мы в основном изучаем лексику и грамматику, но также мы иногда читаем тексты. И тут мы сталкиваемся с проблемой, которая заключается в незнании правил чтения. Однако все равно даже если знаешь правила чтения, но есть множество слов, которые являются исключениями из правил. Также есть слова, которые одинаковы в написании, но разные в произношении и тут необходимо знать куда именно ставить ударение (present – настоящий и подарок). Как интонационно показать тип предложения.

Фонетическими особенностями речи является наличие большой вариативности произношения, связанной с территориальными вариантами.

Целью моей работы является выявление фонетических особенностей речи в разных вариантах английского языка и их сравнение.

Функции языка определяются их значением для общественной жизни. Основные функции языка: коммуникативная, познавательная и аккумулятивная.

Изучению речи уделялось и уделяется много внимания со стороны лингвистов разных стран.

М. Антипова в книге «Ритмическая система английского языка» рассматривает спонтанную речь как разновидность устной речи в диалогической форме, отличающейся тем, что участники диалога не готовятся к акту общения, не обдумывают заранее того, что намереваются высказать [1].

Многие люди изучают британский и американский вариант, так они оба являются мировыми нормами письменного и устного английского. В школах и университетах нашей страны изучают больше британский вариант.

Также есть другие варианты, которые также являются популярными – австралийский и канадский. Канадский вариант похож на американский из-за лексики, фонетики и синтаксиса, а вот австралийский близок к британскому, хотя в нем также есть много особенностей, присущих американскому варианту. Мне стало интересно более подробно рассмотреть данные варианты, так как я планирую углубленно изучать язык не только в школе, но и в университете как будущий филолог.

Сравнивая австралийский и британский варианты английского языка, исследователи отмечают, что наибольшие расхождения проявляются в непринужденной устной речи повседневного бытового общения и в области фонетического строя и словарного состава двух вариантов английского языка. Грамматические расхождения немногочисленны. Согласно данным исследований в области произношения, австралийский вариант английского языка отличается сравнительной однородностью. Варианты произношения различаются произношением разных звуков. Рассмотрим характерные черты разных вариантов английского.

В австралийском варианте английского языка можно выделить три вариации произношения: общий (General), культивированный (Cultivated) и просторечный (Broad). Эти вариации произношения не имеют четко выделенных культурных ограничений между слоями населения, эти вариации в произношении можно наблюдать в пределах одного города или одной семьи.

Вот некоторые примеры характерных особенностей австралийского произношения: в дифтонге [ei] первый звук урезается почти до нейтрального гласного; глайд [a] в [ai] несколько шире, чем в британском варианте; существует фонема [ae], отсутствующая в британском варианте. Она заменяет иногда гласный в ударной позиции; [ai] и [ei] почти не различаются и смысловоразличительную функцию не выполняют; нейтральный гласный заменяет [i] в конце слов arches, horses и др.

В фонетике австралийского английского языка 12 простых гласных, 8 дифтонгов и 24 согласных, что совпадает с британским вариантом английского языка. Ритм австралийской речи производит впечатление более ровного из-за более отчетливого, чем в британском варианте, произнесения безударных гласных и дифтонгов и из-за уменьшения контраста между ударными и безударными слогами. Австралийский вариант английского весьма многообразен, и несет в себе черты и американского, и британского вариантов.

Канадский английский несет в себе отпечатки обеих норм произношения, в каких-то случаях – британских, в каких-то – американских. Но в основном преобладает тип произношения, называемый General American.

Типичной канадской чертой, по мнению Р. Грэга, является отсутствие различия долготы и краткости гласного. Долгие гласные в речи могут сокращаться, отчего теряется различие в произношении таких слов, как cot – caught, sod – sawed и др.

Перед звонким согласным и в конце слова этот дифтонг произносится, как и в Соединенных штатах, то есть [au]: down [daun], cow [kau]. В словах типа news, dew, tune, student, где после альвеолярного согласного британскому [ju] отвечает американское [u:]. В односложных словах типа tooth, food, root, roof, hoof, в которых в среднеанглийский период корневая гласная звучала [э:], канадцы преимущественно произносят её как [u:]; в словах soot, foot, look корневая гласная звучит кратко: [u].

В словах типа class, dance, bath, где в американском языковом варианте употребляется [az], а в британском – [a:], для канадского произношения более характерной является американская тенденция. Слово zebra более половины канадцев произносят с [e] в первом слоге, тогда как в США здесь произносится [i:].

Значительно меньше расхождений в области согласных. Типичной чертой канадского произношения является так называемое «интрузивное» [g], вносимое по аналогии.

Встречается также в Канаде американская фонетическая черта – появление [h] перед инициальным [w] в словах типа whether, whine, whale. Единственное и самое значимое отличие канадской грамматики от британской состоит в практически полном исключении из употребления времени Past Perfect Continuous. Его место занял Past Perfect Simple.

В ходе исследования фонетических особенностей спонтанной речи разных вариантов английского языка (австралийского и канадского по сравнению с американским и британским) мы пришли к таким выводам:

1) на фонетическом уровне видны значительные расхождения: в отсутствии долготы и краткости гласного; произношение определённых дифтонгов перед некоторыми согласными; некоторые расхождения канадского английского в области согласных.

2) На грамматическом уровне: существуют некоторые отклонения в образовании сильных форм; в построении вопросительного предложения со сказуемым have или have got; уменьшение частоты использования перфектных форм.

3) На лексико-семантическом уровне: появление новых лексических единиц (канадизмов), количество которых возрастает; активный процесс создания неологизмов в канадском английском.

При общении важно помнить, что дружелюбный вид, приветливая улыбка, прямой взгляд в глаза способствуют установлению контакта, но не могут заменить человеческой речи.

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Аннотация. В ходе исследования были изучены некоторые особенности спонтанной речи в разных вариантах английского языка. Были приведены примеры различий и сходств в отношении фонетических особенностей разных видов английского языка (австралийского и канадского по сравнению с британским и американским) и выявлены фонетические особенности речи.

Ключевые слова: фонетика, варианты английского языка, произношение, сравнительный анализ.

Summary. In the proposed paper some spontaneous speech peculiarities in different variants of English are studied. The examples of phonetic characteristics differences and similarities in different variants of the English language (Australian and Canadian in comparison with British and American) are given. The phonetic peculiarities are found.

Key words: phonetics, English language variants, pronunciation, comparative study.

UDC 811

PHRASEOLOGICAL UNITS IN AUDIOVISUAL TRANSLATION

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Люди, изучающие иностранный язык, в конце концов, сталкиваются с отдельным пластом языка, который представляет для них особую трудность. Слова из этого слоя нельзя переводить дословно, иначе они теряют первоначальный смысл, эти слова нельзя понимать буквально, поскольку они используются метафорично. Однако именно они добавляют невероятную экспрессию тексту, передают национальный колорит страны. Именно когда эта лексика изучена, можно начинать говорить с носителями «на одном языке». Во многих случаях это позволяет кратко и точно выразить мысль, а также такое знание помогает избежать «русицизмов», т.е. дословного перевода предложений с русского языка на иностранный язык. Этот пласт называется – фразеологизмы.

В России эту область осветили многие знаменитые ученые-лингвисты: Поливанов Е.Д, который впервые поставил вопрос о выделении фразеологии как лингвистической дисциплины, Смирницкий А.И., Амосова Н.Н, предложившие свои определения и классификации фразеологических единиц и Виноградов В.В. Общее определение с учетом всех исследований предложил исследователь Кунин А.В.

Фразеологизм - это устойчивые сочетания слов, то есть раздельно оформленными образованиями с полностью или частично переосмысленными компонентами, фразеологическими значениями. [Кунин, 1972, 289 с.:2]

У ученых нет единого мнения по поводу классификации фразеологизмов. В.В. Виноградов выделил три основных вида с точки зрения семантической слитности их компонентов [Виноградов, 1977. - с. 140-161: 3]:

- *Фразеологические сращения* (идиомы),
- *Фразеологические единства*
- *Фразеологические сочетания.*

Для адекватного перевода фразеологизмов необходимо применять различные переводческие трансформации, техники перевода, равно как и обладать превосходным знанием родного языка. В данной статье мы рассматриваем перевод фразеологизмов, встречающихся в фильмах, а также способы их перевода, учитывая ограничения, накладываемые субтитрами.

Профессор Казакова Т.А. предлагает несколько видов перевода фразеологизмов [Казакова, 2003 с.127-137: 4].

1. Фразеологическая калька т.е. дословный перевод.

If they would **put up signs over** the public-houses that he had patronized... **Повесят** ли на трактирах, которые он почтил своим посещением, **вывески** с надписью...

Данный вид перевода один из самых распространенных т.к. полных эквивалентов фразеологическим единицам существует относительно немного.

2. Функциональная замена, или подбор аналога

Oh, please. The last thing the poor man needs are your **tales of doom and gloom**. *Право же, этому бедняге сейчас меньше всего нужен ваш пессимизм.*

Этот прием используется в случаях, когда в переводящем языке фразеологизм обладает ярко выраженной эмоциональной окраской, а привести эквивалент невозможно.

3. Подбор метафорического аналога или эквивалента, который соответствует экспрессивному и когнитивному смыслу высказывания.

And the ground beneath you **heaves and rocks**... И земля словно уходит из-под ног.

Аудиовизуальный перевод включает в себя субтитрирование т.е. сокращённый перевод диалогов фильма, отражающий их основное содержание, сопровождающий в виде печатного текста визуальный ряд фильма в его оригинальной версии, располагаясь, как правило, в нижней части экрана.

Существуют определенные правила и рекомендации для переводчиков-субтитровщиков, принятые в европейской ассоциации исследования перевода кино (European Association for Studies in Screen Translation, ESIST). Главное правило которой заключается в том, что число строк на один кадр не должно быть больше двух строк и число символов в строке должна быть равно 35 символам. Число в 40 и более символов в строке уменьшает четкость и разборчивость, т.к. Требуется увеличения шрифта.

Итак, с учетом данных требований, при переводе фразеологических единиц в фильмах **"The Light Between Two Oceans"** и **"Hacksaw Ridge"**, можно привести следующие примеры.

Подбор **функционального аналога** т.е. языковая единица исходного языка передается такой единицей ПЯ, которая вызывает сходную реакцию у зарубежного читателя. [Комиссаров, 1990. - 38-67: 6]

1. В данном случае перевод «голова из рыбной похлебки» не адекватен, т.е. калькирование применить нельзя, поэтому, мы приводим эквивалент Chowder head – болван, бестолочь

Like you were doing any better, **chowder head**. *А у тебя что, лучше получалось, болван?*

2. В этом предложении речь идет о двух солдатах, которые обсуждают возможность поездки на войну в горячую точку. Screwing with – эмоционально окрашенное сочетание, которое нельзя перевести дословно, поэтому мы подбираем функциональный аналог в русском языке - доставать, раздражать, издеваться.

- Are you **screwing with** me, doss?- No. No, sir. I volunteered. -*ты издеваешься надо мной, doss. – нет. Нет, сэр. Я добровольец.*

3. В данном случае дословный перевод фразы Card sharks, акулы карт, приведет в замешательство читателя, поэтому мы приводим аналог – шулер

That's Walker and Pinnick over there pretending they're **card sharks**. *Это Уокер и Пинник. Думают, что они крутые шулера.*

4. Выражение «At hand» также нельзя перевести дословно, поэтому здесь применяется перевод с помощью аналога - близко; рядом; под рукой, немедленно.

And then i'll let you know of any news that comes **at hand**. *И дам вам знать немедленно, если появятся новости.*

Подбор эквивалента т.е. средства, обеспечивающее максимальную общность содержания двух разноязычных текстов, позволяет наиболее полно воспроизвести иноязычный фразеологизм. [Комиссаров, 1990. - 38-67: 6]

1. В данном случае фразеологизм "scared to death" можно перевести как «напуган до смерти».

I was **scared to death** when I saw him, and then I again continued my job. *Я был напуган до смерти, когда увидел его, но потом все же продолжил работать.*

Калькирование т.е. пословный перевод

В данном случае можно применить дословный перевод, т.к. Run around имеет значение «быть занятым делами, заниматься поручениями», а в контексте идет речь о детях, поэтому такое значение стоит расширить до резвиться вокруг.

When you've got five kids **running around** getting under your feet, this'll all feel like a dream. *Когда пятеро детей будут резвиться здесь вокруг, и все это покажется сном.*

Подводя итог, можно сделать такие выводы - субтитрирование накладывает определенные ограничения, т.к. предложение появляется в кадре всего на несколько секунд, а скорость чтения у разных людей варьируется. Перевод должен быть точным, емким и кратким, что сужает круг выбора способов перевода, к примеру: метод функционального аналога, эквивалента, калькирование. Но не смотря на это, тема перевода фразеологических единиц достаточно интересна как раз своими трудностями и испытаниями, что вызывает научный интерес.

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Аннотация. Мы изучаем переводческие трансформации при переводе фразеологических единиц. Анализируем субтитрование как вид аудиовизуального перевода. Фокусируем внимание на переводе фразеологизмов, встречающихся в фильмах "The Light Between Us" и "Hacksaw Ridge", а также последующую адаптацию под формат субтитров.

Ключевые слова: фразеологизмы, аудиовизуальный перевод, субтитрование, переводческие трансформации, фильмы

Summary. We study translation transformations when interpreting phraseological units. We analyze subtitling as a kind of audiovisual translation. We focus on the translation of phraseological units in the movies "The Light Between Us" and "Hacksaw Ridge", as well as on the subsequent adaptation to the subtitle format.

Key words: phraseological units, audiovisual translation, subtitling, translation transformations, movies

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ENGLISH PUNCTUATION PECULARITIES IN COMPARISON WITH THE RUSSIAN ONES

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Несмотря на то, что его пунктуация считается одной из самых простых, все же большинство русскоговорящих учеников часто сталкиваются с проблемой расстановки знаков препинания, поскольку при изучении английского языка в школах теме пунктуации не отводится должного внимания. Опираясь на знания пунктуации русского языка, они начинают применять ее и в английском, что порождает множество элементарных ошибок.

Мы поставили перед собой цель – выявить разницу в использовании знаков препинания в английском и русском языках, чтобы понять, какие могут быть допущены пунктуационные ошибки при написании текстов на английском языке, либо при их переводе с русского языка. Нам стало интересно узнать причину возникновения подобных ошибок и доказать, что пунктуация английского языка является таким же важным элементом, как и в русском, и несет в себе определенную смысловую нагрузку, помогающую читающим понять суть предложения.

Задачи исследования: изучить особенности пунктуации английского языка; сравнить использование знаков препинания в русском и английском языках; рассмотреть правила использования основных знаков препинания в английском и русском языках; показать сложность и значимость данного аспекта проблематики на основе выявления употребления знаков препинания в английском языке среди учащихся.

Пунктуация – правила употребления дополнительных письменных знаков (знаков препинания), служащих для обозначения ритмики и мелодики фразы, иначе фразовой интонации. Знаки препинания – неотъемлемая часть любого языка. Современные знаки препинания принято считать показателями грамматического расчленения речи.

Исходя из выше указанных определений, становится очевидно, что они играют большую роль, как в устной, так и в письменной речи. Скажем, в русском языке самым распространенным примером является фраза: «казнить, нельзя помиловать» или «казнить нельзя, помиловать», где постановка запятой в корне меняет суть предложения. Одним из подобных примеров в английском языке может послужить следующая фраза: Woman, without her man, is nothing или Woman! Without her, man is nothing.

Принципы использования знаков препинания в европейских языках, в английском, в частности, основываются на общих функциях – отделении или разделении, т.е., на выделении элементов текста и их групп.

Особенности пунктуации в английском языке обусловлены общим строением предложений, четким порядком слов, строгой структурой и синтаксисом. В английском языке количество причастных оборотов, сравнительных конструкций и обособленных членов предложения не велико. Поэтому, пунктуация считается одной из простых.

Далее мы рассмотрим особенности использования знаков препинания в английском языке с приведением наглядных примеров.

Кавычки

В британском английском используют одинарные кавычки для оформления заголовков и двойные – при цитировании. Стоит отметить, что в русском языке кавычки только двойные. Кроме этого, в английском языке кавычки ставятся вверх строки, а в русском языке начальные кавычки – снизу строки. В английском языке точки и запятые находятся внутри кавычек:

- 'Here is a million pounds,' said Marina, handing Simon a suitcase.

Type

Пунктуационный знак, который служит для разделения смысловых частей разных предложений, двух частей одного предложения, в диалогах и т.д. В американском английском типе отделяется с двух сторон пробелами, а в британском обычно нет: The lecture – which is the third on this topic this month – will include speakers from different countries. Также в английском языке типе используется для обозначения прерванного или незаконченного предложения. Типе в следующем случае обозначает незаконченное изложение, причиной которого является сильное волнение говорящего, взвешивающего свои слова: “But, my dear Dorian – Yesterday when I heard that Sibyl Vane had killed herself –.”

Запятая

В английском языке при перечислении трёх однородных членов встречается запятая перед “and” He lit a cigarette, said good night, and went out. В английском языке, в отличие от русского, отделяется запятой слово «тоже»: I will go to the cinema with my classmates, too.

В сложноподчиненном предложении в английском языке запятая ставится только тогда, когда заканчивается придаточное предложение, входящее в состав сложноподчинённого предложения, начинающегося со слов “that”, “because”, “as”, “if”, “when”, “after”, “since”, “although” и т.д. Но если сначала идёт главное предложение, то запятая перед перечисленными союзными словами не ставится: (When Paul called to see Pearl), [she found her still sick].

Точка с запятой

Очень часто в английском точка с запятой используется при перечислениях в сложных предложениях, когда первая смысловая часть заканчивается обобщающим словом, а дальше идет перечисление, допустим, перед словом «например»: For making a stool I need some special tools; for example ax, saw, chisel.

В связи с большим обилием обособленных оборотов и сравнительных конструкций, пунктуация русского языка включает в себя много правил использования знаков препинания в предложениях. Все же, несмотря на это, существует множество сходств в конструкциях предложений английского и русского языков, где правила использования тех или иных знаков совпадают:

Запятая

Одинаково в русском и английском языке запятая ставится в сложносочинённых предложениях при наличии союзов “and”, “but”, “for”, “so”:

- It was clear that something had happened, so we eased up.

Двоеточие

Двоеточие употребляется в конце предложения, если далее идет какое-либо пояснение или уточнение смысла основного предложения: She had one final aim before him: to help her friend. А также перед перечисляемыми однородными членами предложения, обычно после обобщающего слова: The agreement provides for the delivery of the following raw materials: cotton, wool, jute, and others.

Следующим этапом нашей исследовательской работы стало тестирование среди учеников школы № 60 и учащихся в объединении английского языка в МАН.

Наш эксперимент можно поделить на две части: первая состояла из опроса, а вторая – из анкетирования. Опрос состоял всего из 1-го вопроса: «Согласны ли вы с тем, что пунктуация английского языка играет несущественную роль в восприятии текста и не способна изменить его смысл так, как в русском языке?». Анкетирование же включало в себя 18 предложений, половина из которых была на английском языке, а другая половина – на русском. Ученикам было необходимо расставить недостающие пунктуационные знаки в предложениях.

По результатам теста 59% учащихся 5-8 классов допустили ошибки при расстановке знаков препинания в английской части, 68% ошибок было среди учащихся 10-11 классов, 56% – среди учеников МАН.

После проведения эксперимента мы разобрали причины допущения ошибок в предложениях, изучив работы учеников более подробно. Так, одной из самых распространенных ошибок в английской части эксперимента была постановка запятой перед предлогом «to». Сопоставив его с русским союзом «чтобы», учащиеся опирались на правила русского языка и отделяли предлог запятой, в то время как в английском языке этого делать не требуется. Еще одним проблемным местом стало оформление прямой речи. По правилам британского английского языка прямая речь заключается в одинарные кавычки и отделяется запятой от предложения. Участники эксперимента, в свою очередь, ставили двоеточие и заключали речь в парные кавычки. Говоря о допущенных ошибках в английской части теста, самой распространенной была постановка запятой перед союзом «if» в сложносочинённом предложении. Среди пятиклассников наиболее типичной ошибкой было выделение местоимения «you» в первом предложении. Вероятно, они полагали, что это обращение, а потому применяли правила русской интерпункции.

Если затрагивать ошибки, появившиеся в русской части теста, то самым проблематичным предложением стало четвертое («В то время как Семен чинил машину своего отца Диана написала большой научный доклад об обстоятельствах которые оказывают сильное влияние на человеческую психику»). Многие ставили лишнюю запятую перед союзом «как», и некоторые отделяли придаточную часть не в том месте: запятая ставилась после слова «доклад». Однако достаточно интересным стал момент обратного применения правил пунктуации. То есть, некоторые ученики ошибочно использовали правило английской пунктуации для перечисления предметов в пятом предложении, проставляя запятую перед союзом «и».

Таким образом, проведя глубокий анализ данной проблемы, мы доказали, что знания учеников в области интерпункции английского языка крайне малы и что следовало бы уделять данной теме больше внимания на уроках английского языка.

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Аннотация. В ходе исследования мы ознакомились с понятием «пунктуация», выяснили роль пунктуационных знаков, вывели их функции, рассмотрели сходства и различия в использовании знаков препинания в русском и английском языке. В ходе исследования мы провели опрос и тестирование среди школьников, проанализировали подробно ошибки, допускаемые учащимися школ при расстановке знаков препинания.

Ключевые слова: пунктуация, особенности, сходства и отличия в использовании знаков, сравнительный анализ.

Summary. In this paper we go behind the notion “punctuation”, punctuation marks role, their functions, similarities and differences in using them in English or in Russian. It was in studies revealing that we interrogated pupils, analyzed their mistakes in detail while interpunctuating.

Key words: punctuation; peculiarities, similarities and differences in using punctuation marks, comparative analysis.

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SOME FEATURES OF THE BRITISH SLANG IN MODERN LITERATURE AND SOCIETY

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The research work presents slang as a unique phenomenon in the world culture. The concepts of “definition of slang”, “studying of slang”, “slang in literature and society” have been defined more precisely.

The object of study is slang as a unique phenomenon of every language.

The subject of the research is slang, its types, ways of understanding it and the impact of slang on the common people in the English language.

The purpose of studying is to examine how slang could be found in books, in the language and to sort out if slang is good for the language or not.

The objectives of this research are the following:

- to study literature references concerning slang,
- to define slang phrases as a unique phenomenon of the English language,
- to classify slang phrases,
- to illustrate some of the features of words in a slang jargon,
- to illustrate some situations and correspondence using slang,
- to answer a questionnaire and reflect results into the diagrams.

Methods used in the research are comparative, theoretical, analysis, experimental.

Theoretical analysis of the literature showed that this issue was covered in the works of Gisle Andersen, Walter William Skeat, John Ayto, John Simpson, Ray Bradbury, L.N. Parkhomenko. The work material has a certain practical value and may be used in studying the speech in school clubs and at the lessons.

Slang is of Scandinavian origin and a derivation of Icelandic slyngva, which can be compared with the Norwegian verb slengja (‘to sling the jaw’) and the Norwegian noun slengjeord (‘slang word’), used for insulting words.

“Collins English Dictionary” describes slang as: “Vocabulary that is not appropriate to the standard form of a language or to formal contexts, may be restricted as to social status or distribution, and is characteristically more metaphorical and transitory than standard language”.

The meaning of the concept of ‘slang’ and what it includes was much clearer in the old days. Originally, it was used by British criminals to refer to their own special language. It is also usually pointed out that slang affects vocabulary but not grammatical constructions. Slang is an alternative vocabulary of each language. It is mostly used for bringing humor, prejudice into language. A lot of people every day in all English-speaking countries use abba’s to communicate with each other. Slang was first recorded in the 16th century by Thomas Dekker.

COLT(Corpus of London Teenage Language). COLT is a half-a-million-word corpus, compiled in 1993. It consists of surreptitiously recorded spontaneous conversations involving 13 to 17 year-old boys and girls with various social backgrounds and from different school districts in London

Examples in the English language:

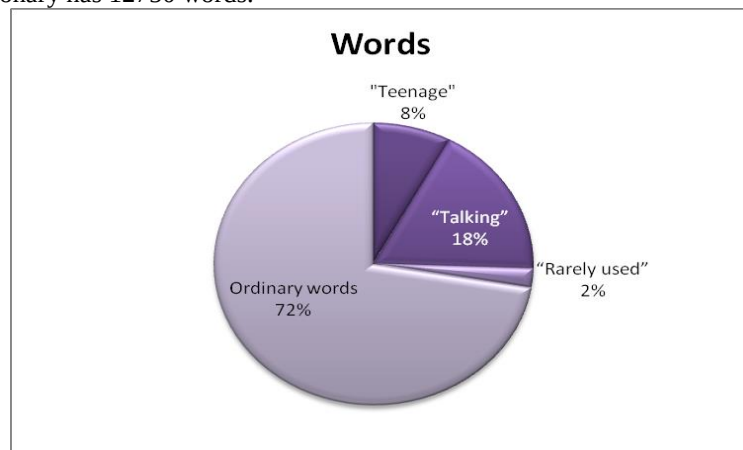
airhead: a stupid person.

Believe it or not, Dave can sometimes act like an airhead!"

armpit: dirty, unappealing place.

Investigation 1

For my research "The etymological dictionary of the English language" [4] (down dictionary) was used first. I found 3500 words with the connection to slang in this dictionary. It is nearly 28% from all the words. It should also be said that all dictionary has 12750 words.



The diagram includes information about the contain of the dictionary. Slang words must be sorted into several groups:

"Talking" group has words that can be used in the common language every day.

"Rarely used" group contains words that can be used not so often than others.

"Teenage" group includes words that are used by teens.

According to the facts we can sum up that slang becomes more useful in the language, because of its importance in the life of teenagers. In 2015 6 new dictionaries of slang words, grammar rules and using standards were printed.

According to the information above, it can be said that the whole language has nearly 14 100 slang words. It is nearly 1% from the all language.

Investigation 2

Usage of slang in the novel "Dandelion Wine" by Ray Bradbury[5]. I would like to give you bright examples of some interesting slang and colloquialisms that I have found in this book with translation into the Russian language:

Every trump and trill – Каждое движение

We're ever Stephen – Мы квиты

Get dander up – Заводиться

Tie smth in a neat packet – Разжевывать информацию

After reading the book the table has been made. It illustrates the percent of usage slang words in the book.

Words in book	Pages in the book	Slang words	Words on the page	% of slang in book	Slang words on page
76055	264	1144	288	1,5%	4,3≈ 4

One thousand one hundred and forty-four slang words were found in the book. Slang has got nearly to one point five percent from the entire book. It is approximately four slang words on each page.

Investigation 3

I have made a questionnaire for the 10th form to test their knowledge of slang.

The test includes three parts: to match slang words to their translations, to match beginnings of slang metaphors with their endings, and to match proverbs to their Russian equivalents. The test includes 21 items.

Approximately 8 teenagers out of fifty understand English slang and will be able to speak to the international English groups.

The results of my investigation are the following. I have:

- defined slang phrases as a unique phenomenon of the English language;
- classified slang phrases;
- illustrated some of the features of words in a slang jargon;
- illustrated some situations and correspondence using slang;
- tested students' knowledge of slang;
- reflected results in the diagrams.

So, slang is the very informal language that includes new and sometimes not polite words and meanings, it is often used among particular groups of people and is not used in serious speech or writing.

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Аннотация. В научной работе поставлена цель исследовать слэнг в английском языке с помощью анализа теоретических источников и пользуясь сравнительными, описательными и экспериментальными методами. Актуальность выбранной темы обусловлена её значением для корректного восприятия такого феномена как слэнг в английском языке. В проведенном исследовании было выполнено следующее: а) проанализированы 8 произведений художественной литературы и газетные статьи, в которых затрагивалась тема слэнга; б) изучены некоторые аспекты такого феномена как слэнг; в) проанализировано влияние слэнга на различные сферы жизнедеятельности человека

Материал работы имеет определенную практическую ценность – полученные результаты могут быть использованы в школьной практике, на уроках английского языка, литературы, в работе кружков и клубов английского языка и в общении с иностранными представителями.

Ключевые слова: слэнг, форма речи, язык, литература, общество.

Summary. The research work presents slang as a unique phenomenon in the world culture. The concepts of “definition of slang”, “studying of slang”, “slang in literature and society” have been defined more precisely. The author has examined using of slang in the life of common people, in the professional society and in literature. The phenomenon of slang was investigated as a part of the language. The author has analyzed literature references concerning slang, has studied slang basing on the influence and contribution of this phenomenon on different spheres of social life and has analyzed the diversity of slang trends. The work can be useful in practicing English in school clubs, creating projects, at lessons and in communication with the foreigners.

Key words: slang, a form of speech, language, literature, society

ИНТЕРМЕДИАЛЬНЫЙ АСПЕКТ ПОЭТИКИ РАССКАЗА И.С. ТУРГЕНЕВА «ПЕВЦЫ»

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Иван Сергеевич Тургенев – выдающийся русский писатель-прозаик. Одной из особенностей его произведений является частое упоминание других видов искусства и включение их в сюжет: нередко персонажи его произведений ведут беседу о музыке и живописи, играют на музыкальных инструментах и восхищаются искусством. В этом проявляется сам автор: не раз в своих письмах Тургенев говорит о том, что музыка для него – важный атрибут жизни. Советский литературовед и исследователь творчества Тургенева М.П. Алексеев отмечал, что «...значение музыки для Тургенева еще не исчерпано ее тесной близостью с жизнью сердца. Тургенев не искал в музыке ни живописных, ни литературных впечатлений; он не искал в ней и отдыха; музыка минутами становилась для него потребностью; он нетерпеливо ждал ее и шел к ней навстречу. Но потребностью эту он чувствовал часто и во всех случаях жизни. Вот почему у Тургенева и герои так часто поют и играют» [1, с. 26]. Следовательно, изучение текстов Тургенева в аспекте рассмотрения взаимодействия разных видов искусств является необходимым и актуальным в силу значимости упоминания иных видов искусства в тексте художественного произведения.

Интермедийность – это свойство художественного текста, проявляющееся в его взаимодействии с другим видом искусств на всех уровнях прозаического произведения. В настоящее время в литературоведческом дискурсе нет устоявшегося, общепринятого определения термина «интермедийность», причиной чему является многообразие подходов к изучению феномена интермедийности. В данном исследовании мы будем придерживаться тезиса о том, что интермедийность приравнивается к понятию «синтез искусств» – «соединение разнохарактерных сторон и элементов в качественно новое единое целое» [2, с. 6] и реализуется в тексте через упоминание другого вида искусства.

Алгоритм анализа интермедийности как феномена синтеза искусств, используемый нами, состоит из 4 этапов:

1. Поиск упоминания другого вида искусства в тексте художественного произведения.
2. Выявление и анализ содержательной стороны произведения другого вида искусства (если есть).
3. Определение взаимосвязи сюжета литературного текста с сюжетом произведения другого вида искусства.
4. Анализ рецептивного и герменевтического аспектов функционирования интермедийности в тексте.

Рассказа Тургенева «Певцы» показателен в плане анализа интермедийных связей текста и музыки. Проанализируем наиболее важный и яркий фрагмент данного произведения:

«Яков помолчал, взглянул кругом и закрылся рукой. Все так и впились в него глазами, особенно рядчик, у которого на лице, сквозь обычную самоуверенность и торжество успеха, проступило невольное, легкое беспокойство. Он прислонился к стене и опять положил под себя обе руки, но уже не болтал ногами. <...> “Не одна во поле дороженька пролежала”, — пел он, и всем нам сладко становилось и жутко. <...> Русская, правдивая, горячая душа звучала и дышала в нем и так и хватала вас за сердце, хватала прямо за его русские струны. <...> Он пел, совершенно позабыв и своего соперника, и всех нас, но, видимо, поднимаясь, как бодрый пловец волнами, нашим молчаливым, страстным участием. Он пел, и от каждого звука его голоса веяло чем-то родным и необозримо широким, словно знакомая степь раскрывалась перед вами, уходя в бесконечную даль. У меня, я чувствовал, закипали на сердце и поднимались к глазам слезы; глухие, сдержанные рыдания внезапно поразили меня... <...>

– Яша, – проговорил Дикий-Барин, положил ему руку на плечо и – смолк.

Мы все стояли как оцепенелые. Рядчик тихо встал и подошел к Якову. “Ты... твоя... ты выиграл”, – произнес он наконец с трудом и бросился вон из комнаты» [3, с. 221-223].

Народная песня «Не одна во поле дороженька», исполненная Яковым, не имеет четко определенного сюжета: в ней поется о тропинке, часто зараставшей ельником, и, в конце концов, заросшей осинником, из-за чего она утратила свое функциональное назначение: теперь по ней нельзя ни проехать, ни пройти.

Смысловое содержание песни символично и знаково: образ Якова, жителя села Колотовка, соревнующегося с приезжим из Жиздры рядчиком, типизируется по отношению к этому населенному пункту – неживописное, «унылое» село соотносится с внешностью Якова, его бледным лицом и беспокойными глазами; рядчик же – «невысокого роста плотный мужчина лет тридцати, рябой и курчавый, с тупым вздернутым носом, живыми карими глазами и жидкой бородкой» [3, с. 213] – противопоставлен Якову по внешности и по характеру (описание которого

дается через портретное описание). Показательно, что в певческом состязании победил Яков, исконный житель Колотовки.

Далее рассматривать внутритекстовые связи (текстообразующим фактором которых является интермедийность), содержащиеся в этом фрагменте рассказа, следует в некотором отвлечении от его сюжетного содержания. Образы Якова и рядчика – это полярные символы, формирующие оппозицию «родное - чужое». Описание села, приведенное автором в начале произведения, и портреты его обитателей (а в особенности Якова) тесно связаны между собой, имеют некоторые сходные черты. Особенно интересно, что с позиций читателя описание данного населенного пункта вызывает скорее негативные ассоциации (серость, «страшный овраг, который, зияя как бездна, вьется, разрытый и размытый» [3, с. 208], грязная вода в реке и отсутствие колодцев) в контексте произведения приобретает обратный оттенок: неприятно удивляющий пространственный объект с позиций героев становится олицетворением малой родины, вызывающей теплые чувства. Рядчик, единственный персонаж, не являющийся обитателем Колотовки и резко отличающийся от других героев, противопоставлен, в том числе, и населенному пункту; его проигрыш в состязании словно закрывает ему доступ к этой земле, жители не принимают его как своего, а лишь как гостя. В этом прослеживается связь с песней, исполненной Яковым: как заросла тропинка, так и жители села приняли рядчика лишь как гостя.

Таким образом, интермедийная связь, реализующаяся в данном отрывке рассказа Тургенева «Певцы», функционирует как механизм разделения мира произведения на «своих» и «чужих», что проявляется и в портретной характеристике героев, и в описании окружающего мира, и в изображении эмоционального состояния персонажей именно в «музыкальный» момент произведения. Следовательно, интермедийные отношения здесь являются основой не только сюжета, но и всего текста, воздействуя на все его структурные элементы.

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Аннотация. Статья посвящена анализу рассказа И.С. Тургенева «Певцы» (из цикла «Записки охотника») в аспекте рассмотрения интермедийности как феномена синтеза искусств. Это позволяет определить степень функционирования феномена интермедийности в литературном тексте, правильно интерпретировать авторскую идею и глубже проанализировать текст прозаического произведения. Кроме того, интермедийный аспект позволяет исследовать восприятие читателем рассказа, что позволяет исследовать художественный текст с позиций рецептивной эстетики.

Ключевые слова: интермедийность, синтез искусств, поэтика, проза И.С. Тургенева, внутритекстовые связи

Summary. The article analyzes the story by I. S. Turgenev's "The Singers" (from the series "Notes of a hunter") in consideration of the aspect of intermediality as a phenomenon of synthesis of arts. This allows to determine the degree of functioning of the phenomenon of intermediality in literary text, to correctly interpret the author's idea and a deeper analysis of the text prose. In addition, research in aspect of intermediality allows you to explore the perception of the reader of the story, and this allowing you to explore the literary text from the position of receptive aesthetics.

Keywords: the intermediality, synthesis of arts, poetics, prose I. S. Turgenev, intratextual connection

UDC 82

ОСИП МАНДЕЛЬШТАМ И ДМИТРИЙ ШОСТАКОВИЧ: ИНТЕРТЕКСТУАЛЬНАЯ СТИХИЯ РОМАНА ДЖУЛИАНА БАРНСА «ШУМ ВРЕМЕНИ»

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Джулиан Патрик Барнс – английский писатель, эссеист и литературный критик, один из значимых представителей литературы постмодернизма. Романы Барнса постоянно переводятся и вызывают интерес читающей общественности за рубежом так же, как и на родине автора.

Писатель создает свои первые романы под псевдонимом Дэн Каван на рубеже 70-80-х годов XX века. Следует отметить, что автор следует традиции иронического стиля английской литературы и в тоже время ведет творческий поиск с опорой на постмодернистскую парадигму. Тем самым он вносит вклад в обогащение романной формы.

В поэтике романа Дж. Барнса интертекстуальность играет важную роль, так как автор строит свои произведения в рамках постмодернизма. Очевидно актуальность изучения данного феномена и его аспектов в творчестве писателя, поскольку подобного рода исследования приближают к пониманию особенностей творческого метода Барнса и специфики художественного мира его романов.

Настоящая работа ставит перед собой цель изучить своеобразие интертекстуальной стихии романа Дж. Барнса «Шум времени». Принимая во внимание широту и многогранность проблемы, фокус исследования будет направлен на интертекст, порожденный связью с русской культурно-литературной традицией.

Теоретико-методологическая база настоящего исследования была сформирована на основе трудов М.М. Бахтина, Р. Барта, И.П. Ильина, Ю. Кристевой, Ю.М. Лотмана.

Название романа Дж. Барнса «Шум времени» обсуждается критиками и привлекает внимание читателей, поскольку вызывает ряд ассоциаций и наталкивает на определенные размышления еще до прочтения самого текста.

Словосочетание «Шум времени» содержит в себе яркую интертекстуальную отсылку к одноименному философско-автобиографическому произведению Осипа Мандельштама, написанному в 1923 г. Следует отметить, что центральное место в этом романе занимает музыка, а его заглавие отсылает к метафоре Александра Блока «музыка времени».

В своем произведении Барнс обращается к жизни великого русского композитора Дмитрия Шостаковича во времена террора и оттепели. В эту же эпоху жил О. Мандельштам [3, с. 3].

В первой части своего романа Дж. Барнс осмысляет многочисленные параллели между жизненными и творческими путями русского композитора Д. Шостаковича и русского поэта О. Мандельштама. Он описывает тот факт, председатель КПСС Жданов назвал Шостаковича и Мандельштама «врагами народа» [3, с. 3]. В том же контексте автор упоминает Анну Ахматову и Михаила Зощенко. Только в эпоху оттепели их произведения стали вновь публиковаться, и имена перестали быть табуированы в обществе. В последствие их творчества становится объектом активного научного осмысления.

В романе «Шум времени» немало роль отведена 1936 году. Этот год стал роковым и для Д. Шостаковича, и для О. Мандельштама. Дж. Барнс пишет следующее: «Если быть точным, заговорил он <Дмитрий Шостакович> со своими мыслями, все это началось утром двадцать восьмого января тридцать шестого года на железнодорожной станции в Архангельске» [1, с. 21]. Известно, что именно в этот день, в Архангельске, постановку спектакля Шостаковича «Леди Макбет» в газете «Правда» назвали «Сумбур вместо музыки». Для композитора это стало страшным ударом. В этом году умер О. Мандельштам.

Значимое место в интертекстуальной стихии романа «Шум времени» занимают прямые и косвенные отсылки к Мандельштаму. Например, описывая состояние Шостаковича в тот момент, когда он целых три часа ждал, прислушиваясь к гулу поднимающегося лифта, Барнс использует следующую фразу: «Память вдруг улетучилась, а ее место заполонил страх» [1, с. 39]. В воспоминаниях Надежды Мандельштам встречаются следующие строки: «В годы террора не было дома в стране, где бы люди ни дрожали, прислушиваясь к шелесту проходящих машин и к гулу поднимающегося лифта» [2, с. 412-413].

Судьбы Д. Шостаковича и О. Мандельштама – трагичны каждая по-своему, что становится предметом художественного осмысления в романе «Шум времени». В отличие от Мандельштама Шостакович не смог отказаться от своего призвания ради принципов. Он был вынужден публично согласиться с мнением министра Жданова о том, что музыка Игоря Стравинского, которую он так любил и боготворил, – бессмысленна.

Итак, интертекстуальная стихия романа Дж. Барнса «Шум времени» в значительной степени опирается на отсылки к жизненному и творческому пути Д. Шостаковича и О. Мандельштама. Автор художественно осмысляет параллели между судьбами композитора и поэта. Шире, он апеллирует ко всей русской культурно-литературной традиции, что определяет своеобразие поэтики данного произведения.

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Аннотация. Настоящая работа посвящена анализу особенностей интертекстуальной стихии романа современного английского писателя Дж. Барнса «Шум времени». Фокус исследования направлен на интертекст, порожденный связью с русской культурно-литературной традицией. Выявлены и проанализированы отсылки и параллели с творческим и жизненным путем русского поэта О. Мандельштама и русского композитора Д. Шостаковича. Доказано, что именно интертекстуальная игра как художественная стратегия определяет своеобразие поэтики «Шума времени».

Ключевые слова: Джулиан Барнс, интертекстуальность, Осип Мандельштам, Дмитрий Шостакович, современная английская проза, постмодернизм

Summary. The present study is dedicated to the analysis of intertextuality features in the novel by a contemporary English writer Julian Barnes "The Noise of Time". The research is focused on the intertext generated by a connection with

Russian cultural and literary tradition. References and parallels with the creative and biographical paths of Russian poet Osip Mandelstam and Russian composer Dmitri Shostakovich were revealed and analyzed. The intertextual game as an artistic strategy is proved to define the poetics originality of "The Noise of Time".

Key words: Julian Barnes, Intertextuality, Osip Mandelstam, Dmitri Shostakovich, Modern English Prose, Postmodernism

UDC 811

RUSSIAN LANGUAGE IN THE CONTEXT OF THE INFORMATION SOCIETY: INTERNET-SLANG

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Все это движение вокруг интернет-сленга, разумеется, началось с появлением персонального компьютера, Интернета. Специалисты этих сфер начали использовать в своем обиходе слова, которые были частично заимствованы с английского. Ведь большинство терминов и устройств, того времени, имели именно американское происхождение.

Возьмем, к примеру, такие слова – микроконтроллер, микропроцессор, операционная система, репостинг, форматирование, винчестер, диалоговое окно, монитор, слот, расширение и другие. Большинство этих терминов являются англицизмами, так же бывают слова из других европейских языков. Многие любят играть в компьютерные игры и вместе с этим интересом, в мир общения между геймерами пришел их сленг. В каждой игре есть свое обозначение локаций, персонажей, оружия, автомобилей и иного, но каждый геймер подстраивает эти названия под себя. Из популярных – это игра CS:GO, в ней оружие, локации и действия называют по своему [1]:

Калаш – АК-47;

Петух – P90;

Дигл – Desert Eagle;

Дроп – Оружие, выбранное с земли;

Кароба – часть локация на карте Dust II;

И таких примеров очень много! Но помните, это виртуальный мир и не стоит на нем сильно заикливаться, к примеру, общаться только сленгом этой игры. Это не правильно! Нужно жить в реальном мире, ведь он на много интереснее!

Быстрое нарастание технологий, потребовало большего понимания о всем новом. Именно поэтому и появляются сленг, который используют и в сети и в жизни и люди, которые хоть раз общались в сети, без проблем смогут понимать этот интернет сленг. А так же, то о чем говорил ранее – сленг геймеров. Это отдельная тема и о ней можно много говорить, поскольку игр очень много и фанаты каждой игры общаются на своем уникальном языке, который, часто, понятен только фанатам этой игры [2].

Интернет сленг делится на :

- полностью заимствованный;
- заимствованные основания.

Примеры слов которые полностью заимствованных из английского языка:

- device – устройство;
- programmer – программист;
- user – пользователь;
- to click – кликать или щёлкать.

Примеры компьютерных жаргонизмов:

- «форточки» – фамильярное название операционной системы Microsoft Windows;
- сбой в программе – баг, лаг;
- повторно опубликованная шутка – баян;
- резервная копия данных – бэкап;
- материнская плата – мать (мамка, материнка, мама, матка);
- «в моем скромном понимании» – ИМХО;
- выражение смеха в письменной форме – ЛОЛ;
- струйный принтер – струйник;
- продукции компании Apple – Яблоко.

Сленг – это некий «замкнутый язык», он очень похож на профессиональный язык, который понятен не всем. У инженеров он свой, у русоведов свой, у программистов и ядерщиков вообще не ясен большим массам. Так и в сети – одни общаются о мемах, другие о играх, а третьи о новых видео блогеров. Но все эти языковые нормы объединяет

их сущность – это простота общения. Ведь намного проще и быстрее сказать какую-либо фразу на сленге, чем говорить соблюдая все нормы и терминологию. Ведь это не обязательно, поскольку все и так понимают друг друга – говорят ободном и том же. Но на сегодня, многие элементы сленга разных направлений, знают и понимают простые люди. Многие слова начинают входить в обиход.

В большинстве своем, интернет-сленг представляет из себя слова, заимствованные из другого языка, либо же сферы и «мира» виртуальности. Все фразы созданы для простоты общения самими же пользователями сленга. И каждый день могут создаваться все новые и новые слова, ведь создается все новое и все ограничено лишь фантазией. Все это не красит национальный язык, но сленг имеет место быть, так же как и профессиональный язык. Это отдельный слой языка, который объединяет разные страны и народы. Так что это не так уже и плохо.

Но нужно помнить, что правильно говорить тоже важно, сленг сленгом, но младшее поколение должно знать грамматику и культуру речи как базис, а сленг это было бы для них как что-то дополнительное. И «тогда» дети имели бы выбор между правильной речью и «просторичивыми» словами, сленгом и иными отвлечениями речи. И закончу фразами двух блоггеров: «Будьте нормальными!» – Максим SNAILKICK Киселёв, «Всем вам огромной удачи и пока!» – Константин AcademeG Заруцкий..

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Аннотация. Сегодня интернет-сленг в общении молодежи, занимает важное место. При помощи этого простого, короткого и в то же время содержательного «языка» люди, которые часто всегда куда-то спешат, переписываются в сети. Этот язык не всегда понятен каждому человеку. Это как профессиональный язык, который используется в определенной среде, но интернет-сленг имеет более обширное значение.

Ключевые слова: сленг, эпистолярный жанр, полностью заимствованные, заимствованные основания, жаргонизм, фонетические ассоциации

Summary. Today, the Internet slang, in the communication of the youth, occupies an important place. With this simple, short and at the same time informative "language" people, often who are always somewhere in a hurry, correspond to the network. This language is not always understood by any person. It's like a professional language that is used in a certain environment, but internet slang has a more extensive meaning.

Keywords: slang, epistolary genre, completely borrowed, borrowed grounds, jargonism, phonetic associations

UDC 81

ЛЕКСИЧЕСКИЕ И ГРАММАТИЧЕСКИЕ ОШИБКИ В ЭЛЕКТРОННОМ ПЕРЕВОДЕ КАК ОШИБКИ ПЛАНА ВЫРАЖЕНИЯ (НА ПРИМЕРЕ ПЕРЕВОДА РАССКАЗА КАССАНДРЫ КЛЭР «СБЕЖАВШАЯ КОРОЛЕВА»)

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Если художественное произведение переведено случайным человеком, в совершенстве не владеющим ни исходным, ни переводным языком, то, как утверждает опытный переводчик, литературный критик и теоретик Нора Галь, «книга изуродована, в кривом зеркале показан автор» [1, с. 239], и порой читателю, чтобы докопаться до смысла, приходится не один раз перечитывать страницу. Некачественные переводы пестрят различного рода ошибками. Но, каково бы ни было происхождение этих ошибок, их можно условно разделить на две большие группы: содержательные (смысловые), экстралингвистические, ошибки плана понимания, и речевые, лингвистические, ошибки плана выражения, которые В.Н. Комиссаров характеризует как «нарушения обязательных норм языка перевода, не влияющие на эквивалентность перевода, но свидетельствующие о недостаточном владении переводчиком данным языком или его неумении преодолеть влияния языка оригинала» [4, с. 243]. Такие ошибки, хоть и не искажают передаваемую информацию, но делают речь неточной, нелогичной, даже абсурдной. В одних случаях они появляются под влиянием иноязычного текста, от стремления непременно сохранить исходную структуру и семантику, в других – из-за невнимательности, под влиянием ложных ассоциаций или вследствие слабого знания норм родного языка, небрежного к нему отношения [3, с. 22].

Ярким примером некачественного перевода, на наш взгляд, является перевод рассказа Кассандры Клэр «Сбежавшая королева» из серии «Хроники Бейна», выложенный в группе ВКонтакте [7]. Сегодня произведения Кассандры Клэр (литературный псевдоним американской журналистки Джудит Румелт), современной писательницы, работающей в стиле фэнтези, пользуются широкой популярностью, почти все переведены на русский язык.

Перевод, анализу которого посвящена наша работа, поражает обилием ошибок разного рода, однако мы остановимся прежде всего на лексических и грамматических ошибках, вызванных неправильным словоупотреблением, ошибочным выбором слова, делающим речь неточной, а порой искажающим смысл высказывания. Например, в предложении «*Этот опьяняющий легкий запах пекарни мог сопровождаться неожиданным цветением гардений в саду, которое уступало богатой железом вони со скотобойни*» [7] неправильное словоупотребление, речевая недостаточность, подмена понятий, неправильное построение сложного предложения стали причиной алогичности высказывания. Во-первых, *запах* не *сопровождается*, а *переходит* или *смешивается*, во-вторых, не *с цветением*, а *с ароматом гардений*, в-третьих, непонятно, что это за *вонь*, *богатая железом*.

Среди часто встречающихся ошибок в анализируемом переводе – неоправданное нарушение лексической сочетаемости. «*Летом по утрам в Париже витал запах...*» – пишет переводчик (но: *витают ароматы, запах доносится*). Или: «*А теперь этим жарким днем, когда Магнус направлялся на обещанную поездку, он размышлял о том, сколько нужно было в тот день выпить вина, чтобы все это затеять*» (но: *направляются на встречу, отправляются в поездку*) [7]. Умение найти точные слова для наименования тех или иных понятий помогает, с одной стороны, добиться краткости в выражении мысли, с другой – избежать случайного пропуска слов. Автор же данного перевода постоянно демонстрирует свою стилистическую беспомощность, которая приводит то к многословию, речевой избыточности, то, наоборот, становится причиной речевой недостаточности: «*Воротник-стойка, парик, шелковые бриджи, замечательные новые перчатки самого изысканного цвета желтого лимона*» вместо «*изысканного лимонного цвета*»; «*возвращались домой бледные и с отсутствующим взглядом подчинения*» вместо «*бледные, с отсутствующим, но покорным взглядом*» [7] и т.д.

При разборе ошибок, вызванных неоправданным употреблением стилистически окрашенной лексики, бросаются в глаза канцеляризмы – слова, связанные с официально-деловым стилем, но введенные в стилистически чуждый для них контекст. Использование канцелизмов в художественной речи делают ее путаной и трудно воспринимаемой. Примером «чудовищного, по словам Н. Галь, уродования речи» в переводе являются «тяжеловесные слова и неестественный, невразумительный строй фразы» [1, с. 23]: «*Наряду с тем, что ему [Магнусу] нравилось волнение, ему также нравилось иметь представление о том, что происходит, а это ощущение было в дефиците*»; «*Более благородные типажки казались нервными и бросали взгляды на дорожку каждый раз, когда проходил член третьего сословия*» [7].

Есть в переводе и такие предложения, в которых одна речевая ошибка накладывается на другую, вследствие чего нарушаются как грамматические, так и логические связи слов в конструкции, затемняется ее смысл. Например: «*Сена пульсировала как огромная артерия, сосудами являлись более широкие улицы, сужающиеся до крошечных аллей...*» Во-первых, в данном предложении из-за частоты употребления звуков, близких по артикуляции (*Сена пульсировала ... сосудами являлись ... широкие ... сужающиеся до крошечных*), страдает фоника: скопление подобных согласных затрудняет произношение и снижает благозвучие речи. Во-вторых, на лицо пропуск в придаточной части члена предложения – союзного слова *которой*. В-третьих, глагол *является* как связка в составном именном сказуемом придает фразе тяжеловесность, неоправданную официальность.

«Слово – основа для понимания речи», – утверждал Лев Толстой, считая, что неясность слова есть «неуместный признак неясности мысли». Чтобы текст был понятен, мы в первую очередь должны очистить его от «шелухи»: употребления канцелизмов, неоправданного нарушения лексической сочетаемости, речевой недостаточности и речевой избыточности, часто приводящим к алогизмам или амфиболии (двусмысленности).

Некачественный перевод текста, когда «у переводчика до мысли не докопаться, к чувству не пробиться» [1, с. 239] мешает восприятию. Проблема усугубляется еще и тем, что рассказ адресован подросткам и молодежи, так называемому «поколению сети» (Net Generation). Они живут в режиме «онлайн», поэтому, естественно, с экрана читают больше и чаще, чем с бумажного листа, и, скорее всего, с талантом своеобразного писателя Кассандры Клэр впервые познакомятся по этому безграмотному тексту, появившемуся задолго до профессионального печатного перевода. А многие юные читатели ущербным текстом и ограничатся. Многочисленные ошибки, никем не исправленные, будут восприняты ими как допустимые, и вряд ли обращение к такому художественному тексту будет способствовать повышению их речевой культуры. Некачественно, безграмотно переведенная книга будет портить их язык, «заражать безвкусицей, безграмотностью, канцеляритом...» [1, с. 240].

Я думаю, в переводе подростковых бестселлеров не должно быть случайных людей, переводчик, берущий на себя ответственность донести до юного читателя содержание книги любимого автора, должен прежде всего осознавать меру этой ответственности, а также не только в совершенстве владеть языком, с которого переводит, но и превосходно знать язык, на который переводит, так как не менее, чем писатель, переводчик влияет на формирование культуры разговорной и письменной речи подрастающего поколения, развитие умения пользоваться выразительными средствами родного языка, его стилистическим многообразием, являющимися, по словам

известного русского лингвиста Виктора Владимировича Виноградова «самой лучшей опорой, самым верным подспорьем и самой надежной рекомендацией для каждого человека в его общественной жизни и творческой деятельности».

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Аннотация. В статье анализируются лексические и грамматические ошибки плана выражения, допускаемые непрофессиональными переводчиками при электронном переводе английских художественных текстов на русский язык.

Ключевые слова: перевод, русский язык, английский язык, ошибки плана выражения

Summary. The article analyses the lexical and grammatical speech errors that are made by unprofessional translators in the process of translation of literary texts from English into Russian.

Keywords: translation, the Russian language, the English language, speech errors

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АДЕКВАТНОСТЬ И ЭКВИВАЛЕНТНОСТЬ ПЕРЕВОДА РОМАНА РОАЛЬДА ДАЛЯ «МАТИЛЬДА» НА РУССКИЙ ЯЗЫК

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Перевод — одно из древнейших занятий человека. Различие языков побудило людей к этому нелегкому, но столь необходимому труду, который служил и служит целям общения и обмена духовными ценностями между народами. Слово «перевод» многозначно, и у него есть два терминологических значения. Первое из них определяет мыслительную деятельность, процесс передачи содержания, выраженного на одном языке средствами другого языка. Второе называет результат этого процесса — текст устный или письменный.

Одной из главных особенностей перевода является то, что он воспринимается как равноправная замена оригинальному тексту, несмотря на необходимые изменения, которым подвергается исходный текст.

Термин «эквивалентность» был введен по причине того, что абсолютная тождественность между переводом и оригинальным текстом не была достигнута в полной мере. Данный термин обозначает смысловую близость оригинального текста и перевода.

Российский лингвист В.С. Виноградов в своем труде «Введение в переводоведение» дает следующее обозначение эквивалентности: «Под эквивалентностью понимается сохранение относительного равенства содержательной, смысловой, семантической, стилистической и функционально — коммуникативной информации, содержащейся в оригинале и переводе. Следует особо подчеркнуть, что эквивалентность оригинала и перевода — это общность понимания содержащейся в тексте информации, включая и ту, которая воздействует на разум и чувства реципиента» [1, с. 20].

В XIX век впервые в оборот был введен термин «верный перевод» и использовался в значении «правильный». В XX веке появилось словосочетание «буквально точный», который служил для того, чтобы охарактеризовать

выполненный перевод. Через некоторое время на смену термину «верный перевод» пришел термин «адекватный перевод».

По мнению Н.К. Гарбовского, адекватный перевод – это перевод, «предполагающий соответствие тем ожиданиям, которые возлагают на него участники коммуникации, а также тем условиям, в которых он осуществляется» [2, с. 289].

Понятие эквивалентности определяется как смысловая общность исходного и конечного текстов и ориентируется на результат, в то время как адекватность рассматривается как качество переводческого решения. Адекватность обеспечивает полноту межкузыковой коммуникации в конкретных условиях, тогда как эквивалентность носит общий характер.

При рассмотрении особенностей перевода разных стилистических приемов в качестве примера был взят роман английского писателя Роальда Даля «Матильда». Главным героем произведения является девочка Матильда, которая очень любит читать и со временем раскрывает в себе сверхъестественные способности. Именно с помощью «новых» способностей девочка решает наказать грубых и глупых взрослых. В этом художественном произведении писатель использует такие стилистические приемы как ирония, сравнение, а также жаргонная лексика.

Прежде чем перейти к примерам из романа рассмотрим особенности художественного текста. Итак, художественный текст – разновидность понятия «текст», которая замещает в современной эстетике и искусствознании понятие «художественное произведение». В художественном тексте встречаются эпитеты, метафоры, сравнения. Именно на этих средствах строится образ различных понятий, о которых идет речь в произведении.

Художественный перевод – это один из самых сложных видов перевода. Говоря о художественном переводе, теоретики и практики перевода едины в одном мнении: художественный перевод – это искусство, творческий процесс.

По той причине, что в книге «Матильда» большое количество примеров иронии, ознакомимся с этим стилистическим приемом. Т.А. Казакова следующим образом выделила особенности иронии: «Ирония заключается в подразумевании противоположного во внешне положительных характеристиках. Иногда подразумеваемое выражается в языковых единицах, которые сами по себе представляют трудность для перевода, но гораздо чаще проблема заключается в несоответствии традиционно применяемых способов выражения иронии в разных культурах. Выражение иронии, насмешки осуществляется различными способами, которые могут различаться по форме, содержанию и функциях в разных языках и речевых традициях» [3, с. 273].

Т.А. Казакова в книге «Практические основы перевода» приводит рекомендуемые правила при переводе иронии:

1. Полный перевод с незначительными лексическими или грамматическими преобразованиями применяется в тех случаях, когда это позволяют как словесный, так и грамматический состав иронического оборота в исходном тексте, при условии совпадения социально-культурных ассоциаций.

2. Расширение исходного иронического оборота применяется в тех случаях, когда смысл иронического словоупотребления неочевиден для иноязычной культурной среды. В таких случаях часть подразумеваемых компонентов иронии облекается в словесную форму в виде причастных или деепричастных оборотов, расширенных атрибутивных конструкций и т. п.

3. Антонимический перевод, то есть перевод с противоположным грамматическим или лексическим значением, применяется тогда, когда прямой перевод утяжеляет переводную структуру в силу различия грамматических или лексических норм и тем самым затемняет или вообще не передает смысл иронии [3].

В данной статье в качестве примеров проводится сравнение двух переводов книги Роальда Даля «Матильда». У каждого переводчика присутствует свое видение перевода оригинального текста. Многие приходят к выводу, что текст нельзя перевести без личной интерпретации. Личность переводчика в каком-то роде накладывает свой отпечаток на переводимый текст. Следует сказать, что переводы одного текста, достаточно плохо поддаются сравнению. Совершенно два разных переводчика, особенно если это мужчина и женщина, никогда не придут к одинаковому результату.

Например, перевод юмористического романа может содержать более или менее прямые, дословные переводы шуток со ссылками, объясняющими культурные моменты, на которых эти шутки основаны.

Ниже в таблице рассмотрим переводы одних стилистических приемов переводчиков на русский язык А. Бирюкова и И. Кастальской.

Original	Первый перевод (Алексей Бирюков)	Второй перевод (Ирина Кастальская)
Chapter «The Reader of Books»	«Любительница чтения»	«Читательница»
1. It is a curious truth that grasshoppers have their hearing-organs in the sides of the abdomen. Your daughter Vanessa, judging by what	Известно, что у кузнечиков органы слуха расположены по обеим сторонам брюшка. Ваша же дочь Ванесса, судя по тому, что она усвоила за эту четверть, вообще не	Интересно, что у кузнечиков органы слуха расположены в брюшке. Судя по тому, что ваша дочь Ванесса усвоила за эту четверть, у нее вообще нет органов слуха

she's learnt this term, has no hearing-organs at all.	имеет органов слуха	
2. The periodical cicada spends six years as a grub underground, and no more than six days as a free creature of sunlight and air. Your son Wilfred has spent six years as a grub in this school and we are still waiting for him to emerge from the chrysalis.	Прежде чем появиться на свет и прожить всего шесть дней, радуясь солнцу, личинка цикады проводит шесть лет под землёй. Ваш сын Уилфред все шесть лет в школе тоже находится в состоянии личинки, и мы до сих пор ждём, когда же он наконец вылупится из кокона	Певчая цикада шесть лет проводит под землей в качестве личинки и не более шести дней наслаждается солнцем и свежим воздухом. Ваш сын Уилфред шесть лет был личинкой в нашей школе, а мы все ждем, когда же он вылупится из куколки
3. Fiona has the same glacial beauty as an iceberg, but unlike the iceberg she has absolutely nothing below the surface	Красота Фионы так же холодна, как красота айсберга, но, в отличие от этой глыбы льда, имеющей скрытую подводную часть, её красота – всего лишь оболочка, за которой ничего нет	Фиона обладает леденящей красотой айсберга, но в отличие от айсберга ниже поверхности у нее нет решительно ничего
4. called her a noisy chatterbox and told her sharply that small girls should be seen and not heard.	называли её болтушкой, от которой слишком много шума, и всё время одёргивали её, чтобы она была тише воды, ниже травы.	называли ее болтушкой и резко говорили ей, что маленькие девочки должны быть видимы, но не слышимы.
5. No one ever got rich being honest. Customers are there to be diddled.	Никто ещё не разбогател честным путём. Кстати, клиенты для того и существуют, чтобы их обманывали.	Еще никто не стал богатым, будучи честным. Клиенты для того и существуют, чтобы их дурили.
6. "Be quiet!" the father snapped. "Just keep your nasty mouth shut, will you!"	– Заткнись! – рявкнул отец. – Захлопни свой поганый рот! Ясно?	– Замолчи! – рявкнул отец. – Захлопни свой поганый рот!
7. What is this trash?	Что это за муру ты читаешь?	Что за ерунду ты читаешь?
8. Matilda longed for her parents to be good and loving and understanding and honourable and intelligent.	Матильде так хотелось, чтобы у неё были добрые, любящие, понимающие, честные и умные родители!	Матильде ужасно хотелось, чтобы у нее были добрые, любящие, понимающие, честные и умные родители.
9. But when you're in big business like I am, you've got to be hot stuff at arithmetic. I've practically got a computer inside my head.	Но когда занимаешься бизнесом вроде моего, нужно быть докой в арифметике. Вот у меня голова – что твой компьютер.	Но когда затеваешь большое дело, вроде моего, нужно быть мастаком по части арифметики. Вообще-то у меня голова что компьютер.
10. "Good strong hair," he was fond of saying, "means there's a good strong brain underneath."	– Хорошие, здоровые волосы, – любил повторять он, – означают хороший, здоровый мозг под ними.	– Хорошие здоровые волосы, – любил повторять он, – это хороший здоровый мозг под ними.

При художественном переводе одной из основных задач переводчика является сохранении индивидуальности и особенностей стиля автора, при этом без ущерба к содержанию.

При переводе романа «Матильда» авторы переводов успешно адаптировали роман для российской детской аудитории. Адекватность и эквивалентность разнообразных стилистических приемов практически полностью соблюдается. Перед переводчиками встала довольно непростая задача при переводе романа, так как в нем достаточно много жаргонной лексики, которая имеет свои особенности при переводе на другой язык. Главным является то, что необходимо как можно нейтральнее передать грубые высказывания. Усложняется это тем, что книга предназначена для детей. Но, несмотря на трудности, оба переводчика достойно справились с переводом, а доказательством является то, что роман считается одной из популярных детских книг в России.

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Аннотация. В статье дается определение понятию «перевод», очерчивается его специфика, рассматриваются особенности понятий «эквивалентность» и «адекватность», точки зрения известных лингвистов касательно данных терминов, особенности художественного текста, определение термина «художественный перевод». Приведены рекомендуемые правила при переводе стилистического приема «ирония», сравниваются переводы А. Бирюкова и И. Кастальской примеров иронии из романа Р. Даля «Матильда».

Ключевые слова: эквивалентность, адекватность, перевод, художественный текст, ирония

Summary. The article describes meaning and peculiarities of «translation», also describes peculiarities of equivalence and adequateness, points of view linguists about these terms, peculiarities of literary text, meaning of literary translation. There are some peculiarities of irony and recommended rules for translation of irony, comparison of translations of Alexey Birukov and Irina Kastalskaya`s examples of irony from novel «Matilda» by Roald Dahl.

Key words: equivalence, adequateness, translation, literary text, irony

TYPES OF PSEUDO-EQUIVALENTS OF THE FRENCH AND RUSSIAN LANGUAGES AND WAYS OF
THEIR APPEARANCE

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Появление большого количества эквивалентов в современных европейских языках связано со стремительным развитием международных отношений, культурным взаимопроникновением и глобализацией. Однако возникновение такой интернациональной лексики вызывает нередко проблемы у переводчиков, так как некоторые, казалось бы, идентичные единицы, являются псевдоэквивалентами и требуют тщательного анализа специалиста. Перевод «ложных друзей», являющихся своего рода межъязыковыми аналогами и имеющими схожесть в написании и звучании, часто вызывает вопросы, противоречия и споры среди ученых. Глубокий лингвистический анализ данного феномена во французском и русском языках еще ждет своих исследователей.

Целью данной работы является анализ специфики перевода псевдоэквивалентов с французского на русский язык.

Поставленная цель достигается путем решения следующих задач: определить и изучить классификацию псевдоэквивалентов, определить пути появления псевдоэквивалентов французского и русского языков, провести анализ ошибок при их переводе.

Методика исследования основана на сравнительном, описательно-аналитическом методах, а также методах диахронного и лингвокультурологического анализа.

Объектом исследования является межъязыковое явление «ложные друзья переводчика» или псевдоэквиваленты. Предметом исследования предстает перевод псевдоэквивалентов с французского на русский язык.

Межъязыковыми синонимами как одной из разновидностей «ложных друзей переводчика» можно назвать такие слова двух языков, которые частично или полностью совпадают по значению, а также употреблению и являются эквивалентными при переводе. Кроме того, языковые привычки родного языка зачастую переносятся на чужую языковую систему, и сознание переводчика проводит ложные аналогии из-за сходства и мнимой идентичности материала двух языков по звучанию или по функции.

В историческом вопросе «ложные друзья переводчика» представляются результатом взаимовлияний языков, в редких случаях, возникающих в ходе случайных совпадений. Также в родственных языках «ложные друзья переводчика» основываются на родственных словах, исходящих из общего праязыка. Зачастую знание родного языка «толкает» на ложные аналогии при изучении иностранного языка или при переводе. Поэтому изучение псевдоэквивалентов необходимо для того, чтобы избежать ошибочного перевода, вызванного сходством формы слов.

Рассмотрим подробнее межъязыковое явление «псевдоэквиваленты». Ученые выделяют межъязыковые омонимы и межъязыковые паронимы. [2. С. 253].

Межъязыковые омонимы схожи до отождествления по написанию или произношению, но имеют различное значение. Например, *такса (собака)* и *такса (тариф)* или *насыпь* (существительное) и *насыть* (глагол в повелительном наклонении). Из-за этого и возникает путаница, когда вы отлично знаете грамматику и лексику изучаемого иностранного, но никак не можете понять смысл фразы, потому что звучанию слова соответствует несколько написаний различных слов, например, французская лексема: *blanc* (фр.) – *белый*, но не *бланк*.

Выделяют следующие категории омонимов: абсолютные омонимы, омографы и омофоны. Рассмотрим их на примере псевдоэквивалентов французского и русского языков.

Абсолютные омонимы – это единицы одного языка, которые звучат и пишутся одинаково, например, *vase* (m) – *ваза* и *vase* (f) – *тина*, *mode* (m) – *наклонение* и *mode* (f) – *мода*.

Омографы представляют собой лексемы одного языка, которые пишутся одинаково, а звучат по-разному: *fabrique* (f) – *фабрика*, *fabriquent* – *изготавливают*;

Омофоны – это лексемы одного языка, которые звучат одинаково, но пишутся по-разному, например, *maire* (m) – *мэр*, *mer* (f) – *море*, *mère* (f) – *мать*; *ballade* (f) – *баллада* b *balade* (f) – *прогулка*.

Среди межъязыковых псевдоэквивалентов фиксируются также **паронимы**, языковые единицы, которые пишутся и звучат очень похоже, зачастую ошибочно отождествляются друг с другом при различном значении: *magazine* (m) – *журнал*, а не *магазин*; *intelligent* – *умный*, а не *интеллигентный*.

Межъязыковые паронимы могут привести к неправильному переводу текста или устной речи, и как следствие, к неправильному пониманию. Во многих случаях эти слова были заимствованы из французского языка русским

языком, однако, со временем произошел сдвиг значения. Обратимся к псевдоэквивалентам *côtelette* (f) и *котлета*. Русская лексема была заимствована из французской гастрономической культуры, где означает кусок мяса на кости, преимущественно рёберной или бедренной. Однако в русском языке произошел сдвиг значения, теперь это слово обозначает блюдо из рубленого мяса или фарша.

В некоторых случаях слова во французском и русском языках разными путями были заимствованы из третьего языка, как например в случае со словами *библиотека* и *bibliothèque* – 1) *библиотека*, 2) *книжный шкаф*, которые были заимствованы из греческого языка. В русском же языке в семантике слова библиотека второе значение *книжный шкаф* не фиксируется, однако при переводе, именно здесь случаются ошибки. Именно латынь и греческий язык стали такими «источниками» появления лексических псевдоэквивалентов во многих европейских языках.

В некоторых случаях созвучие пар слов случайно, например, *facteur* (m) – *почтальон* и *фактор*.

Причины появления ложных друзей переводчика обусловлены сложным процессом развития языков, которые во времена то становятся объектами взаимного влияния друг на друга, то развиваются совершенно самостоятельно. В ходе эволюции языков их носители переосмысливали значение слова, изначально полученное от какого-либо древнего праязыка.

В типологии «ложных друзей переводчика», порождающих проблемы их перевода, были выделены шесть типов соотношений.

Первый тип соотношений: более общее или менее специальное значение слов в разных языках – подобные расхождения типичны для «ложных друзей переводчика» [3. С. 154]. Например, слово *пасьянс* в русском языке означает исключительно карточную игру для одного человека, тогда как во французском *patience* (f) – означает *терпение, упорство*, а также игру *пасьянс*.

Второй тип отношений: однозначность и многозначность в обоих языках. Такие взаимосвязи обнаруживаются в случае с прилагательным *галантный* в русском языке, где оно имеет одно значение – *вежливый*. Во французском языке *galant* многозначно и имеет значения *любезный, порядочный, галантный*.

Третий тип отношений: стилистически неэквивалентные слова и словосочетания, например, *analogue* – *аналогичный* и *аналоговый*.

Четвертый тип отношений: живое, неархаичное значение в одном языке, архаичное (в большей или меньшей степени) – в другом языке, например, *шинель* – двубортное или однобортное мужское пальто и *chenille* – 1) гусеница, 2) мужской утренний костюм.

Пятый тип отношений: лексически свободное значение в одном языке – лексически несвободное значение в другом языке. Например, прилагательное *brave* в зависимости от его положения перед или после имени существительного может изменять свое значение: *un brave homme* – хороший человек, но *un homme brave* – храбрец.

Шестой тип отношений: термин в одном языке, не термин в другом языке. Пример: *эссенция* переводится на французский язык как *essence* (f), то есть с помощью многозначного слова, основное значение которого *сущность*, а затем уже *эссенция*.

Седьмой тип отношений: слово в одном языке, словосочетание в другом, например, *bel étage* 1) первый ярус зрительного зала в театре, 2) обычно лучший (второй снизу) этаж зданий, построенных в XIX – начале XX вв. и *бельэтаж* второй этаж в домах-особняках, богатых домах; *porte-monnaie* (m) – кошелек для монет, *портмоне* – кошелек с отделениями для денег и документов.

Таким образом, «ложные друзья переводчика», несомненно, вызывают проблемы при переводе. Это межъязыковое явление представляет огромный интерес для лингвистов-переводчиков, поскольку данная категория слов может вводить в заблуждение даже опытных специалистов, владеющих языком на высоком уровне.

В ходе нашего исследования было выявлено, что псевдоэквиваленты возникают как в результате взаимного влияния французского и русского языков, так и в результате заимствования из третьего языка, в частности латыни или древнегреческого. Они могут возникать в связи со сдвигом значения заимствованного слова, а также могут являться случайностью. Сложности, возникающие при переводе подобных единиц, были классифицированы и описаны как шесть типов соотношений псевдоэквивалентов французского и русского языков.

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Аннотация. Статья посвящена понятию «псевдоэквиваленты». Изучаются и рассматриваются виды псевдоэквивалентов французского и русского языков и пути их появления. Анализируется природа ошибок во время работы с «ложными друзьями переводчика».

Ключевые слова: псевдоэквиваленты, ложные друзья переводчиков, паронимы, русский язык, французский язык.

Summary. The article deals with the concept of the pseudo-equivalents. The types of pseudo-equivalents of the French

and Russian languages and ways of their appearance are studied and considered. The nature of the mistakes during the work with the "false friends of the translator" is analyzed.

Key words: pseudo-equivalents, false friends, paronyms, Russian, French.

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INTERNATIONAL ENGLISH COMMUNICATION AS A PART OF SOCIO-CULTURAL GLOBALIZATION

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The relevance of this research is determined by the fact that due to the fast-moving globalization and hence unification of the world society, the integration of the most widely-spread foreign languages is becoming inevitable for any sphere of the human activity. One of the most important aspects of the human development is its socio-cultural progress. Today the leading status of the language of international communication in this field belongs to English.

The most important concepts of the research are communication, culture, intercultural communication, society and globalization. Communication represents a mutual exchange of information and is a part of a complicated process of the development of contacts between people, due to which the social interaction is possible. [1, p.10] As far as culture is concerned, such aspects as traditional and popular culture are analyzed in this article. Traditional culture is a synthesized experience of the historical, spiritual and creative development of a definite nationality, that is accepted by all the members of this society and realized in their native language, communication forms, life visions, behavior norms and values. In contrast to it, mass or popular culture represents the unrestricted sphere of non-material products created by the professionals for all the strata of society that are available for them and serve for their entertainment. The results of such activity include cinematography, music, fashion, literature, modern art and intercultural communication. [2, p. 38] The spread of the achievements of this paradigm of culture is implemented with the help of mass media and leads to the development of worldwide interaction using the mediated discourse that represents communication where technological methods of passing and receiving information are used. [1, p.12, 18] Finally, a society is a circle of people engaged in constant cooperation, connected by common territory, nation, origin etc.

Socio-cultural globalization refers to the removal of borders of individual aspects in any national culture and creating and spreading the world universal standard. [3, p. 912] Special attention is paid to the close connection of the representatives of different nations due to the development of the mediated communication. This undoubtedly levels separate parts of their consciousness and leads them to a common denominator.

Such phenomenon as westernization, that is idealization and borrowing the priorities and life style of America, Britain and Western states, is an important point of this research. These very countries supply the international community with the information about the achievements in popular culture and other spheres of human activity, possessing the authoritative status nowadays. Lately, the tendency to translate the information has been fading because English has become more available and familiar for considerable masses of people.

Language is a non-material form of releasing the national experience and cultural priorities, hence the so-called world standard mostly consists of the socio-cultural components of English-speaking countries. Moreover, we cannot ignore the fantastic scale of the Internet communication creating the reliable ties between people of all nations and ages by means of cross-cultural communication. Social networks and services represent the so-called cross-section of the cultural needs of a modern person supplying him/her with all sorts of information and the possibility to share his/her views and interests. According to the latest research by Alexa Internet [5], the most popular web-sites and social networks today are Google.com, YouTube.com, Amazon.com, Facebook, Twitter и Instagram. Although their interface is multilingual, all these projects were created and developed in the USA, where their headquarters are located. Special attention is paid to the latter one, a web-site with the elements of a network and the service for exchanging and appreciating photographs, Instagram. Being «the youngest», this 7-year-old network has already gathered more than 500 million users of all nationalities, mostly youngsters. The most popular of them are the brightest representatives of the western show-biz and popular culture, actors, music performers, models, sportsmen and "it-girls" whose auditory consist of more than 110 million followers. By the way of giving to their audience the great amounts of information about their everyday life, their values and visions, style and behavior, they provoke the young generation to idealize their personalities, borrow and universalize the elements of their self-image. In this sphere, the influence of the English language has to be considered from the point of view of sociolinguistic conceptions, because here the language represents the prism that transfers the information about the aspects of traditional and mass culture of the most developed countries in this field – English-speaking ones.

The leading role of the English language in the most significant parts of mass culture, such as music and

cinematography, is revealed in a global spread of English and American products. Thus, according to the rating of Official Charts, from the top-40 of the most popular and successful musical compositions of the year 2016, 33 belong to English-speaking singers; nevertheless, all the 40 songs are released in English. [4] Furthermore, these singles tend to take the leading positions in international music charts, as well as in the ones in some countries. So, the representatives of all nationalities intentionally or not, form an auditorium of listeners, who perceive the original English speech without any interpretation and translation. In the cinematographic sphere, the influence of the English language is explained by the immense role of American film companies, located in Hollywood. Since 1920, these companies have released the biggest amount of films with the highest rates according to the competent experts' opinions. Last years the leading positions among all the film companies have belonged to Walt Disney and Warner Bros. Pictures. Undoubtedly, as a result of appearing of feature films in the international rent, they are adapted to the national aspects of different countries and interpreted into their native languages. However, the elements of the English language and culture are still present there. That influences a lot the psycho-social perception of the paradigm of any national development.

Finally, in the sphere of mass media, the most important aspects are the most authoritative and famous newspapers and magazines, dealing with economics, business and other spheres of life. The statistical data from their analysis appear to be the most influential one. These sources are also the most popular to be referred to, by national sources of various states when the news are broadcast on the radio, TV and Worldwide Web. Such editions include The Times, The New York Times, The Wall Street Journal etc. They are all published in the UK and the USA and represent the most famous tabloids in the world.

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Аннотация. В статье анализируется процесс интеграции и универсализации английского языка в сфере социально-культурного развития мирового сообщества XXI столетия. Уделено внимание ведущей роли исследуемого языка в создании новых культурных стандартов, распространяемых среди всех наций мира. Отмечено влияние данного феномена на национальное самосознание. Принята во внимание важность статуса английского языка в массовой культуре, являющейся одним из главнейших аспектов в данной области. Дана оценка перспективам дальнейшего развития языка.

Ключевые слова: английский язык, социально-культурная глобализация, международное сообщество, СМИ, опосредованное общение, массовая культура.

Summary. In this article the aim of analyzing the process of integration and universalization of the English language in the socio-cultural development of the international society of the XXI century is pursued. The attention is paid to the leading role of the language under consideration in creating new cultural standards spread among all the nations of the world. The influence of such phenomena on their national identity is revealed. The importance of the role of English in popular culture, one of the most significant aspects of this sphere, is taken into account. The prospects of its further development are also estimated.

Key words: the English language, socio-cultural globalization, international society, intercultural communication, mass media, mediated communication, popular culture.

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YOUNGER GENERATION'S ASPIRATIONS AS DEPICTED IN JAPANESE AND KOREAN SONG LYRICS

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In the past two decades, rates of suicide mortality have declined among most OECD (The Organization for Economic Co-operation and Development) member states. Two notable exceptions are Japan and South Korea, where suicide mortality has increased by 20 % and 280 %, respectively [1].

Japan and South Korea are both cultures of Restraint. Such societies have a tendency to cynicism and pessimism [5]. For that reason people should have a strong motivation to be encouraged to look into the future confidently and with optimism.

The purpose of the article is to trace differences between Japan's and South Korea's younger generation problems basing on 70 songs of each country. Several the most famous Japanese and South Korean bands taken represent the material of the study.

Aspirations in Japanese song lyrics:

The desire of not being alone has the most frequent mentioning in Japanese song lyrics. Japan scores 46 on the Individualism dimension according to Hofstede. Certainly Japanese society shows many of the characteristics of a collectivistic society [5]. From that point of view we can conclude that even being individualists, Japanese people tend to need someone by their side. This point has a bright reflection in the song of the most famous Japanese singer – Hatsune Miku “Deep-Sea Girl”.

“And thus I’ll be, endlessly falling – but won’t anyone find me?” [3]

Japan and South Korea are both Eastern countries and young people have similar problems, but even so they have their own peculiar difficulties. In the last few years South Korea has left Japan behind for the amount of suicides a year. For that reason Korea's younger generation has more aspirations than Japan's.

Aspirations in Korean song lyrics:

As well as Japanese, Korean young people seem to lack the attention of people surrounding them. South Korea, with a score of 18 is considered a collectivistic society according to Hofstede [5]. That is why it is hard for individuals to cope with the problems on their own. The brightest example of convincing the youth that they are not alone is the song of a Korean boy band called BTS - A Supplementary Story: You Never Walk Alone:

“That’s okay, I am by your side

If you and I could be together

I can smile” [2]

We can see a great difference in the attitude to fear. Japanese don't pay much attention to this point, while for Koreans it is very important. Korean young people are afraid of failing in life and not being able to provide their parents with a comfortable living, as one of the most important values for the nation is the respect for elders [4].

Furthermore we can spot a difference in song lyrics. Japanese songwriters use personal pronoun “I” in 80% of cases, justifying their belonging to an Individualist society. In Korean songs we can see a personal pronoun “I” instead of “We” as well. This happens because even being collectivists, Korean tend to live their lives guided by virtues and practical good examples. So, Korean songwriters represent themselves as “idols” for the listeners.

Thus, we can see a lot of differences in Japanese and Korean cultures, because the way of thinking is not the same. They have different values, customs and the ways of living. However, in conclusion we can admit that there is a similarity when comes to their own feelings.

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Аннотация. Статья исследует различие между двумя восточными культурами на примере Японии и Южной Кореи. В последние несколько лет молодежь этих стран сталкивается с серьезными трудностями. Исследование основано на текстах песен двух стран, в которых отражены проблемы молодого поколения и стремление их решить. Их следует принять во внимание, чтобы полностью понять менталитет каждой группы.

Ключевые слова: стремление, культура, различие, проблемы, слова песен.

Summary. In the last few years young people of Japan and South Korea have been facing some serious difficulties in social and everyday life so the article aims to investigate the difference between the two Eastern cultures taking this fact into account. The analysis is based on the texts of song lyrics of the two countries which reflect the problems that younger generations have and their aspirations in solving them. They should be taken into consideration in order to understand fully the mindset of each group.

Keywords: aspirations, culture, difference, problems, song lyrics.

CASE STUDY: A JAPAN-CHINA INTERNATIONAL COLLABORATION OF UNTRANSLATABLE CONCEPTS

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This paper involved Chinese and Japanese students in university English for Academic Purposes courses who collaborated with their teachers (from the US) in order to try to achieve mutual intercultural understanding using an Internet learning platform called Edmodo. This paper will present the methods of this ongoing teacher/learner research project and present some results. This study utilized the principles of Exploratory Practice [1] and Team Learning [2]. It built upon previous research by Dalsky and Garant [3].

Results suggest that the students and teachers enjoyed Internet interaction working towards understanding Chinese and Japanese indigenous psychological concepts: 1) giri and renqing (indebtedness in personal relationships); 2) shudanishiki and jitizhuyi (collectivism); 3) amae and saijiao (asking for an inappropriate favor); and 4) honne/tatemae and biaoxiang/zhenxinhua (real intentions and facade).

Results also suggest that clear goals and deadlines should be established with explicit instructions at the beginning of such an international classroom project. However, it is also important to be flexible due to differences in time zones and the number of class meetings per week. No two countries or two settings have the same schedules so strategies should be developed to adapt similar projects to specific settings.

The Chinese and Japanese groups seemed to benefit about equally from the collaboration as reflected in the high degree of reciprocity. Quotes from students and teachers that showed mutual intercultural understanding. Some of these will be shared in the presentation as well as advice for conducting virtual classroom research cross-culturally.

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Аннотация. Данный исследовательский проект объединил китайских и японских студентов ВУЗов, изучающих английский язык как иностранный для академических целей. В исследовании применялись принципы исследовательской работы, командной работы и виртуального взаимодействия. Результаты проекта показали, что участникам понравилось работать над пониманием китайских и японских индигенных психологических концептов 1) «гири» и «ренкин» (признательность во взаимоотношениях); 2) «сюданисики» и «джиешдзюй» (коллективизм); 3) «амаэ» и «сацзяо» (просьба о неуместной услуге); 4) «хоннэ»/ «татэмаэ» и «бяоксянг» (настоящие намерения против показных).

Ключевые слова: кросс-культурная коммуникация, английский для академических целей, китайская и японская индигенная психология, онлайн-сотрудничество, исследовательская практика, командное обучение.

Summary. This action research project involved Chinese and Japanese students in university English for Academic Purposes courses and utilized the principles of Exploratory Practice, Team Learning and Virtual Collaboration. Results suggest that participants enjoyed working towards understanding Chinese and Japanese indigenous psychological concepts: 1) giri and renqing (indebtedness in relationships); 2) shudanishiki and jitizhuyi (collectivism); 3) amae and saijiao (asking for an inappropriate favor); and 4) honne/tatemae and biaoxiang/zhenxinhua (real intentions vs facade).

Key words: Intercultural Communication, English for Academic Purposes, Chinese and Japanese Indigenous Psychology, Virtual collaboration, Exploratory Practice, Team Learning.

METAPHORICAL IMAGE OF THE RUSSIAN PRESIDENT IN THE DISCOURSE OF THE GERMAN-SPEAKING AND ENGLISH-SPEAKING MEDIA IN CONNECTION WITH THE MIGRATION CRISIS IN EUROPE

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In the last few years, one of the most pressing issues is the relationship between Russia with the European Union and the United States of America, as these relations are of key importance not only for these countries, but also for the entire world. Russia ranks by no means the last place on the world stage today, and it is determined not only by the geopolitical position of the country, but also by factors such as economics, international relations and political-military role. The head of Russian Federation is the president; he also plays a significant role in the formation of a public image of our country. This image falls into place precisely in the articles of Russian and foreign mass media, which mentions the name of the president of Russia, Vladimir Putin.

Due to the events of the last years and, in particular with the election of Donald Trump for the presidency of the United States of America, the topic of migrants and refugees began to be affected with new strength.

Migration crisis in Europe emerged in early 2015. The main reason was a civil war in Syria. Migration crisis is also related to the huge flows of refugees and illegal immigrants from the Middle East, South Asia and North Africa against the background of the military operations against the terrorist organization ISIS (prohibited in Russia). Furthermore, a significant number of armed conflicts in the Middle East led to the destabilization of the regions, which is reflected in many areas of society, such as economics, demography and politics.

Today the Syrian Civil War is the main cause of migration, as can be seen in graph №1. This graph also illustrated the number of immigrants applying for asylum in EU countries. The second graph displays the number of requests for refugee status for the period of 2014 – 2015.

The topic of the migration crisis in Europe is increasingly touched in many newspaper publications. The following tables show the number of publications related to the European refugees' crisis in German-language (Table 1) and English-language newspapers (Table 2).

Keyword	Zeit	Deutsche Well	Süddeutsche Zeitung
Migranten	897	860	1983
Flüchtlinge	4274	2727	5000
Flüchtlingskrise Europa	971	867	1168

Table 1

Keyword	Washington post	The new York tin	The independent
Migrant crisis in Europe	365	488	334
Refugees in Europe	1065	2110	979
Refugee crisis in Europe	908	797	650

Table 2

In the present study was decided to turn to the metaphorical image of the president of Russia Vladimir Putin, which is most clearly manifested in German-speaking and English-language print media. The political metaphor is a popular means of expression in the contemporary world. Mainly it affects the recipient thereby characterizing the political picture of the world in the consciousness of people.

The leading position in the study of political metaphorology is occupied by three of the leading scientific schools - American, European and Russian. Anatoly Chudinov Prokopevich and Budaev Eduard Vladimirovich are the most well-known specialists of Russia in that field of study.

Anatoly Chudinov identifies 4 types of political metaphors in his monograph "Russia in a metaphorical mirror: the Cognitive study of political metaphors":

1. Anthropomorphic metaphor
2. Bio-morphic metaphor
3. Socio-morphic metaphor
4. Artifact metaphor

In accordance with the classification of Anatoly Chudinov, it was decided to be a viewed metaphorical image of the

president of the Russian Federation in terms of the publications in the aforementioned mass media sources to identify tendencies of metaphorization of the president of Russia through the prism of the Syrian civil war and the migration crisis in Europe.

Publications and articles of a political nature of printed internet editions, have high authority among readers from Germany, the US and the UK and have been used as material for the present studies: „Deutsche Welle“, „Die Welt“, „Die Zeit“, „Süddeutsche Zeitung“, „the Guardian“, „Washington Post“, „The new York times“, „The independent“ and others. Total 358 metaphorical of word usage recorded in 95 texts were analyzed (215 metaphorical units in English-speaking sources and 143 metaphorical units in German-speaking sources).

Subsphere "Human being" was the most common as a source of political metaphor:

- Zudem wollte Putin "die Flüchtlingskrise weiter verschärfen und als Waffe einsetzen, um die transatlantischen Beziehungen und das europäische Projekt zu untergraben", sagte McCain. An **Putins** Ambitionen habe sich "einzig verändert, dass **sein Hunger nach dem Essen noch zugenommen hat**".

<https://www.welt.de/politik/ausland/article152221340/Wladimir-Putin-setzt-Fluechtlinge-als-Waffe-ein.html>

Subsphere "Artifacts" as a source of political metaphors

- "Russia sees the U.S. and NATO as threats to its objectives," Gen. Philip M. Breedlove said. "Russia seeks to fracture our unity and challenge our resolve." "Russia poses a long-term threat to the United States and its partners and allies in Europe."

<https://www.defense.gov/News/Article/Article/684583/breedlove-discusses-challenges-to-us-european-security>

Subsphere "Society" as a source of political metaphors

- „**Wladimir Putin setzt Flüchtlinge als Waffe ein**“

/.../ Der US-Senator sieht die Wurzel des Übels in Moskau. **Putins einziges Ziel sei es, den Westen zu spalten.** ("Vladimir Putin is using the refugees as a weapon" /.../ US senator sees the root of evil in Moscow. **The sole purpose of Putin is to split the west into parts.**)

- **Putin is a bigger threat** to Europe's existence than Isis. Putin's aim is to foster the EU's disintegration, and the best way to do so is to flood Europe with Syrian refugees.

https://www.theguardian.com/commentisfree/2016/feb/11/putin-threat-europe-islamic-state?CMP=share_btn_tw

- Freuen kann das nur **Gegner und Feinde der EU, darunter einen ganz besonders: Wladimir Putin**. Er hat ein strategisches Interesse an der Schwächung der Union bis hin zu ihrem Zerfall. (Only **the opponents and enemies of the EU** are gladden now, in particular: **Vladimir Putin**. He has a strategic interest in weakening the Union until its collapse.)

<http://www.faz.net/aktuell/politik/fluechtlingskrise/russische-propaganda-putins-untergrabungskrieg-14117432.html>

Thus, it is obvious that the political metaphor plays an enormous role in the reader's formation of the politician image.

According to the study, it can be concluded that most of the foreign mass media are very critical to the activity and to the figure of the president of Russia. Analysis of metaphorical models that characterize Vladimir Putin reveals that the articles of German-speaking and English-speaking media are formed negative or neutral images of the President of the Russian Federation.

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Аннотация: Статья посвящена рассмотрению метафор, характеризующих образ президента РФ в политическом дискурсе немецкоязычных и англоязычных средств массовой информации в условиях миграционного кризиса в Европе и гражданской войны в Сирии. Рассматриваются наиболее часто встречающиеся метафорические модели в статьях и публикациях иностранных газет. Целью данной статьи является исследование метафорического образа президента России Владимира Путина как средства отражения политической реальности Германии, США и Великобритании на основе выявления, анализа и классификации метафорических моделей.

Ключевые слова: переводоведение, политическая метафорология, метафорический образ, медиаобраз, средства массовой информации, кризис беженцев в Европе, гражданская война в Сирии.

Summary: The article devoted to the consideration of the metaphors that characterize the image of the Russian president in the political discourse of the German-speaking and English-speaking mass media in the conditions of the migration crisis in Europe and the civil war in Syria. The most common metaphorical models in articles and publications of foreign newspapers have been considered. The purpose of this article is to investigate the metaphorical image of Russian President Vladimir Putin in means of reflection of the political reality in Germany, the USA and the UK on the basis of the identification, analysis and classification of metaphorical models.

Keywords: translation studies, political metaphorology, Syrian Civil War, Migration crisis in Europe, mass media, metaphorological image, media image.

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According to experts, a substantial portion of our communication is nonverbal. Every day we respond to thousands of nonverbal cues and behaviors including postures, facial expression, eye gaze, gestures and tone of voice. From our handshakes to our hairstyles, nonverbal details reveal who we are and impact how we relate to other people. Scientific research on nonverbal communication and behavior began with the publication of Charles Darwin's «The Expression of the Emotions in Man and Animals» (1872) [1, p. 17].

Since that time, research on the types, effects, and expressions of unspoken communication and behavior have been fairly widespread. But not only language of body, appearance, posture and gestures refer to nonverbal communication. Today there is a famous “vocabulary” of expression of our emotions, habits, mood, thoughts, desires and intentions which is called colors that play an important role in our lives [3]. They instantly stimulate our senses and elicit an emotional response. However, in order to evoke the right mood, you need to understand the basics of color psychology and remember that each culture has its own meaning of the same color [2].

We conducted an experiment and chose ten famous English, German and Russian newspapers to figure out, if color can send a message, influence the choice of independent company in business sphere or change your opinion of commodity.

Official websites of these newspapers allowed to notice a trend: 80% of Russian newspapers, for example, «Московский комсомолец», «Коммерсант», «Ведомости», «Комсомольская правда», «Аргументы и факты», «Русская газета», «Независимая» and «РБК газета», 90% of German newspapers, such as «Bild», «Süddeutsche Zeitung», «Frankfurter Allgemeine», «Welt», «Handelsblatt», «Zahlungsverkehrsfragen», «Leipziger Volkszeitung», «Frankfurter Rundschau» and «Waz» and 100% of English newspapers, for instance, «The Times», «The Observer», «The Guardian», «Independent», «The Telegraph», «Positive News», «Mirror», «Financial Times», «Mail Online» and «The Sun» have background in white color. For Western cultures in color psychology white is the color of new beginnings, wiping the slate clean, so to speak. It opens the way for the creation of anything the mind can conceive. Physiologically, white is calming as it creates simplicity, organization and efficiency out of chaos. It clears the way forward. White's basic feature is equality, implying fairness and impartiality, neutrality and independence [4]. But, on the other hand, in China, Korea, and some other Asian countries, white represents death, mourning, and bad luck, and is traditionally worn at funerals [3].

Speaking about the last 20% of Russian newspapers («Известия» and «Новая газета») and 10% of German newspapers («Zeit Onlain»), we can see that these newspapers drew up their websites in gray color. Gray is a conservative color signifying neutrality, indifference and reserve. Gray serves as a good background for other colors as it does not attract attention, allowing the other colors to take prominence. This color helps allocate the most important things and attracts attention of users to the main topics [5].

Many newspapers chose black color (30% of Russian newspapers, «Коммерсант», «Ведомости», «Комсомольская правда», 40% of German newspapers, «Frankfurter Rundschau», «Zeit Onlain», «Frankfurter Allgemeine», «Süddeutsche Zeitung», 50% of English newspapers, «The Times», «Independent», «The Telegraph», «Financial Times», «Mail Online») for their titles. In many Western cultures, black symbolizes sophistication and formality, power, control, intimidation, but it also represents death, evil, mourning, magic, fierceness, illness, bad luck, and mystery. For Eastern nations, black can represent wealth, health and prosperity. 20% of Russian newspapers («Известия», «Новая газета»), 20% of German newspapers («Welt», «Bild»), 40% of English newspapers («TheObserver», «TheGuardian», «Mirror», «The Sun») created their names in white color. Some of them (German «Bild» and English «Mirror», «The Sun») emphasized title using a red frame. To begin with, red is a warm and positive color, a very physical color which draws attention to itself and calls for action to be taken. In color psychology red means energy, passion, action, strength and excitement. But in the East, red symbolizes prosperity, good fortune, worn by brides, symbol of joy when combined with white [7].

Besides, in different sites, such as Russian «Новая газета», German «Welt», and «Leipziger Volkszeitung», English «The Observer», «The Guardian», «Financial Times», there are also a lot of elements of blue color. Blue is the most universally favored color of all and therefore the safest to use. It relates to trust, honesty and dependability, therefore helping to build user's loyalty [5]. Blue indicates confidence, reliability and responsibility. It brings harmony to the spoken word. But at the same time, it can also represent depression, loneliness, and sadness. In some countries, blue symbolizes healing and evil repellence [8].

Color plays a vitally important role in the world in which we live. Color can sway thinking, change actions, and cause reactions. Many of the most recognizable brands in the world rely on color as a key factor in their instant recognition. It can irritate or soothe your eyes, raise your blood pressure or suppress your appetite. As a powerful form of communication, color is irreplaceable. Color combinations are considered culturally bound with certain ideologies and traditions. People of every

culture have their own associations, which connect with traditions, habits, religions and even language. Our research is a striking example of West countries similarity in their associations and cultures. We can notice that Russian, German and English newspapers are based on the alike principles of creation of their websites which are widely known. To sum up, correctly expressing your opinion, idea or thought is important, so one should use not only words, but also colors.

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Аннотация. Какую роль для общества играет цветовая политика? Имеет какое-либо значение для человека выражение цвета? На самом деле, цвет – один из основных элементов невербального общения. Кроме того, он играет важную роль в бизнесе и деловых отношениях. В статье исследуются особенности выражения цвета в газетных изданиях России, Германии и Великобритании. Анализ проводится на базе тридцати известных газет вышеуказанных западных стран.

Ключевые слова: цвет, невербальное общение, культура, газетное издание, веб-сайт.

Summary. Which role does color policy play for society? Does expression color matter to human? In fact, color is one of the main elements of non-verbal communication. In addition, it plays an important role in business and business relations. The article investigates the characteristics of color expression in newspaper editions' websites of Russia, Germany and Great Britain. The analysis is performed on the basis of thirty famous newspapers of the above-mentioned Western countries.

Keywords: colors, non-verbal communication, culture, newspaper edition, website.

UDC 81'42 = 111

KEYWORDS OF CULTURE IN THE TEXTS OF THE CHRISTMAS MESSAGES IN THE USA AND THE UK

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The article is devoted to the analysis of frequency of keywords of culture. This idea belongs to the researcher Anna Wierzbicka. She thinks that with the help of such frequency it is possible to see the values of any culture in the language [1, p. 35]. The aim is to find out the clusters which can be joined in groups so that we can see that the knowledge about a country's values is used in speech. Texts of Christmas messages of the US President Barack Obama and his wife, and of the Prime Ministers of the UK Teresa May and David Cameron present the material of the research.

According to this analysis, it was found out that some words can form certain "central points round which the whole cultural field is joined" [1, p. 35].

Today's Americans are time-conscious, they think about the past, present and future, and are driven by the traditional national habit of pressing forward [4, p. 179]: (time (15), past (3), decade (2), now (2), tomorrow (1), future (1)):

... *today* is about family and being together with the ones you love [5]; *Tomorrow*, for the final time as the First Family, we will join our fellow Christians around the world to rejoice in the birth of our Savior [5].

American Masculine dimension indicates [3] that the society is driven by competition, achievement and success, with success being defined as being “winner” or “best-in-the-field”: (first (5), best (2), greatest (2), longest (1), win (1)):

...our country is stronger and more prosperous than it was when we first got here [5]; This year's White House holiday theme is “The Gift of the Holidays,” and our decorations reflect some of our greatest gifts as a nation... [5].

The aspect, which is traced in all the texts of American messages, is “We – the People” [3]. It can be examined from two sides:

country: Our (74), we (63), us (22), Americans (16), country (15), people (9), together (9), nation (2), community (2), society (1);

and family: families (28), you (19), house (10), love (9), home (8), happy (6), children (4), kids (3), brother (3), sister (3), parents (2), dad (2), mom (1), spouses (1), for example:

We secured health insurance for another twenty million Americans... [5]; And we wish you and your family a happy and healthy 2015 [5].

Another group concerns the US army. We can say that military service is extremely important for the President. He respects people who wear the national uniform and who serve this country: troops (14), military (14), serve (10), veterans (8), service (6), uniform (5), honor (5), war (4), serving (3), served (3), sacrifice (3), safe (2), defend (2), tribute (1), heroes (1):

... many of our troops are far from home this time of year, and their families are serving and sacrificing right along with them [5]; ... we also honor all who defend those values in our country's uniform [5].

As for Britain, here we can also select quite the same groups.

Firstly, the British are time orientated [4], the projection is carried out for the future: time (6), ahead (2), forward (1), future (1); seldom for the present: today (1):

...we must seize an historic opportunity to forge a bold new role for ourselves in the world and to unite our country as we move forward into the future [6]; ... we mark today as we celebrate the birth of God's only son... [6].

British people also like to self-present as family oriented, so it is normal for them to discuss children and vacations during and between meetings [4, p. 197]: home (10), families (8), together (7), friends (6), family (5), happy (4), fellowship (1), son (1), father (1):

Christmas gives us a space when we can consider the things that we value most – family, friends and fellowship [6].

However, they can speak about their families only when they trust and know the opponent well.

Britain is a Masculine society – highly success orientated and driven [3]. People work hard in order to achieve great success: working (5), workers (2), progress (2), increase (2), successful (1), success (1), first (1), brilliantly (1):

Four years after the success of London 2012, our Olympic and Paralympic athletes continued to work and train – and they were rewarded by coming second in the medal table, becoming the first team ever to increase its medal haul four years after hosting the Games [6].

The last aspect that we can picture out is the British army which plays an important role for all people in the UK. The British government respects the soldiers very much: security (6), service (3), safety (3), safe (3), forces (3), armed (3), officers (1), honour (1):

And we thank those in our Armed Forces, security agencies, and emergency services who work all year round to keep our country safe... [6].

According to this research, we can determine some conclusions. Culture and language are connected with each other. Keywords of culture help us to understand any society better.

On the basis of the texts of Christmas messages it can be found that British and American cultures have some similarities, but there are some differences. For example, both countries are time orientated, however the Americans think not only about the future but also about the present and past, while the British people mostly think about the times to come.

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Аннотация. Статья посвящена анализу частотности употребления ключевых слов культуры в текстах Рождественских обращений в Америке и Великобритании. Она основывается на предположении Анны Вежбицкой о

том, что данная частотность является значимой. Основная цель статьи – исследование объединений ключевых слов культуры в некие кластеры, что помогает выделить главные ценности культуры и их отражение в языке. Согласно представленному исследованию можно увидеть, что хоть обе страны англоязычные, у них разные культурные ценности, но в тоже время есть и много общего, и в речи это отчетливо прослеживается.

Ключевые слова: кластеры, культурные ценности, ключевые слова культуры, частотность, язык.

Summary. The research analyzes the frequency of use of keywords of culture in the texts of Christmas messages in the USA and the UK. It is based on Anna Wierzbicka's theory that such frequency is important. The main aim of the article is to figure out the clusters of keywords which illustrate the basic values of culture, and how they are represented in the English language. The results show that even if both countries have English as their national language, they have different cultural values; however, at the same time they share some common characteristics and it goes through the texts.

Key words: clusters, keywords of culture, cultural values, frequency, language.

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GLOBALIZATION vs. AMERICANIZATION IN THE RUSSIAN LANGUAGE

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Благодаря развитию информационных технологий и современной системы коммуникаций, английский язык распространился во всем мире и стал языком глобального масштаба. На сегодняшний день он выполняет роль *lingua franca*. Уникальность ситуации состоит еще и в том, что количество людей, использующих его в качестве иностранного, гораздо больше, чем носителей языка (в настоящее время на английском как родном языке говорят 300 миллионов, а также 400 миллионов человек, для которых английский является вторым языком, используемый как средство коммуникации.)

Роль английского языка в мире возрастает довольно стремительно с учетом глобализации. Мы уже не можем представить нашу жизнь без данного языка, ведь 80 процентов информации в интернете передается на английском. А интернет, как известно, является неотъемлемой частью современного мира.

Культурные связи, политические мировые процессы, иностранные партнерства невозможны без использования языка мирового общения, которым по многим причинам стал английский язык. По мнению известного ученого Баджа Качру, можно разместить страны, употребляющие английский язык во внутренний круг (*inner circle*), где он является родным, - в таких странах как США, Канада, Великобритания и Австралия, внешний круг (*outer circle*) - в странах Индии, Сингапуре, Нигерии, в бывших колониях Англии, где язык является вторым после родного, и расширяющийся круг (*expanding circle*) - в Китае, Японии, России [3, p.231].

Главное отличие расширяющегося круга от остальных -то, что язык не является средством общения внутри страны, но используется как самый главный иностранный язык, изучаемый в школах, вузах, используемый в международных переговорах, бизнесе, туризме и науке. Кроме того, некоторые газеты печатаются на английском языке, тезисы конференций и статей тоже должны быть обязательно на английском. В некотором смысле английский язык вытеснил русский как язык межнационального общения среди граждан Советского Союза. К примеру, молодежь Грузии и Прибалтики разговаривает сейчас исключительно на английском языке. Хотя старшее поколение еще говорит по-русски.

Так все же насколько английский язык распространился в Российской Федерации? Все эти факты свидетельствуют о том, что роль английского языка с каждым годом только возрастает. Например, в республике Саха-Якутии, субъект РФ, английский язык признан официальным рабочим языком.

В целях исследования вопроса о роли и влиянии английского языка в российскую культурную среду обитания, рассмотрим, как язык проник в нашу повседневность.

Это может выражаться таким образом:

- графически (написанием отдельных букв в слове, их сочетания с русским алфавитом или даже полностью перехода с кириллицы на латиницу; включения в слова знаков, не присущих русскому языку (магазин MOROZKO магазин «Даниела».);
- лексически (сочетанием русских и английских слов, употреблением только английских слов без перевода, включением целых фраз на английском языке в русский текст (авиа касса «Трэвел», магазин «Azza», салон красоты «Стайл», клуб «Music Hall»);
- морфологически (отсоединением в слове компонентов (префикса, суффикса) или включением иностранного морфологического компонента для придания слову дополнительного смысла, для привнесения подтекста; (магазин обуви БашмачОК);

- лингвистически (включением в нашу повседневность иностранных традиций в виде времени приема пищи (Бизнес-ланч, бранч, take away завтрак); наличием в меню, в рекламе названий блюд англоязычных стран (сэндвич, чизкейк, пицца); внедрением особых названий для способов отдыха и времяпрепровождения (party, spa-салон и др).

Данные тенденции, демонстрирующие соприкосновение языков, культур, уже достаточно широко распространены и их можно проследить на примере одного города. Проанализируем город Севастополь с точки зрения проникновения английского языка в нашу жизнь. Объектом наблюдения стали вывески, реклама, магазины, рестораны, клубы.

Во-первых, можно отметить явление транслитерации, когда используется латиница вместо кириллицы. К примеру, отель Hotel Sevastopol (проспект Нахимова 8), магазины одежды «Petro Soroka», «Voronin» (проспект Ген.Острякова), мебельный салон «Zlatamebel» (ул. Руднева, 38), свадебный салон «Velvet» (ул. Гоголя, 20), спортклуб «Safari Sport» (проспект Ген.Острякова), «Premium» (ул. Хрюкина), магазин «Prostoe» (ул. Вакуленчика), клуб «Granat» (набережная Перелешина), клуб «Мауак» (ул. Ударная), косметологический кабинет «Sevkrasota» (просп. Октябрьской Революции).

Во-вторых, обратная транслитерация, когда используются английские слова, написанные русским алфавитом. (доставки еды «Фуд экспресс», «Суши тайм», терминалы «Сити Пэй», кофейня «Кофе брейк» (проспект генерала Острякова), автомаркет «ЛАДАСИТИ» (ул. Фиолентовское шоссе), магазин мебели «Сити-мебель» (ул. Героев Бреста), туристическая компания «Крым-тревел», турфирма «Тревел-стор» (ул. Адмирала Октябрьского), косметологический кабинет «Бьютифул» (ул.Парковая), салон красоты «Анастейшн» (ул.Хрюкина), мебельный салон «Триумф-голд» (ул.Соловьева), найс-бар «Супергерой» (ул.Большая морская).

Часто мы также можем наблюдать употребление английской традиции написания слова «и» в виде значка & в названиях магазинах и рекламных бил бордов. (магазин мебели «Стол & стул», салон красоты «Beauty & Style»). Кроме того, существует реклама, которая отличается тем, что через нее прослеживается проникновение в нашу реальность названия иностранных блюд, и собственно употребление самих блюд, не свойственных русской кухне. Таким образом, такой прием знакомит любого жителя нашего города с другой кулинарной культурой, что обозначает при этом диалог культур. (например, название блюда «Стейк & чиз» в меню ресторана на ул. Лебеда). Аналогичными тенденциями можно объяснить наличием в меню «Милк шейков», что значит молочный коктейль. В настоящее время, это может понять каждый человек и без перевода, что также говорит о глобальном проникновении иноязычной лексики во все сферы нашей жизни.

В городской рекламе можно встретить различные беспереводные варианты названий заведений, то есть их владельцы используют в названиях английские слова или целые фразы, подразумевая понимание их населением без перевода, как говорится, «по умолчанию». В свою очередь, данное предположение говорит не только о проникновении международного английского в среду русского города, но и об умении людей любого возраста понять фразу на английском языке.

-клубы: «Butterfly» (ул.Сенявина), «Crystal music hall», «White people» (набережная Перелешина), «Artishok» (ул.Сенявина), «Royal» (артиллерийская бухта);

В английском языке существуют различные слова, словосочетания и аббревиатуры, которые достаточно «неудобны» для перевода на русский язык из-за своей многословности при переходе на русский, поэтому можно часто видеть такие словосочетания:

- продажа Sim -карт (киоск на ул.Хрюкина)
- Web камеры, flash карты (реклама, проспект Генерала Острякова)
- Wi-Fi Free (рекламная вывеска в кафе)

Еще один вариант- это замена в слове русской буквы на английскую с аналогичным звучанием. Значение слова при этом не меняется, но в тоже время зрительно создается эффект использования в работе такого заведения чего-то иностранного, например, корпоративного стиля или культуры обслуживания: бар «Твой Бар», магазин обуви «Diskoni», бутик аксессуаров «АксесS», магазин «D0M0CTPOЙ». Также могут заменяться не только буквы, а некоторые части русского слова на английское: магазин спортивного питания «Sportпитание» (ул.Гоголя), кафе «The Угол»(ул.Сенявина), магазин одежды «Sportстиль»(просп.Ген Острякова), магазин кофе «Cofeемания»

Другой эффект придается присутствием в русском слове иностранных компонентов. Например, слово «ОК», которое означает, что все хорошо, удачно и успешно часто можно встретится на конце русского слова. То есть с помощью такого включения английских слов или частей, а также увеличения шрифта создается особый «подтекст успешности».

Влияние английского языка проявляется в использовании довольно популярных в англоязычных странах ребусных написаний:

- 4Rooms (магазин мебели, ул. Руднева);
- 4 MEN (реклама магазина мужской одежды, ул. Ленина);
- «XClusiFF» (магазин одежды, просп.Ген.Острякова)

С учетом влияния западных санкций, введенных против России в 2014 году, государство все больше занимается вопросами импортозамещения, что не могло не сказаться и на языке. Российская политика в настоящее время пытается защитить и сохранить родной язык от влияния иностранных языков, а также поддержать нормы речи. Но многие люди, занимающиеся вопросами языковой политики в России убеждены, что государство и общество нужно

строить по модели: «одно государство, одна нация, один язык». Такой способ воздействия на языковую культуру превращает политику в «опасный инструмент» межкультурных процессов. Политика государства, используя язык, должна всегда учитывать, что язык способен порождать, различать и удерживать в совместном видении самые важные для мировой, национальной и личной жизни идеи, сами принципы и основания жизни. Поэтому нужно всегда понимать и разделять четкую грань между созданием единого языка для страны и просто поддержания языка как государственного, сохраняя культуру речи. Но все же в последнее время многие российские бренды постепенно уходят от английского, отдавая предпочтение русскому языку. Среди причин – законодательный запрет на использование иностранных слов без перевода в рекламе, инициатива депутатов, запрещающая использовать иностранные слова, если же в русском языке есть их аналоги, а также влияние санкций с активной западной пропагандой. Некие стереотипы, что названия на английском языке несут более яркий характер постепенно стираются, и уже во многих частях России все-таки стали называть заведения по-русски. К примеру, в городе Севастополе: ресторан «Балалайка», ресторан «Сосновый бор», кафе «Наша гавань», кофейня «Вкус жизни». Однако, английские названия заведений по-прежнему преобладают над русскими, что возможно говорит о не заканчивающейся глобализации и стремлением быть приверженцем западного стиля, а также о важной роли диалога культур. Ведь языки – это прежде всего познание другой культур.

Как видно из данных примеров, английский язык плотно вошел в нашу жизнь и стал неотъемлемой частью различных процессов на территории Российской Федерации. Мы наблюдаем включение английского языка в городскую повседневность, на примере российского города Севастополь, а также обилие иностранных заимствований в русском языке. Многие пытаются бороться с использованием иностранных слов на законодательном уровне, имеющих русский аналог в рекламе, прессе или же заставить убрать из меню ресторанов слова «маффин, стейк, сендвич» и заменить их на русские понятия. Но язык не стоит на месте, он постоянно развивается и многие заимствования – неизбежный процесс, что является доказательством глобальных процессов межкультурного и межнационального воздействия. Остановить данный процесс невозможно, но однозначно можно повысить статус родного языка, путем сохранения норм речи и популяризации государственного языка. Однако, я считаю, что мы должны четко разграничивать понятия американизация и глобализация. Американизация российской культуры негативно влияет на общество, ведь язык, загрязненный американизмами, словами, которые можно заменить русскими может стать проблемой для сохранения национально-культурных традиций. А глобализация и проникновение в нашу жизнь международного английского – это целая эпоха, которую мы не вправе изменить. У каждого человека есть право выбора, как ему говорить и употреблять ли иностранные заимствования в русском языке.

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Аннотация. Рассматривается влияние тенденций языковой глобализации на культуру повседневной жизни, на городскую среду обитания и на русский язык в целом. Основной вывод статьи состоит в сравнении таких процессов как американизация и глобализация и оценивается, насколько глобальный английский язык стал частью нашей жизни. Автор уделяет подробное внимание анализу торговых названий, вывесок, реклам с элементами англоязычного написания и/или полной транслитерацией и т.д.

Ключевые слова: русский язык, культура, английский язык, глобализация, американизация, международный язык

Summary. In the given paper the language globalization impact on the everyday life, urban environment and the Russian language in general is under analysis. Such processes as Americanization and Globalization in terms of language are compared. The role of English as a part of local community is estimated. The author makes emphasis on the analysis of trade names, signs, advertisements with the elements of English syllabus and/or full transliteration, etc.

Key words: the Russian language, culture, the English language, globalization, Americanization, lingua franca

**MEDIA CRITICISM: THE LATE-NIGHT TALK SHOW
(AMERICAN VS. RUSSIAN)**

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Introduction. The late-night talk shows were originated in the United States at the beginning of the TV era. The first version of such a show is *The Ed Sullivan Show*, aired on CBS Sunday nights and hosted by Ed Sullivan. The same year another show was launched on NBC – *Texaco Star Theater* hosted by Milton Berle. These shows were on once a week in evening time slots that are known today as prime time.

The structure of such shows is similar in both America and Russia. Usually the hosts use humor as a tool to comment on daily news. The invited guests are usually interviewed. Basically the hosts try to invite people, who have something to promote: a book, a movie, a music album, etc. However, famous “internet people” can be invited as guests too. There are also music performances and, of course, comedy sketches. Generally, skits and funny games take the greatest part of the show.

The show's host conducts interviews from behind a wooden desk, while the guests are seated on a couch. In later versions of the show there appears a huge city panorama behind the host's back that shows New-York (in the USA) and Moscow (in Russia). Many late night talk shows feature a house band which generally performs cover songs for the studio audience during commercial breaks and can also back up a guest artist or the host's performance. Over the years, such type of TV show has gained tremendous success, especially in the United States. Humor, smart hosts and first-rate guests have kept the ratings permanently high.

This paper aims at comparing the late-night talk show genre in Russia and in the USA on the basis of the *Evening Urgant* show with Ivan Urgant as the host and both *The Late Night with Jimmy Fallon* and *The Tonight Show Starring Jimmy Fallon*. **The methods** applied are general scientific analysis, data interpretation and comparative analysis. The comparison follows the following **analysis scheme**: 1) the image of the host; 2) the main segments of the show and its variations; 3) the impact of the show and ratings.

The results of the research. Jimmy Fallon started his successful career in the show *Saturday Night Live* in 1998 and quitted it in 2004. Actually, it has been his one and only dream – to become a part of the *SNL*. Before that he had been known only in narrow circles of comedians. But as he started his career in *SNL*, he soon became popular among women and even gained recognition as a sex-symbol. He did his best and those years helped him to create an image of a smart, funny, absolutely charming man with unique charisma.

In 2009 he became the host of *The Late Night* on NBC. It took him a year to get prepared for that position. But after a while Fallon proved himself being totally different from other late-night show hosts. He did more of a reliance on music, dancing, impersonations with guests and fun games. Thanks to Fallon's personal musical sensibilities and the recruitment of his house band, hip-hop band *The Roots*, his very own *Late Night* “evolved into the most deeply musical of TV's musical-comedy variety programs” [1]. Another component built into the program was its association with social media and the Internet. Online interaction and its presence on the show soon became crucial to its success.

In 2014 Fallon moved to host another show – *The Tonight Show*. Being already a TV star, he continued personalizing the show and added more and more authorial skits. In a short time Jimmy became the audience's favorite guy. Smart and sincere, he has raised the show to a new quality level. His manner of interviewing is astonishing. He can make anybody a friend of his and, hence, get as much information as he needs.

With regards to Ivan Urgant, we should admit that when Channel One launched the show on 16th April 2012, he was already known for his work on TV. But before the show, he had only appeared in a group of other comedians or co-hosts. That meant he could not have enough experience of hosting such a show alone. Maybe that was the reason for his first episode's disastrous rating of only 17%, despite the big promotion campaign. Following the Russian show host's words, he had Fallon and Letterman as inspiration. And such influence cannot remain unnoticed, for even the studio and the skits are strikingly similar to the ones used in the American version of the show. Still focusing on the image of the two hosts, several obvious differences should be noticed. Urgant seem to be a lot more nervous during interviews with his guests. It also seems that he cannot handle it when an interviewee avoids answering or changes the needed-to-be-discussed topic. He sometimes even reserves to fake laughter, which we can never feel or even suspect during Fallon's conversations with the guests.

The main segments (six in total) and general pattern of the Russian and American shows have much in common. The show always begins with a music performance by Fallon's house hip-hop band *The Roots* and his announcer Steve Higgins. At first the host delivers a stand-up opening monologue (segment 1), containing jokes about the latest events, culture,

politics, cinema, etc. After the monologue Fallon typically performs a comedy “desk piece”(segment 2). Some of them are weekly: “Pros and Cons” on Tuesdays, and “Late Night Hashtags” on Thursdays. Fridays are also reserved for Fallon to write “Thank You Notes” to the people and things that had given him material for the past week. E.g. “Thank you the granny who lives in totally pink apartment” [1]. The popularity of these “Thank You Notes” led to the release of two books full of the favorites. In the *Evening Urgant* some short “desk skits” are always followed by one of constant rubrics of the show. Usually it is *Sharp Reportage* with Alla Mikheeva, a funny not serious reportage in a “blonde girl” manner, or *View From Below*, a rubric where kids from 2 to 6 answer difficult questions, often about politics and social life. Also sometimes the team of the show creates some special projects based on movies, awards, books, etc.

In Fallon’s shows after the desk piece ends and a commercial break follows, there typically starts a competition involving players selected from the studio audience. These include “Wheel of Carpet Samples”, “Wax on Wax off”, “Cell Phone Shootout”, “Let Us Play with Your Look”, “Put It In Reverse”, and “Hot Dog in a Hole”.

The first guest arrives in the show's third segment. Then after the interview the guest may play a game (segment 4) with the hosts, or perform in a skit. After that, there goes the third break and a second guest enters. Once these interviews are completed and the show takes its final commercial break, the musical guest performs.

In terms of ratings *The Tonight Show* starring Jimmy Fallon has 7.8 % with 10629 voters. Near 60% of the votes are from 10 to 7 points. Males and Females aged 18-29 vote the most. And the rating of *Evening Urgant* on IMDb is 6.4 %, but with only 161 votes. The situation with the age of the voters is the same [2].

Conclusion. We may observe that Russia has fully adopted the format of late-night talk show developed in America. Using same techniques, the Russian show team tries to persuade the audience that the show is relevant and exactly the one that is missed on Russian TV. Still, we must admit that the impact of the named shows in USA is much higher. The American society is used to having an opinionated show hosted by a respected and appraised TV personality. The show has Fallon’s name in the title and it is not just to underline that he is a part of the show. Fallon in his show is not going on an ego trip, he just makes it personalized via his own jokes, music, games and, what is more important, attitude. It is noticeable during his interviews that his goal is not to unhorse the guest, but on the contrary, he creates a very friendly atmosphere. This is why it is such an honor and pleasure to be invited to the show.

Before the *Evening Urgant* was launched in 2012, Russia had not had any positively similar analogues of late-night shows, so it was a long-awaited show on the TV. The first episodes weren’t good enough to succeed and were followed by mixed reviews. The host seemed nervous and sometimes the script was unattractive and illogical. After some years the situation has changed: Ivan Urgant has gained more experience and become one of the favorites TV presenters on Russian television.

In conclusion, it is necessary to point out that the idea of developing new formats of shows in Russia is great, but it should be remembered that without experience and strong will there could be done nothing to succeed. So, for the time being the late-night show in Russia is only on its way to become the nation’s domain.

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Аннотация. В статье представлен компаративный анализ особенностей формата вечернего ток-шоу в России и США. Объектом исследования выступает шоу «Вечерний Ургант» и *The Tonight Show*. В ходе исследования выявляются сходства и различия в версиях вечернего ток-шоу, а также предпринимается попытка дать разъяснение тому, чем они могут быть обусловлены. В результате автор доказывает невозможность создания полностью идентичного по форме и содержанию шоу одного формата в разных странах, в частности, в силу различий природы и степени фактора воздействия подобных шоу на общество, социокультурных особенностей и традиционно различных подходов к хостингу.

Ключевые слова: медиа-критика, вечернее ток-шоу, «Вечерний Ургант», *The Tonight Show*, хостинг, социокультурные особенности, импакт-фактор.

Summary. The article presents comparative analysis of the characteristics of the night talk-show format in Russia and the USA on the basis of *The Evening Urgant* show and *The Tonight Show*. The paper highlights similarities and differences in the show versions, explains their provenance and elucidates the impossibility of making identical shows in different countries, even within one format, the main reasons being nature and degree of these shows’ impact in different societies, social and cultural peculiarities as well as traditionally different approaches to hosting.

Key words: media criticism, a night talk show, *The Evening Urgant*, *The Tonight Show*, hosting, social and cultural peculiarities, impact factor.

CENSORSHIP IN THE GERMAN PRESS IN THE SECOND PART OF XIX CENTURY AND ATTEMPTS TO OVERCOME IT

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"The Ten Articles", 1823 were still in force by the beginning of revolution in Germany in 1848. They established state control over the social life as well as the press. For example, the article №6 provided police surveillance over anybody who publicly expressed his ideas or was published. Constant amends just made thing worse.

So it wasn't surprising that one of the main rebellions claim was to abolish censorship. It granted a guarantee of meeting rebellion's requirements [1, p.86]. The government began to write the Constitution under the pressure of rebels. The Censorship was officially cancelled on the 17th of March, 1848.

Frederick William IV issued a statement that there previously were attempts to solve this problem in the Union Council but every time it faced the difficulties in the development of The Imperial Press Law. The new resolution proclaimed the same press freedom as in The Basic German laws: "Every Prussian citizen has the right to freely express his thoughts through his speech, writing, press and painting. Freedom of the press shouldn't be limited, paused or cancelled under any circumstances". While the law was being elaborated the tax on political editions was imposed, but it was cancelled in a month [2, p.101].

Some researchers supposed that it was the crucial moment of censorship cancellation. For example, the researcher in the area of journalistic history G.Grossman claimed in his speech in 1906 that censorship was cancelled in Germany forever. It was so hatred by people that it could not be recommenced even by the most severe conservative regime. But it was a mistake. A number of orders were implemented between 1849-1850 that pushed press back into the past. Those orders formed the basis for the law of 1851, which defined publishing as "dangerous" business. Only "the blameless ones" could get editorial permission to publish. Information about citizens integrity could be provided by local police departments. In some towns editors even had to pay 5000 thalers as a pledge. The supplement to the law of 1852 was another shock for press. The obligatory stamp tax was imposed. Eventually some parts of the law were applied in other countries.

Some German researchers considered this problem to be quite ambiguous. For instance, Jurgen Wilke claimed that the year 1848 was a turning point for freedom of speech. The introduction of united Constitution was an attempt to regulate different areas of social life. But Vilke noticed as well that introduced amendments aggravated the situation with censorship for worse.

The press was send back to the pre-revolutionary position after the death of Frederick-William IV because all concessions given between 1848-1849 were cancelled. After William I coronation Otto von Bismarck became the German Chancellor. Infamous by his negative attitude towards the press he imposed "Pressordonanz" in 1862. Certainly personal hostility wasn't the main reason for accepting this document but due to Prussian constitutional conflict that took place from 1859 till 1866. The press was called "full of aggressive attack" branch in this document. It also contained the new rule of giving the precaution for the antigovernmental action. The newspaper assumed to be closed after the second precaution.

A number of deputies were against such position and many universities didn't support innovations. The Chamber did not stop debate on the necessity and legality of such measures. According to the Constitution of 1851 the press freedom could be limited by necessary measures but not by censorship. Therefore in November, 1863 «Pressordonanz» was cancelled.

The new significant amendments were made in 1868. The new industry law exempted publishers from the need to obtain a document that allowed them to do their business - Befähigungsnachweis. The Commercial order proclaimed press as a trade so the special permission Genehmigung was required.

The freedom of the press had the ambiguous status for five years. On one hand newspapers kept closing by the government order, on the other hand taxes and special permission were abolished.

One of the main reasons of this hesitation towards censorship was the absence of the united Press Act. Up to 1874 any attempts to develop a draft of the new law failed. Some progress was attained only after Bismarck's statement about necessity to develop the new document about press. Several days later he introduced his project. The law was approved by Kaiser and published after three discussions on the 7th of May, 1874. It existed for a long time.

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Аннотация: в данной статье рассматривается цензура в Германии во второй половине XIX века (в период между 1848 годом и 1874 годом). Именно в это время сформировались как политика властей в отношении цензуры, так и основные тенденции противостояния ей. В последствии именно отношения между немецким правительством и прессой в рассматриваемый период стали ключевыми для понимания всей журналистики Германии XX века.

Ключевые слова: немецкая пресса, журналистика, цензура, история журналистики, свобода печати.

Summary. This article examines censorship in Germany in the second half of the XIX century (1848 – 1874). It was at this time that both the policy of the authorities regarding censorship and the main tendencies of confrontation were formed. Subsequently, it was the relationship between the German government and the press that became key in the period under review for the entire journalism of Germany of the twentieth century.

Keywords. German press, journalism, censorship, history of journalism, freedom of the press.

UDC 82-92

FASHION MAGAZINES IN RUSSIA IN THE EARLY 20TH CENTURY

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Despite the fact that fashionable periodicals in Russia got a spread with a great lateness, it rapidly caught up with the foreign pace and started independent development. It finally formed in the end of XIX century. Russian publications managed to find their audience and quite interesting content in short terms, despite the fact that contents were composed on the basis of foreign publications bulletin.

In the early XX century, the interest in fashion began to grow, vogue novelty not only caught interest of the upper classes, but the middle class too. Interest growth involved a variety of styles, described on magazines pages. Men's suits and evening dresses, children's dresses for home and walks and women's dresses were depicted more often. This interest led to a big number of fashion attachments to appear in different magazines for family and women. Magazines popularity growth led to their quantity growth. Fashion magazine canon had been already formed up by that period but format and content almost didn't suffer changes. Many modern glossy magazines don't radically differ from them. Fashion magazines of the late XIX century has continued their existence and has been changed only in quality of content and images.

In the XX century Saint-Petersburg became a center of fashion polygraphy, the next place for quantity of publishing fashion periodicals was taken by Moscow. They were delivered to other large Russian cities and regions for a fee, which was paid while drawing up an annual subscription to the publication. Thus, translated magazines, such as "Viennese style" and "Paris fashion" continued to be published in the new century. Fashion magazine "Trendy light and fashion shop", which "Trendy messenger" joined in 1906, continued its existence. Magazines pursued publishing foreign fashion news, patterns and illustrations of trendy dresses. The quantity of magazine headings changed for the whole publishing period. However, fashion component kept the main style of the edition until its closing.

In the early XX century, "Fashion Gazette" magazine continued its existence, where weekly chronicles were given besides the illustrations and also main trends of the following season women fashion development were considered.

Narrowly targeted magazines for tailors, such as "Fashion messenger (tailors' edition)" and "The newest trends of men's dresses" continued their development. In Moscow the "Worth" magazine started being published, it issued twice a year and included only trendy dresses with descriptions.

"Dresses and linen for children" was published for children tailors, this magazine of children trends didn't seriously differ from "adult" professional magazines – the same trendy pictures with descriptions, pattern models, which covered ages from 2 to 16 [1].

In the early XX century the topic of fashion used to be very demanded and, despite the fact that there was a big number of narrowly targeted issues, fashion headings published in ordinary editions for women, such as "Woman", "Women's world", "Housewives' magazine" were of great interest.

It should be noted that men fashion magazines almost weren't published. The popular ones were "Dandy" and "The newest trends of men's dresses". Fashion magazines for men alike women's used to include news bulletin, stories about trendy fashion, colors, patterns and accessories.

Basically, fully formed and widely spread fashion editions continued being published. New magazines appeared regularly and they used to develop alike their predecessors, without changing the established standards. "Worth", "Home dressmaker", "Parisian", "Trendy messenger", "Illustrated magazine of linen and handcraft", "Trends for everyone", "Trendy light" and other fashion editions almost entirely consisted of images, patterns and stories about new trends [2].

The majority of fashion magazines looked the same, they had the similar columns, they presented information the same way and they even repeated each other's layouts quite often. Only a few features made them different, that is each publisher included something new to his magazine: painted pictures, photos, accessories models full size etc.

Specialized editions for tailors contained almost no secondary information and included a large number of trendy dresses images with detailed descriptions of the cloth, fashion, color and different details to make image full.

For fashion magazines placement of typical to ordinary women's editions secondary columns was not uncommon. They often were literature sections, which included long novels and short stories, poetry and also sections dedicated to the home environment, different helpful advice such as women's appearance and body care, fashionable and comfortable hairstyles creation or knitting and sewing.

Fashion magazines didn't change in the war period either despite the fact that women magazines changed their concept. With the beginning of World War I the main idea of home fashion magazines was the refusal of excesses. Nevertheless foreign fashion trends went on to be covered. Characteristic changes were made in the sections of fashion chronicles with advertisement and recommendations to support domestic manufacturer.

Beginning and development of publishing fashionable women's periodical had an impact on society. First of all it's the newly formed readership.

Multifunctionality of magazines had a great importance for women because, besides different fashion industry news, they included quite advanced content: housekeeping advice, receipts for cooking dishes and sewing lessons. All these sections and the included information attracted housewives' attention.

The important impulse made by the fashion polygraphy was a change of gender composition of editorial board. This way fashion publicism development attracted prominent and talented women to publishing. They used to open typographies and create magazines [2].

Specialization of publications led to necessity of involving artists and designers, who could give detailed and professional descriptions. Russian magazines started being illustrated by qualified specialists. This led to the development of a new profession – artist-designer.

Woman-writer or woman-journalist could also realize herself exactly due to the ability of understanding the same woman- reader and housewife.

Despite the fact that magazines used to be very popular, names of the authors who used to publish in them weren't known to wide circles. Only a few magazines had authors' signatures under articles and pen names were used in the majority of cases.

The language of articles was quite simple and close to the speaking. Authors often used appeals to readers and asked rhetorical questions. Author's subjective opinion was often met in the texts. Magazines with a great number of patterns used plain language packed with clichés.

The main part of fashion industry news used to come from overseas correspondents who agreed to cooperate and from foreign fashion editions' chronicles and news.

Development and improvement of fashion periodicals lasted until 1917 which became crucial. There happened a sharp reduction in the amount of fairly entertaining magazines as well as conversion and renaming of the rest ones.

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Аннотация. Основные и самые значимые модные журналы, издававшиеся в начале XX века в России, были рассмотрены. Анализ контента, основных рубрик и изображений, напечатанных на страницах модных изданий, был проведен. Описано влияние и «взгляд» модной периодики на общественные и политические процессы выбранного периода. В ходе исследования были выявлены основные направления, тенденции и формы, которых придерживались издатели модных журналов в России в первой четверти XX века.

Ключевые слова: Модные журналы, XX век, пресса, история российской журналистики, рубрики, контент.

Summary. The basic and most important fashion magazines published in the early XX century in Russia have been considered. Analysis of the contents, main columns and images printed on the pages of fashion publications has been made. The impact and the "look" of fashion periodicals on social and political processes of the selected period have been described. The study identified the main directions, trends and shapes, which adhered the publishers of fashion magazines in Russia in the first quarter of the twentieth century.

Keywords: Fashion magazines, twentieth century, press, history of Russian journalism, columns, content.

THE CURRENT TRENDS IN DEVELOPMENT OF THEATRE JOURNALISM IN MODERN RUSSIA

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In recent time the popularity of theater in the society has increased media interest despite cinema, television and internet. So now we can always hear about Theater Journalism. But this word combination exists in official way or not still a big question. And also a question needs theatre nowadays theater journalists and theater journalism itself have no concrete answer. Because today there is not a profession journalist in the theatre staff not even speaking about a theatre journalist.

Journalistic (fr. journal, jour – day; lat. diurna – casual) is one of the most important social phenomenon of modern life, a type of mass – information activity that provides cooperation between the individual, group of people and society in whole and also between different social spheres and even between generations [2].

By the way theater journalism is the same process of journalistic work that aimed at collecting, processing, storage and periodic dissemination of relevant public information about the theater. This is the same reviews, articles, interviews, announcements, and other journalistic types of writing through which we can tell information about the theatrical sphere of life.

According to Borozenko Viktor, "History has set the theater journalism important tasks: to perceive and understand the art scene in all its diversity, identify patterns theatrical process, predict future appearance of the theater in Russia. The most diverse theatrical journalism has proved itself in the specialized periodicals: magazines, newspapers, almanacs, Internet publications devoted to the theater. Before the revolution in 1917 in Russia in different periods was published more than 300 printed materials about drama theatre in the soviet times about 500" [1].

So we can make an assumption that theatre journalism exists. There is an opinion that it is the replacement of theatrical criticism.

Aksinya Normanskaya the head of the literature part of the Drama Theatre of Boris Lavrenev Black Sea Fleet, said: "Theatre journalism – is, in my opinion, a kind of journalism, which is intended to be a 'bridge' between the theater and the public, and to the public even a kind of navigation in the world of theater and theater history."

Most of the theaters let out their own newspapers, which in addition to their reviews, reviews of professional journalists publish also the audience thought, views of the public. Sometimes unprofessional comments, manner of writing, is more interesting from a theatrical point of view, than the opus of professional journalists that are used to write news reports.

So the question is where and how people can get the skills of theatre journalism today. Of course, it is very important to read the reviews of professionals who know which items you should pay attention to and what points you should mention. Talent, desire, hard work are very important too. The professional education of theater journalism is not considered as a subject.

Creative association of the Junior Academy of Sciences of Sevastopol and the Union of Theatre Workers of the Russian Federation had made a creative experiment. During the theatre season young journalists (pupils 5th- 11th form) attended press conference, were invited to the premiere of the play, had the opportunity to interview the artists, costume designers, artists, filmmakers, learned how to work with press releases and prepared news, reviews, reports and photo reports. Children also read professional reviews and comments on the theater sites and groups in social networks. It turned out that the comment of the theater critics, who were with interest acquainted with publications of young journalists - the best master-class for beginners and now the beginning theatre lovers appeared.

Aksinya Normanskaya: "Theatre Journalism not only covers events in the sphere of culture, but also analyzes them establishes their relationship to the cultural heritage, with traditions, orients the audience in the theater flows, theater announces news and events. To do all this, you must be highly educated, love theater. Unfortunately, the biggest problem of theatre journalism today – as well as of journalism in general – a low level of education. I'm not talking about special knowledge (it is shame to write) literacy, very poor vocabulary and inability to formulate and express a thoughts, a vacuum in questions of general knowledge (of culture, history, literature, languages)."

This confirms that in spite of the lack of training in this area to write about it interesting and unusual you need to have a spread mining of knowledge, therefore, to better understand what is shown on the stage by actors, you must first read the book, see by who and when, it was written, knew about the main events that happened in the time when the book was written and who people lived that times.

So do we need theatre journalism?

Aksinya Normanskaya says: "Theater journalism, of course, is needed – it is an important part of the theatrical culture. It helps the creators of the theater to express their opinion, express their ideas, help the theater to promote – and at the same time give a support for the modern audience in forming their opinion, their vision of the theater. To say easier – a person, reads a review, compares his impressions with the author review and some moments and symbols in the play for person becomes clearer, the associations reveals. Person wants to see the play again; the necessary and important mental work is taking place. The theater looks at theater reviews as in a mirror. And even if the article is biased and prejudiced – that is, a reflection of 'crooked' – much can be gleaned from this opinion."

It turns out that the opinion of the journalist can affect the viewer's perception. A detailed analysis of the production, a description of the action on the stage, a comparison of the director's course with the content of the play's author's work, the communication of some details of the behind-the-scenes, autobiographical data about the artists or Khudruk, and much more that the journalist's sharp eye does not miss helps to understand not only the meaning of the action, And penetrate into the atmosphere of the theater. Sometimes the first arrival of an unprepared spectator may be the last, especially if it is a modern child. It remains unclear what the actors and the director tried to tell, because if a person has never been in the theater before or is unfamiliar with the work of this writer, not everyone can always immediately understand what is happening on the stage and why the applause of theater-goers is heard. It is necessary to discuss everything. Reading journalistic review it is like listening to the opinion of another person, and then rethink and give birth to your own.

Publications in the media – a great way to attract people to the theater. Especially popular articles posted in the Internet and social networks. Each theater has its own group in the social network. There are published posters, announcements, news, opinions audience. By becoming a subscriber, you can get acquainted with the work of the theater, to find out what are the performances there and choose the one that you like also you can to take part in the competition and win a ticket to the performance.

To sum up, I would like to share my opinion about how I see the work of theater journalist in the future. Today, during the information boom, when everyone needs a 'universal' (all-powerful and just about everything writing) journalist, correspondent to the education of the theater begin to move in small steps.

For example, before the premiere it is held a press conference, on which journalists may ask questions to directors and actors, also they are invited to predpokaz. This way among many different journalists theatre looks for some of them who writes really well.

I think that's not enough. I consider that a theatrical journalist is a certain position, which should become regular in every theater. This person will follow the performance from the moment of its creation and to the premiere itself. He will know everything to the smallest detail: how artists chose, taught the text, who designed the scenery, sewed costumes, where rehearsals took place. Then, after visiting the premiere and seeing the final result of very long and hard work, the journalist will form his opinion and present it to the public.

To write truly you need to see not only the surface of the iceberg, but also what is hidden under water, behind the scenes. This rehearsal is long and difficult. Anyone who has ever been in the role of an actor will never say that this is a simple job, in order to show 3 hours of the performance, you need carefully plan and prepare all during months.

The most interesting thing happens in the dressing rooms, above and below the stage, when the hall is still empty. For crowded public that forget to turn off their mobile phone, everything must be clear and understandable in the theater world, where real miracles are created and only those 10% of the iceberg visible from the scene are opened. To teach the public to respect work on the creation of the remaining 90%, a true friend of the theater is needed – a theatre journalist.

Consequently, the theatre journalist is not a person who on a winter's evening was in a good mood and decided to visit the temple of art and immediately wrote about it, it is the one who lives by and with the theater breathes them a person for whom the theater is a lifestyle, its meaning.

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Аннотация. В данной статье рассмотрено такое современное явление, как театральная журналистика. Сделан вывод, что театральная журналистика – процесс журналистской деятельности, направленный на сбор, обработку, хранение и периодическое распространение актуальной общественно-значимой информации о театре. В статье представлены результаты эксперимента, проведенного Малой академией наук г. Севастополя в области рассматриваемой темы. В ходе исследования сделан вывод, что театральный журналист – это определенная должность, которая должна стать штатной в каждом театре.

Ключевые слова: театральная журналистика, СМИ, театр, профессия, культура.

Summary. In the present paper such a modern phenomenon as theater journalistic is discussed. The conclusion states

that theater journalistic is the process of journalistic work aimed at collecting, processing, storage and periodic dissemination of relevant public information about the theater. The results of the experiment made by the participants of Sevastopol Junior Academy of Sciences in terms of the theme discussed are presented in this article. The conclusion is that a theatrical journalist is a certain position, which should become regular in every theater.

Key words: theater journalistic, mass media, theatre, profession, culture.

UDC 070

THE FORMING OF RELATIONSHIP “TERRORISM – MASS MEDIA”

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The objectives of the given paper are:

- 1.To find out key moments of cooperation from the side of terroristic structures.
- 2.To define the main idea of cooperation from the side of mass media.
- 3.To examine practical cooperation between the structures.

In the course of the last decade revolutionary changes have occurred in the mass media, especially in the news media. These changes have been sketched by Ignacio Ramonet, editor of *Le Monde Diplomatique*, and Professor of communication theory at the Université Denis-Diderot (Paris-VII) (Ramonet 2002). Growing in parallel with increasingly fierce competition and commercial pressures it is complicated by the fact that “many top media executives today come from the corporate world, and no longer from the ranks of journalists,” has been the burgeoning dominance of the visual. Television has become the leading news medium, with newspapers only supplementary to TV’s instant, live, emotional coverage. Ramonet feels that “we are at a turning point in the history of information” in which TV news shows “have set up a kind of new equation for news, which can be summed up like this: ‘if the emotion you feel by looking at the pictures on TV news programs is true, then the news is true.’”

The nature of terroristic thinking is rather specific presented in the judgment that « Terrorist attack is a reliable method of giving information with a unconditional success about political positions» [1]. That’s why the characteristics of terrorism can be an orientation towards media showing and public interest. In most cases terrorism became cater not on physical harm, but on psychological aspects of personality. The main way of achieving goals by terrorists is «to evoke fear by killing, make them play in the interest of the terroristic activities» [2].

Terroristic sabotage sponsors rely upon «informational bomb» effect made by mass media. The explosion of such a «bomb» leads to raising the sense of apprehension and panic in the society. It leads to one of the main terrorism’s goal – the large-scale people fear about their future. We can admit that thanks to mass media work we can be not only spectators of terrorist attacks, but participants too. The main idea of this a person feels emotional implication on a crime and feel unprotected.

Terroristic organizations have informational influence via mass-media, which is characterized with several factors:

1. The main reason is to discredit the government.
2. To make a statement about themselves as about the real and ambitious socio- political force.
3. The formation of terrorists` reputation as of heroic martyrs and as uncompromising justice fighters

At this point we can claim convergence of mass media and terroristic organizations` interests. This cooperation is necessary part of their existence and work. To this direction is given a big part of their consideration and work on their thorough elaboration.

In its turn mass media are also interested in the work connected to terrorism. The main force that pushes them to each other is the self-interest. This turns up in popularity, raising the authority and in financial success. Mass media in their functioning must remember of the rested moral responsibility upon them. Therefore mass media stakeholders should take into account all the consequences happened because of their work.

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Аннотация.

В данной работе показана специфика функционирования системы отношений «СМИ - терроризм» с целью противостоять угрозе распространения терроризма в международном масштабе. За последние два десятилетия влияние средств массовой информации значительно возросло. Люди со всего мира теперь могут собирать информацию о разной проблематике из самых различных источников, включая телевидение, интернет и газеты. Террористы стремятся пропагандировать свою деятельность, влиять на общественное мнение, рекрутировать новых членов посредством СМИ.

Ключевые слова: терроризм, международная безопасность, СМИ, медиа стратегия, сотрудничество

Summary.

In the given paper the effort is made to focus on the functional peculiarities in the relationship system «mass media – terrorism» to oppose the spread of terrorist threat globally. For the last two decades, the influence of the mass media has grown enormously. People all over the world are now able to collect information about all kinds of issues from a wide variety of sources, including television, the internet and newspapers. Terrorist tend to make propaganda of their activities, to influence the public opinion, to recruit new members via mass media.

Keywords: terrorism, international security, mass media, media strategy, cooperation.

Ключевые слова: Терроризм, международная безопасность, СМИ, медиа стратегия, сотрудничество

UDC 070

APPARENT CONNECTIONS AMIDST SCIENCE, POLITICS AND RELIGION

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Despite the long history, the question of the special place of PR, its difference from marketing and advertising continues to rise. Therefore, there are cases of turning to the adjacent area and operating on one-dimensional quantitative indicators to evaluate the effectiveness and PR- activities.

Today, there are many varieties of PR. One of them is called "color" PR or PR division, depending on the target systems. There are many types of «colored» PR, but everyone chooses the color he prefers. During the study such types of PR were considered as gray, yellow, black, green, brown, pink. There are comparative characteristics of PR depending on the color in the below.

We studied the main types of "colored" PR met in the Russian Federation. Being analyzed the PR-activities of the various organizations we identified the most frequent ones: white, gray, yellow, black, green, brown, pink. There is a short description of each of the types.

White PR is used to show the wide and truthful coverage of the entire organization.

Grey PR assumes that the object is not advertised bluntly, the "necessary" information is hidden.

Yellow PR as PR methods is used to attract attention by the abusive elements.

Black PR is used to achieve the objectives by the using "dirty" ways and means.

Green PR is based on corporate responsibility in the area of environmental protection.

Brown one characterized by PR propaganda, xenophobia and neo-fascism.

Pink PR is based on the myths and legends technologies.

Grey PR uses different methods of influence, which are familiar to both black and white PRs. It characterizes only by the financial component. Usually the gray PR information is negative.

The main reasons for using a gray PR are the following:

- to restore justice;
- to pursuit of the rights;
- to hurt his opponent, avoiding violations of the law.

The main aim of the yellow one is not to disclose the further meaning of the marked topics, but to attract the attention of the consumer.

Yellow PR differs by using the abusive elements in order to attract the attention of consumers to the company or person. In view of the fact that the methods of yellow PR refers to the instant response through profanity, playing on people's fears, etc., this type of public relations cannot be used for an educational institution.

Black PR refers to the targeted dissemination of negative information regarding any inanimate or animate object. The main objectives of black PR are:

- to squeeze competitors from the market;

- to influence on authorities, suppliers and partners;
- to eliminate the negative groups or organizations.

The white PR is the most reasonable and effective type of PR in the sphere of education. It is used to create a positive image by focusing on the essential company information.

Despite the type and color of PR, they all follow to the same algorithm of program development:

- In accordance with the goals there are specific targets PR structures.
- There are the main directions of PR work structure.
- In each direction there is a certain prescribed program of work, taking into account the financing
- Separately, there is the concept of registers of each activity within the program.

As a result, there should be prepared media plan for a particular time range.

The development and implementation of effective PR-actions we need an individual approach, which takes into account the specifics of the educational institution and, above all, the specificity of the market (nationwide, regional or local), in which they operate. Proper using of PR in educational sphere could create a positive image of the educational institution; the result can attract the qualified experts, increases the number of students that may have a positive impact on the reputation, and becomes a successful development of an institution.

It is necessary to identify the target audience of PR-activity in the education area. The target audience of PR-activity of education sphere are the following:

- parents of pupils or students;
- students;
- teaching staff;
- employees of educational institutions;
- the authorities.

The goals and objectives of PR in education sphere are the following:

- to create and maintenance the image;
- to rise publicity (creation fame) of educational institution;
- to improve the communication space of the educational institution;
- to work with competitors;
- to cooperate with partners, implementation of joint educational programs;
- to interact with business representatives;
- to interact with non-governmental organizations;
- to work with the personnel, etc.

It's necessary to use the variety of PR-instruments for effectively promoting of an institution. Among them, there are the following: working with target media, promotion through the Internet, the internal PR, special events and others.

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Аннотация. В настоящее время выделяют разновидности PR по задачам, целевым установкам, и т.д. Существует довольно много видов PR, таких как политический, социальный, внутренний и внешний, позитивный и негативный, повседневный и проектный, и так далее. Все эти виды PR имеют свои целевые установки и задачи, соответственно, они приводят к разным результатам. В этой же статье рассматривается «цветной» PR, его виды, а также возможность применения его в образовании.

Ключевые слова: связи с общественностью, PR в образовании, виды PR, цветной PR, задачи PR.

Summary. Nowadays PR is divided into different groups: on tasks, on target settings and so on. There are political PR, social PR, interior and external PR, positive and negative PR, daily and long-term PR and many other types of PR. All this forms of PR have their own target aims and tasks. They lead to different results. In this article the main theme is a "colorful" PR, his types and possibilities of using in educational sphere.

Keywords: PR, PR of education, kinds PR, color PR, tasks PR.

METAPHORS IN CONTEMPORARY POLITICAL MEDIA DISCOURSE

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Metaphor is not merely a figure of speech, but is a specific mental and neural mapping that influences a good deal of how people think, reason, and imagine everyday life [3]. Consequently, it remains of great interest not only for the mainstream linguistic research, but also for communication theory and political linguistics. Metaphors transport the images, feelings, values, thought patterns, etc. entrenched in our cultures [quoted from 1, p.75]. The success of metaphor in communication may be explained by the fact that metaphor is beyond language, and is to be found primarily in thought and action [1, p.78].

Studying metaphors used in political communication can contribute to the construction and comprehension of social and political reality. Hence, it is reasonable to study the expressive potential and functions of metaphors in political media discourse regarding the modern world political context. Unfortunately, today's world of big politics is much affected by information wars.

Information war can be interpreted as a series of attacks on the civil population of an opponent-state, or electorate of an opponent-political party, through disinformation and propaganda in order to achieve certain political aims. While researchers distinguish several types of information warfare, it is essential to understand the concept of the information war [2]. Thus, information wars are closely connected with psychological wars which aim at, employing various means, a population's value and belief systems, as well as emotions and consciousness. With both of these concepts, experts in political studies talk about information-psychological wars that are becoming a part of modern geopolitics and, consequently, a part of mass media communication.

Nowadays mass media is a super powerful tool in shaping public opinion. Abraham Lincoln once said: "Public opinion is everything. With it nothing can fail. Without it nothing can succeed". And his words still sound up-to-date. Different technologies and modes of communication are used to enforce certain themes in the conflict. Language, selective words, particular expressions, specific pictures are all the ammunition for the war used to hammer certain stereotypes, to influence people's opinion across the world or within the country, and to maintain a total control on the flow of information, the perceptions of audiences, and the discursive processes shaping the modern world. The political metaphor created by journalists is one of the effective ways to manipulate a human consciousness. Even those who stick to the idea that metaphor is just a "trick with words" or "an ornament in the language", are deftly manipulative in sending their messages. And now let's analyse some interesting and high-profile metaphors found in the latest issues of the popular British and American newspapers and magazines.

American journalist John Oliver in one of his articles on the 2016 presidential election campaign in the US suggests a delicious alimentary metaphor to characterize Hilary Clinton and Donald Trump's scandals. He speaks of these politicians as *cookies*, and their scandals as *raisins*, revealing the idea that these two politicians are not so transparent in front of the public as they try to look. Both of them have some spots or "raisins" on their reputation. Thus, the journalist offers his audience a fresh way of viewing the politicians. This metaphor creates rather negative image and attitude to these political figures. The comparison of two contending for the Presidency candidates with cookies, belittles their political weight: "*Ethical failings in a politician are like raisins in a cookie... they shouldn't be there. They disgust people. But most politicians have at least a few raisins. Clinton arguably has more raisins than average. When it comes to Donald Trump, this man is a raisin monsoon. He is ethically compromised to an almost unprecedented degree.*" ["The Hollywood reporter", Sept. 2016].

British journalist David Barnett in the title of his witty review of Michael Ian Black's "A Child's First Book of Trump" uses the metaphor of Trump as a "*bright orange beast*", created by Black. Thus, a funny rhyming tale for children has given way to the biting political satire which is likely to appeal to adults rather than to their children. The word "*beast*" probably stands for the mysteriousness of Trump's personality, on the ground that nobody really knows what political actions and reactions one should expect from him. The metaphor wouldn't be gaining its popularity in mass media "if it wasn't so true". The Black's original version describes the presumptive Republican presidential candidate thus: "*The beast is called an American Trump Its skin is bright orange, its figure is plump; Its fur so complex, you might get enveloped...*"

["The Guardian", D. Barnett, July 2016].

It is obvious that the image of D.Trump created by this metaphor gives the reader some sarcastic evaluation of his personality and, as a result, creates negative attitude to Trump.

The “Guardian” journalist Julia Kollewe refers to the German Chancellor Angela Merkel as the “thrifty Swabian housewife.”

“The schwäbische Hausfrau – southern Germany's thrifty Swabian housewife – is frequently invoked by Angela Merkel. The German chancellor argues that Europe has been living beyond its means and can learn from these women's frugal housekeeping and balanced budgeting.” [“The Guardian”, J. Kollewe, December 2012].

This comparison of Germany's budget spendings with the Swabian housewife's frugal housekeeping speaks volumes.

In his daily news coverage, “RT News” journalist mentions the speech of the Russian Defense minister S. Shoigu in which he refers to Russia as a bear:

“Don't tell a bear what to do: Russia brushes off UK warning not ‘to stick paws in’ Libya.” [“RT News”, 2017].

The suggested zooemic metaphor of Russia as a bear has been much exploited by the journalists and politicians, as well as other inhabitants of a zoo: *“To continue with the ‘animal’ topic... What is on their coat of arms, a lion, isn't it? There is an old saying: every lion is a cat, but not every cat is a lion. Everyone should deal with their affairs. We do not think that there is an animal in their zoo that can order a bear around.”* [“Strategic Culture Foundation Online Journal”, 2017].

The stereotyped image of the bear opposed to all other animals in the zoo is powerful, though not at all innocuous, which only aggravates the political situation and fuels the negative attitude towards Russia in the western world.

The conducted research gives us ground to say that metaphors in political discourse become an effective means of manipulation of public opinion and mass consciousness. Being contentious and cross, the political media discourse sometimes gives priority not to the proven facts and well-grounded arguments, but to the eloquent language that immediately hits its target.

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Аннотация. Данная статья посвящена использованию метафоры в современном политическом медиадискурсе. Рассматривается понятие метафоры, ее роль в формировании общественного мнения и массового сознания. На примере метафор, используемых журналистами различных западных медиа источников, анализируются механизмы воздействия на сознание читателя и интерпретируются их функции и значение.

Ключевые слова: политический дискурс, метафора, информационная война, массмедиа, журналистика.

Summary. This article is devoted to the study of the use of metaphor in the political media discourse. The notion of metaphor and its role in formation of public opinion and mass consciousness are studied. The functions and meanings of the metaphors used by western mass media journalists are interpreted.

Key words: political discourse, metaphor, information war, mass media, journalism.

UDC 821.111

WORKS OF RACHEL CARSON IN THE CONTEXT OF NON-FICTION NATURE WRITING

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Non-fiction nature writing embracing various aspects of man and nature interaction and numerous environmental issues includes a wide variety of works which constitute a significant part of American literature. It can be accounted for by the long-standing traditions of this type of prose and by the specifics of American mentality that has always been drawn to the certainty of fact and relied on personal experience. On the other hand, documentary books about nature contain some belletristic elements such as poetic descriptions of landscape, metaphoric images and autobiographical motifs.

Early works of American nature writing were informative, empirical and practical since natural resources were of great importance for conquering the American continent. At the turn of 18th-19th centuries naturalists were mostly engaged in collecting, classifying and cataloguing the facts of flora and fauna, but their works could also contain poetic digressions, elements of adventure stories or philosophic reasoning. In the mid-19th century wilderness was viewed in two planes: firstly, as a source for culture and basis for national self-respect and secondly, as the setting of the struggle for survival and, on the other hand, and as the ideal location to escape social realities. American nature writing was clearly anthropocentric till the mid-20th century when the gradual shift from anthropocentrism to nature- and eco-centrism was initiated and one of the writers who played a significant role in it was Rachel Carson.

Rachel Louise Carson (1907-1964) was a marine biologist, conservationist and a best-selling author whose works are credited with advancing the global environmental movement. Carson showed early promise as a writer and a keen observer of nature. She studied English and biology and received a master's degree in marine biology in 1932. Carson worked for the U.S. Fish and Wildlife Service for many years before devoting herself full-time to writing.

It should be mentioned that Carson is recognized in the USA (such authors as Linda Lear, Paul Brooks, Mark H. Lytle, Peter Matthiessen, Lisa Sideris, Thomas R. Dunlap, Alex Macgillivray, Conor Jameson, Joni Seager and many others wrote about her work), but neither Russian readers nor researchers paid much attention to her literary legacy as yet (with only one exception that is the monograph by E.A. Stetsenko "Ecological Consciousness in the contemporary American Literature").

The books that brought Carson critical acclaim and popular success were "Under the sea wind" (1941), "The sea around us" (1951) and "The edge of the sea" (1955). Capitalizing on the public's fascination with oceans, Carson emphasizes the mystery and allure of the sea over its utilitarian value. The study of oceans is seen as an occasion for humility and moral reflection. She highlights human dependence on ocean waters, reminding readers of human insignificance relative to the vast and ancient sea. Carson tends to view the sea as inexhaustible. Humans might dominate terrestrial environments, but the sea, she believes, would remain largely alien and inviolate, rebuffing attempts to plunder and subdue it.

According to the critics, these books can be treated not only as the works of a natural scientist but also as poems in prose because Carson's scientific observation of fish and birds behavior are actually transformed into the vivid image of natural life whose energy and rhythms are reflected in the poetically arranged text with its metaphors and imagery. By giving animals names and making them characters of short novellas, Carson lends the environment some anthropomorphism and makes it aesthetically ordered.

Postwar developments in science and technology, particularly the unprecedented introduction of DDT (dichlorodiphenyltrichloroethane) and other chemical pesticides into the environment, shook Carson's belief in the limits of human dominion. Her response was "Silent spring" (1962) and its impact was enormous. An exposé of the environmental and health effects of pesticides, "Silent Spring" also familiarizes the public with basic ecological concepts and transforms ecology from a science to a social movement. Carson shows how bioaccumulation of increasing concentrations of chemicals in higher levels of the food chain creates danger for wildlife and humans.

In response, chemical industry and its lobbyists whose interests were affected produced a number of their own publications promoting and defending pesticide use and accused Carson of incompetence thus igniting a national controversy. But critics could find little factual error and focused instead on how Carson dramatized her concerns and minimized the real benefits of pesticides in assuring plentiful, affordable food supplies. In the end, concern for endangered

species triggered by “Silent Spring” became a national preoccupation. A series of environmental laws were adopted and DDT was banned in the US in 1972, and its use is banned or regulated in many other parts of the world.

“Silent Spring” is a documentary based on huge amount of reliable facts and statistics. It has clear-cut structure which follows definite logic: in particular chapters the author touches upon the adverse impact of poisons on people, land, air, water, plants, animals, insects, fish and birds. All research is united by the ideas which were to become dominating in the later environmental discourse. The most important of them is the idea of interrelation of all things existing on Earth represented by the images of chain and web. The parallels between war and human invasion of flora and fauna drawn by the author are not just metaphors but they are derived from the fact that the development of pesticides was based on the formula of nerve gas used by the army.

It is believed that “few readers could resist Carson’s literary skill” [3, p.16]. In the opening section of “Silent Spring”, “A Fable for Tomorrow”, she writes: “There was once a town in the heart of America where all life seemed to live in harmony with its surroundings. ...Then a strange blight crept over the area and everything began to change. ... There was a strange stillness. ... The few birds seen anywhere were moribund; they trembled violently and could not fly. It was a spring without voices. On the mornings that had once throbbed with the dawn chorus of scores of bird voices there was now no sound; only silence lay over the fields and woods and marsh” [2, p.3-5]. This fable produces an astounding effect on the reader. A journalistic investigation is preceded by a piece, which is, in essence, a work of fiction with highly emotional descriptions and vivid images appealing to the readers’ feelings. The whole book is based on poetics of the novel, which lends it dynamics and tension.

In conclusion one can say that the impact of Rachel Carson’s work in general and of ‘Silent spring’ (which is often referred to as ‘the book which changed a nation’) in particular can be accounted both by the urgency of the problems considered and by the ability of the writer to follow the best traditions of non-fiction and generalize the facts and to reveal their ethic and aesthetic aspects.

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Аннотация. Данная работа посвящена творчеству Рейчел Карсон – ученому-биологу и широко известному автору документальных произведений о природе, которая считается одним из основоположников современного экологического движения. Приводится краткая характеристика американской документальной литературы о природе, а также рассматриваются такие произведения Рейчел Карсон, как «Под морским ветром», «Море вокруг нас», «На краю моря» и «Безмолвная весна».

Ключевые слова: Рейчел Карсон, документальная литература, природа, окружающая среда, экология.

Summary. The paper considers literary works of Rachel Carson, a marine biologist and a widely known nature writer, who is believed to be one of the pioneers of modern environmentalism. Brief characteristics of American non-fiction nature writing are given. Particular attention is paid to such works of Rachel Carson as “Under the Sea Wind”, “The Sea around us”, “The Edge of the Sea” and “Silent Spring”.

Keywords: Rachel Carson, non-fiction, nature, environment, ecology.

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THE FORM OF TIME AS “SENSOR COMPOSITION” IN THE NOVEL OF E. VODOLAZKIN “AVIATOR”

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The plot of the novel “Aviator” is based on the dotted line of the remembrances of the main hero, whose name is Innokenty Platonov. The borders between mnemonic cells of narration are fuzzy, the chronological chain is observed just from time to time.

The category of time in the novel is a complicated problem. The main hero in the result of the scientific experiment becomes the inhabitant of two totally different generations, so the reality in his perception becomes double.

The time of his childhood and youth, the time, in which he was existing and has still existed with the “memory of the feelings”, starts its passing through as physiological concrete phenomenon: the “time feeling” is reorganized in the totality of sensor feelings, but the hero feels the smell, hears the sounds and sees the picturesque views not “hear and now” but in the screened way. One of the main principles of the construction of the reality is the principle of regular comparison (then and now, before and after, at so-called past and so-called present).

The memories are the main variety of existence the hero. To feel the life, not to get lost in the “labyrinth of time” is his aim. It’s possible only in case he remembers everything. It’s the only way to supply with the reality of his own life – to live and revive the life by the memories.

In the Evgeny Vodolazkin’s novel, we find archetypal stability in the stream of memory not in the names of the hero’s contemporaries, realities of life or nuances of ideology, but in smells, sounds and forms, i.e. sensor stamps. Maintenance of “quantum of the memory” is quite changeable (space, shifts of calendar, details, participants of the events can be different), but sensor reactions take shape into the steady pattern.

According to Alexander Ledenev’s opinion, the text is braided in colorful threads (not only visual, but acoustical and taste); the results of such braiding demonstrate that there is interplaying of words, paintings, sounds at the surface of a text [2].

“The composition of fate” is presented in mnemonic-arranged narration by the set of loci; some of them are actual both in the “past” and in the “present”: Petrograd and Petersburg, the hospital, Kuokkala, Siverskaya “then” and “now”, the Voronin’s flat and the flat of Platonov, Solovki, Alushta. The flowing of the time and the life turns into the space deployment locus, in which particular sensor perception dominates.

The locus of Petrograd is understood mainly through the vision, although there are other types of sensor system. Here belong acoustical, osmetic, taste perception systems. Separate strokes of perception are formed with the help of temperature and pain receptors.

Taste and perception with the help of pain receptors are in the least frequency in this fragment.

In the Petersburg’s locus vision details also dominate. However, the vision operations bring the motive of crisis of the reality to the hero’s mind. It seems to him, that his present life is just a forgery: “По старому городу ехать было хорошо, а как добрались до Купчино, душа затосковала. Непетербургская местность. Остановились у больницы – убогая, под стать району... Старые здания даже в таком состоянии не столь удручающи, есть в них, и в неухоженных, стать. А новые – непрочные, ненастоящие, сразу видно, что подделка” [1, p.169].

The first lodgment, which “meets” the hero in his new time, is the hospital. The place, where “за окном светило солнце, и о подоконник дробно стучала капель. Таяние снега происходило под... наблюдением Гейгера, но без его участия. Так же примерно, как и моя разморозка”; here the main way of world’s perception happens by the perception system. However, temperature and pain receptors are not involved again.

The feelings of the hero are represented in the least way in the locus of Kuokkala, where “и сосны, и волны меняют свой облик в сумраке белой ночи...” [1, p.25]. It’s possible to find here only acoustical and visual feelings. The last ones clearly dominate.

Siverskaya for Platonov (“century coeval”) links to fundamentally other colours, sound, views: “Зелеными, шумящими. Коричневыми, бездонными, плещущимися. Переходящими солнечным днем в голубое. Был рев водопада на плотине, и дрожание металлических перил от падения воды, и радуга в брызгах. По одну сторону плотины – полнота и задумчивость, по другую – бурление и надрыв. И над всем этим – огненная охра обрыва, девонская... глина...” [1, p. 44]. It’s clear, that in this locus the visual perception dominates as well. However, all types of sensor feelings are actual.

Polarity of two loci (both of them are Siverskaya, but before and after the frost) is striking: “Мы спускаемся к плотине. Стоящие у воды развалины под завязку забиты мусором. Любуемся тем, как откуда-то из-под нас вырываются пенные потоки. Я ведь никогда не бывал здесь зимой, и от этого мне немного легче. То, что Сиверская не похожа сама на себя, при желании можно объяснить ее зимним состоянием. А летом все еще может вернуться. Абсолютно все...” [1, p.103]. The feelings become poor. After the frosting, they are represented just with the visual, osmetic and perceive systems.

Perception by the visual system stills the main in the locus of Voronin’s flat. Taste system, temperature and pain receptors are not involved again. The smell feelings in the locus of the Platonov’s flat are being lost.

Perception by the temperature and pain receptors are represented in the topos of Solovetskiy prison-camp in the most way. It leads to the perception way of surrounding reality with the help of osmetic system. Enormously different smells underline the difference between the nature harmony and the horror made by people. Compare: “Раздавленными клопами пахло. Немытыми телами – мы ведь работали ежедневно на износ, но почти не мылись. И все это вместе сплеталось в общий запах отчаяния, цвет и звук отчаяния, потому что это только кажется, что они сокрыты в душе и недоступны органам чувств...” and “Мы поворачивались направо, налево и кругом, и нас обвевало теплым летним ветром, потому что даже на Соловках лето бывает теплым... Белое море пахло не так, как южные моря, но свежесть его проникала в каждую клетку тела. Незаходящее северное солнце блестело на гребнях волн. Мы стояли спиной к бухте, но, когда поворачивались, этот блеск был виден и по-настоящему меня радовал. Он напоминал мне море в окрестностях Алушты...” [1, p.188].

The locus of Alushta is one of the least that is saturated by the sensor feelings. Acoustical perception dominates here (the boy imagines this toponym as wet and shining). The taste system, the temperature and pain receptors are not involved.

Therefore, in “Aviator” the “picture of reality” undoubtedly depends on sensor activity of memory, which shows different intension and direction types of interplay of different kinds of feelings. The power of words and the “verbal energy” of texts depend on this process too.

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Аннотация. Данная статья посвящена актуальному исследованию взаимозависимости хроникально организованного построения композиции романа Е.Г. Водолазкина «Авиатор». В работе дан подробный анализ динамики сенсорных ощущений главного героя романа Иннокентия Платонова и компаративная характеристика отдельных локусов повествования, обусловленных временными особенностями жизненных обстоятельств героя-протагониста. В результате исследования установлена зависимость «вербальной энергетики» текста от концентрации сенсорных ощущений в том или ином локусе.

Ключевые слова: сенсорные ощущения, время, композиция, локус, вербальная энергетика.

Summary. The paper studies the ways of dependence of the chronically organized construction and the dynamics of the sense perception of the main hero in E. Vodolazkin's novel “Aviator”. The paper gives detailed analysis of perception dynamics of the main hero Innokentiy Platonov and comparative characteristics of single loci of the narrative, that are determined by the time features of the life circumstances of the protagonist. In the result of the research the dependence between “verbal energy” and concentration of the sensations in the loci was found out.

Keywords: sensations, time, composition, locus, verbal energy.

UDC 81-26

LES EXPRESSIONS COLORÉES DANS LA PHRASÉOLOGIE FRANÇAISE

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«Les locutions phraséologiques sont des unités lexicales qui par leur fonctionnement se rapprochent souvent des mots ce qui permet d'envisager leur création à côté de la formation des mots » [3, p. 55].

Une expression idiomatique est une expression particulière à une langue et qui n'a pas nécessairement d'équivalent littéral dans d'autres langues. Ici nous parlons des expressions utilisant le nom des couleurs.

Les expressions idiomatiques utilisant les couleurs sont très fréquentes en français. Les noms des couleurs jouent un rôle plus important en français. Les adjectifs de couleur peuvent être utilisés pour la dénotation des objets: «*le rouge*» – «помада», «*une noire*» – «четвертная нота в музыке». Les adjectifs de couleur français ont beaucoup de sens figurés.

On va examiner les certaines caractéristiques des couleurs primaires. Les couleurs primaires sont: rouge, jaune, vert, bleu, blanc et noir.

Blanc et noir. L'attitude envers ces deux couleurs était presque la même. La couleur blanche représente la pureté, le calme, le noir peut symboliser la dépression, la peur, et la mort. Dans les écrits médiévaux les anges étaient représentés blancs et les sorciers et les magiciens mauvais – noirs. Cette tradition est restée en français, se manifestant dans les expressions idiomatiques.

Par exemple l'adjectif “noir” montre les qualités humaines négatives, le noir a surtout des significations négatives: «*broyer du noir*» – «предаваться мрачным мыслям», «*voir tout en noir*» – «видеть все в черном свете», «*prendre une situation en noir*» – «негативно относиться к ситуации»; «*papillons noirs*» – «чёрные мысли»; «*froid noir*» – «пасмурная, промозглая погода»; «*four noir*» – «полная неудача».

Le noir est aussi la couleur de la malhonnêteté, de l'action inconnue: par exemple, «*un marché noir*» – «черный рынок», «*une caisse noire*» – «нелегальные деньги», «*une affaire noire*» – «подлое дело», «*travailler au noir*» – «тайно работать»; «*avoir des idées noires*» – «замыслить скверное дело».

D'habitude la couleur blanche représente principalement des valeurs positives: par exemple, «*voir la vie en blanc*» – «быть оптимистом»; «*boule blanche*» – «хорошая отметка на экзамене»; «*fils de la poule blanche*» – «счастливчик»; «*respecter les cheveux blancs*» – «уважать старших».

Cette couleur denote aussi la pureté intérieure: «*être blanc comme neige*» – «быть невиновным»; «*une blanche oie*» – «сама невинность».

Le blanc peut aussi représenter le vide, l'absence de quelque chose en français. Par exemple, dans l'expression «*passer une nuit blanche*» – «провести бессонную ночь» la couleur indique le manque de sommeil; «*c'est un coup blanc*» – «тщетная попытка» – aucun résultat; «*carte blanche*» – «свобода действий» – l'absence de restrictions; «*voter blanc*» – «не заполнить бюллетень на голосовании» – laisser le bulletin vide; «*tirer à blanc*» – «бессмысленно протестовать» – l'absence du résultat.

Au contraire, le blanc peut aussi représenter les qualités négatives. Ces qualités peuvent être exprimées par: 1. d'état émotionnel: «*sourire blanc*» – «неестественная улыбка»; «*être blanc*» – «плохо выглядеть, побледнеть от волнения»; «*jalousie blanche*» – «слепая ревность»; «*colère blanche*» – «ярость»; 2. par la forme d'activité ou action: «*messe blanche*» – «пустой разговор»; «*chou blanc*» – «полная неудача»; 3. par la désignation d'une personne ou d'un objet: «*billet blanc*» – «невыигравший лотерейный билет»; «*aigle blanc*» (жарг.) – «главарь воровской шайки»; «*mal blanc*» – «страшилище».

On peut trouver le noir et le blanc dans des combinaisons stables fondées sur la métonymie – le transfert des propriétés d'un objet à un autre – la couleur d'une chose caractérise toute la personne. Par exemple, «*un col blanc*» (белый воротник) – «служащий», «*une canne blanche*» (белая трость) – «слепой», «*les blouses blanches*» – «медицинский персонал», «*une gueule noire*» (черное лицо) – «шахтер», «*homme en noire*» (человек в черном) – «судья», «*les pieds noirs*» (черные ноги) – выходцы из Северной Африки; «*dame blanche*» – «приведение».

Rouge. C'est une couleur qui représente des émotions différentes. La couleur rouge peut représenter à la fois l'amour et la haine, la vie et la mort.

Elle peut symboliser également la passion, la force, l'énergie, la chaleur. Ces associations plus ou moins positives peuvent passer aux associations ou émotions plutôt négatives ou trop intensives: le feu, la violence, l'agressivité, la destruction, la mort et les guerres (le sang des soldats morts): «*chapeau rouge*» – «обезглавленный»; «*travailler dans le rouge*» – «убивать»; «*plaine rouge*» – «гильотина».

La couleur rouge a une valeur négative dans la langue française dans la description de l'extérieur et l'intérieur de la condition humaine: «rouge comme un chérubin» – «с полным, румяным лицом»; «rouge comme une écrivisse» – «красный, как рак».

Jaune. Le jaune est une couleur gaie qui représente la joie, qui nous fait penser à la chaleur du soleil, à l'automne et à la richesse. Mais le jaune peut parfois se révéler négatif. Cette couleur symbolise la maladie et la mort.

En Europe, le drapeau jaune signifiait la quarantaine et la croix jaune – la peste. La couleur jaune a été considérée comme un symbole de la trahison. En France, les portes de traîtres ont été peintes dans la couleur jaune. La phraséologie russe, cette couleur est associée à quelqu'un ou quelque chose de prétentieux: «*jaune, comme un perroquet*».

En français, nous voyons une image similaire: «*les gants jaunes*» – «щеголи»; «*jaune comme un citron*» – «жёлтый, как лимон»; «*être jaune comme du safran*» – «быть жёлтого цвета» или «страдать желтухой».

Dans la phraséologie française couleur jaune peut porter une appréciation négative: «*colère jaune*» – «яростный гнев, сильное раздражение»; «*sourire jaune*» – «криво улыбаться»; «*rire jaune*» – «принужденно смеяться»; «*être peint en jaune*» (être trompé par sa femme), – «наставлять рога».

Vert. La couleur verte était toujours le symbole de la vie, de la fraîcheur, de la nature. Le vert français et russe signifie «immaturé», «inexpérimenté». En français, "immature" signifie "frais". Cette signification est représentée dans de nombreux termes techniques: «*du bois vert*» – «сырые дрова»; «*vin vert*» – «молодое вино»; «*pierres vertes*» – «необработанные, только что добытые камни».

Ensuite, le vert signifie "forte": «*une verte vieillesse*» – «бодрая старость», «*il est encore vert*» – «он еще крепок».

Le concept de «forteresse» et transféré à d'autres domaines et signifie "sévère": «*tancer vertement*» – «как следует отчитать кого-либо».

Le vert a également un côté négatif: «*temps vert*» – «сырая дождливая погода»; «*être vert de peur*» – «позеленеть от страха»; «*être vert de froid*» – «посинеть от холода»; «*vert galant*» – «сердцеед»; «*langue verte*» – «воровское аргю, блатной язык»; «*prendre qn. sans vert*» – «застигнуть врасплох»; «*dos vert*» – «сутенёр».

Le vert est très fréquent dans la nature grâce aux plantes vertes. Beaucoup de phénomènes liés à l'agriculture et l'environnement, obtiennent l'adjectif «vert»: «*espace vert*» – «зелёное пространство» (сквер и т.д.); «*poumon vert d'une ville*» – «зелёное лёгкое города» (парк, городской сад); «*révolution verte*» – «зелёная революция» (преобразования в сельском хозяйстве).

Bleu. C'est un symbole de noblesse («*les sangs bleus*» – les aristocrates, les nobles), quelque chose d'irréel («*rêve bleu*»).

Cette couleur est souvent utilisée par les poètes. Dans la poésie française, nous trouvons les idiomes, comme «*la plaine bleue*» (поэт.) – «море»; «*Oiseau bleu*» – «Синяя птица» – символ мечты, символ счастья.

Bleu dans la langue française est souvent utilisé dans la description de l'apparence humaine pour exprimer bleuâtre, l'homme pâle: «*être bleu*» – «посинеть (от холода, от гнева)», «*se faire un bleu*» – «посадить синяк».

Il y a beaucoup de significations de la couleur bleu, particulière seulement à la langue française. Par exemple les expressions qui expriment un alcool: «*mettre son nez dans le bleu*» – «напиться», «*être voué au bleu*» – «прикладываться к бутылке»; «*gros bleu*» – «кислое вино».

Le bleu a aussi une valeur négative: «*barbe bleue*» (синяя борода) – «злой, жестокий человек»; «*colère bleue*» – «гнев, ярость»; «*bas bleu*» – «скучный, необщительный человек»; «*contes bleus*» – «небылицы, рассказы»; «*faire bleu*» – «прогуливать занятия»; «*passer au bleu*» – «бесследно исчезнуть».

Il illustre aussi la peur, la mélancolie: «*avoir des bleus*» – «хандрить», «*les diables bleus*» – «тоска, меланхолия».

Le bleu est une couleur que l'on a l'habitude de voir, notamment dans la nature (le ciel et la mer). C'est pourquoi cette couleur est très fréquente dans les expressions idiomatiques: «*homme de bleu*» – «моряк», «*la Grande Bleue*» – «Средиземное море», «*être dans les bleus*» – «витать в облаках».

La couleur bleue peut être utilisée dans des phrases qui transmettent l'état émotionnel d'un haut degré: «*peur bleue*» – «панический страх», «*avoir un fun bleu*» – «сильно веселиться», «*avoir un envie bleu de*» – «сильно хотеть».

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Аннотация. В статье говорится о том, что цвет чрезвычайно важен в нашей жизни, так как издавна цвета являлись для людей отражением окружающего мира и национальной идентичности. Автор утверждает, что каждый цвет имеет свой уникальный символический характер и вызывает определенные ассоциации. Каждый язык прошел свою стадию формирования и развития, поэтому цветовые системы разных языков могут значительно отличаться друг от друга. В данной статье мы рассматриваем особенности основных цветов во французской фразеологии.

Ключевые слова: цвет, идиома, ассоциация, символика, значение.

L'annotation. La couleur dans notre vie est très importante, car depuis longtemps les couleurs étaient comme une réflexion du monde. La perception de la couleur est un reflet de l'identité nationale. Chaque couleur a sa symbolique unique et elle évoque certaines associations. Chaque langue a passé son étape du développement et de la formation, c'est pourquoi les couleurs des langues différentes peuvent se distinguer. Dans cet article on va examiner les certaines caractéristiques des couleurs primaires dans la phraséologie française.

Mots clés: les couleurs, les expressions idiomatiques, les associations, la symbolique, la signification.

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POETIC INNOVATIONS OF GERARD MANLEY HOPKINS IN PROSODY AND STYLE

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Gerard Manley Hopkins (1844-1889) was a very ambitious innovator of his time in the field of poetic style and prosody. His works had great influence both on the English and American poets of the early XXth century and up-to-date ones. Rhythmical arrangement of his verse, crowned by his own system of “sprung rhythm”, is noted for its distinctness and originality. Initially, some literary critics considered his poetry too difficult to perceive, but nevertheless, within several decades, he became widely known. Nowadays numerous volumes of research in England and America are dedicated to Hopkins' poetry; his writings are reprinted and translated into various world languages; “The Hopkins Quarterly” comes out four times a month. International summer school in Ireland gathers admirers of his talent from all over the world each year since 1987.

In Russian Federation Gerard Manley Hopkins isn't so famous, but attention to his works is growing. It can be proved by numerous thesis researches such as [1], articles in journals and magazines and internet sites and finally by translations of his poems into Russian, published in different collections of poems, such as “Английская поэзия в русских переводах”

(1981), "Прекрасное пленяет навсегда" (1988), "Английский сонет XVI–XIX веков" (1990), "Влюбленный путник" (2004), "Век перевода" (2006).

To begin with, the peculiarities of syntax in Hopkins' poetry should be pointed out. By far, he isn't the only poet who gave more preference to the poetic rhythm of poetical works, than to their syntactical structure. In his poetry, the organizing role of rhythm overgrows to become dominating. It may be the explanation of the unusual syntactical structures with the omission of functional words and free word order, not characteristic of English which is an analytical language.

The poet writes, "*Wert thou my enemy, O thou my friend, / How wouldst thou worse, I wonder, than thou dost / Defeat, thwart me?*", "*Why do sinners' ways prosper? And why must / Disappointment all I endeavour end?*" Both examples are taken from one sonnet "Thou art indeed just, Lord, if I contend" [4, p.69]. In the first example the sentence is put between the components of analytical form (*wouldst ... defeat, thwart*), in the second example the prepositional object 'disappointment' is placed at the beginning of the line which is actually the middle of the sentence beginning in the previous line, and the preposition 'in' is omitted.

Free word order and omission of functional words lead to syntactical polysemy of the sentence and, as a result, the possibility of different interpretations arises.

When analyzing the sentence from the second example "*And why must disappointment all I endeavour end?*" one can see that there are two possible ways of interpretation in which the word 'disappointment' may function both as the object and the subject.

Another characteristic feature of Hopkins' verse is the functional shift, which also makes sentences syntactically polysemantic. For example, in the sonnet "To What Serves Mortal Beauty?" [4, p.61] in the sentence "*...where a glance / Master more may than gaze, gaze out of countenance*" the word 'gaze' could be treated either as a verb or a noun.

In addition to the rhyme in the end of the line, Hopkins often uses inner rhyme: "*The grey lawns cold where gold, where quickgold lies!*" (The Starlight Night) [4, p.26], "*Left hand, off land, I hear the lark ascend*" (The Sea and the Skylark) [4, p.28], "*Man's spirit will be flesh-bound when found at best*" (The Caged Skylark) [4, p.31]. Inner rhymes lend the verse more melodiousness, intensify its expressiveness and become an additional linking element in long lines.

Then, it is necessary to mention the system of "sprung rhythm" [2] that is noteworthy in the sphere of metrics and prosody. Studying possibilities of traditional metre in the poetry, featuring syllabic-accentual versification, and of course possibilities of accentual verse, Hopkins step by step developed his own rhythm. According to the scientists, there may be several prerequisites for the appearance of "sprung rhythm", such as classical Greek and Latin versification or ancient Anglo-Saxon alliterated accentual verse (traditional syllabic-accentual metres), or some modernization of contemporary versification. In Hopkins' poetry some traits of different periods of English versification are combined.

In his diaries and various letters, Hopkins mentioned some isolated hints on new rhythm in the works of Shakespeare, Milton and in some nursery rhymes. But this innovation involved only shift of stress in stress foot, which was done in order to bring rhythmical diversity in the flow of verse. According to Hopkins, Main characteristics of "sprung rhythm" are rove over line, rhythmical variations – hangers or outrides, collision of two or more stresses in a stress foot [3, p.47].

Rove over line is characterized by the absence of pause in the end and the stress foot is declaimed from the beginning up to the end without pausing.

Rhythmical variations include hangers or outrides. Outride includes two or three unstressed syllables, added to the stress foot but not taken into consideration while declaiming. [3, p.47]

The method of collision of two or more stresses in a stress foot is often used for deliberate violation of the out-of-measure flowing rhythmical pattern.

Besides, in his verse the poet often uses short monosyllabic words, each one of which is relevant, because it carries semantic stress. For example, "*In his ecstasy! Then off, off forth on swing...*", "*Brute beauty and valour and act, oh, air, pride, plume, here / Buckle!..*", "*No wonder of it: sheer plod makes plough down sillion / Shine...*". The lines are taken from the poem "The Windhover" [4, p.29]. These stresses make verse rhythm heavier, giving the line special sounding. Some scientists believe that this method narrows the gap between common speech and written prose.

In most cases stress isn't organized and can vary within one stanza, as in the following lines of Hopkins' poem "Binsey Poplars" [4, p.40]: "*My aspens dear, whose airy cages quelled, (5) / Quelled or quenched in leaves the leaping sun, (5) / All felled, felled, are all felled; (5) / Of a fresh and following folded rank (4) / Not spared, not one (4) / That dandled a sandaled (2) Shadow that swam or sank (3) / On meadow and river and wind-wandering weed-winding bank" (7).*

And finally, it's necessary to mention alliteration, as Hopkins uses it in his verse very often. It's quite enough to quote several lines from different poems to illustrate the use of this device: "*I caught this morning morning's minion, kingdom / of daylight's dauphin, dapple-dawn-drawn Falcon, in his riding ...*" (The Windhover); "*My aspens dear, whose airy cages quelled, / Quelled or quenched in leaves the leaping sun, / All felled, felled, are all felled*" (Binsey Poplars); "*Nothing is so beautiful as Spring – / When weeds, in wheels, shoot long and lovely and lush*" (Spring) [4, p.27]. Hopkins paid a lot of attention to the sound of poetry and alliteration undoubtedly intensifies the expressiveness of his verse.

In conclusion it should be pointed out that prosody and style of Hopkins' verse possess unique features and are indicative of his extraordinary poetic gift. Hopkins' poetry with its extreme emotional tension embraces the widest range of feelings and peculiar syntax together with sprung rhythm and alliteration facilitate conveying them in the best possible way.

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Аннотация. В работе рассматривается вопрос традиций и новаторства Джерарда Мэнли Хопкинса, а также его влияние на современную мировую литературу. Основное внимание сконцентрировано на особенностях его сочинений и самых интересных приемах, используемых в его поэзии, таких как инверсия, особый тип поэтической строки, ритмические вариации, столкновение двух или более безударных слогов, аллитерация и внутренняя рифма.

Ключевые слова: Джерард Мэнли Хопкинс, прыгающий ритм, ритмические вариации, аллитерация, стихосложение.

Summary. The paper deals with the issue of traditions and innovations of Gerard Manley Hopkins and his influence on the modern literature. Attention is drawn to some peculiarities of Hopkins' writing and to the most remarkable devices he used in his poetry such as inversion, rove over line, rhythmical variations, hangers or outrides, collision of two or more stresses in a stress foot, alliteration and inner rhymes.

Keywords: Gerard Manley Hopkins, sprung rhythm, outrides, alliteration, versification.

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THE USE OF IRONY IN 'PRIDE AND PREJUDICE' BY JANE AUSTIN

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Nowadays *irony* can be found in numerous spheres, such as literature, newspapers, advertisements, in political texts and in everyday communication. This term is widely used in a great number of books devoted to the stylistics of text, where it is defined as one of the expressive means and linguistic devices to provide emotional or logical emphasis. It helps to create some lively images. Therefore, *irony* is an integral part of literature. One can easily see it studying the novel «Pride and prejudice» by Jane Austen, who is considered to be the expert in using *irony*. Due to this stylistic device, the analysis of Jane Austen's style of writing is of great interest to scholars all over the world.

The goals and of this work are to study the term *irony* and to analyse the use of *irony* in Jane Austen's novel «Pride and prejudice».

Throughout the centuries, the term *irony* changed its meaning. It's widely known, that the concept of *irony* appeared in Antiquity. The term *irony* goes back to the Greek word *eironeia* («mockery concealed»). In ancient Greek «to use *irony*» meant «to speak lies, to mock». Socrates is believed to be the first specialist of *irony*. Plato came to the conclusion that *irony* was not necessarily associated with deception, it might have had positive meaning.

In the Middle ages, *irony* was a part of folk humour culture. It was during Medieval times when *irony*, as a hidden device, was more used in literature, then in everyday life. Due to Romanticism *irony* gained the status of an independent linguistic category and was considered to express the personal ideal world of artists.

The twentieth century also appeals to the issue of *irony*.

A well-known Soviet scholar I.R. Galperin considers *irony* a stylistic device «*Irony* is a stylistic device based on the simultaneous realisation of two logical meanings – dictionary and contextual, but the two meanings stand in opposition to each other. ...the function of *irony* is not confined to producing a humorous effect. It rather expresses a feeling of irritation, some pity or regret» [1, p.146 -147].

According to Y.M Skrebnev, *Irony* is «a trope based on direct opposition of the meaning to the sence» [2, p.118].

From the point of view of D. Crystal «*Irony* – language which expresses a meaning other than that conveyed by the literary words, usually for humorous or dramatic effect» [4, p.264].

Fowler's «A Dictionary of Modern English Usage» says: «*Irony* is a form of utterance that postulates a double audience, consisting of one party that hearing shall hear & shall not understand, & another party that, when more is meant than meets the ear, is aware both of that more & of the outsiders' incomprehension» [5, p.295].

So some scholars characterize «*irony*» as stylistic device, others call it: «language», «a form of utterance», «expression».

As it has been already mentioned, examples of *irony* can be found in many spheres, but most of all, *irony* is widespread in fiction. «Pride and prejudice» by Jane Austin is almost entirely built on the device mentioned. It helps the author to reveal drawbacks and vices of characters.

«You take delight in vexing me. You have no compassion on my poor nerves». «You mistake me, my dear. I have a high respect for your nerves. They are my old friends. I have heard you mention them with consideration these twenty years at least» [3]. Here *irony* helps the author to show the folly of Mrs. Bennet and her limited intelligence.

«Where he could think with pleasure of his own importance» [3]. With the help of this phrase the foolishness and negligibility of sir William are shown. The author makes it clear that his manners of a former merchant do not fit the noble society. His title and the house named «Lucas Lodge» are just a fake.

Special attention should be paid to the ironic effect which is created with the help of antithesis: «To fortune I am perfectly indifferent, and I shall make no demand of that nature on your father, since I am well aware it couldn't be complied with» [3]. Here Jane Austen emphasizes not only the stupidity of Mr. Collins, but also his greed. One can feel the contrast between what is said and what is really going on.

The novel «Pride and prejudice» has many examples of *irony*. Jane Austen notices everything and delivers her observations in a graceful, ironic form. The novel «Pride and prejudice» shows how diverse the *irony* of the author is. In this novel *irony* helps the reader to take in the nature and disposition of the characters, to focus on their limited intelligence, naivety or wickedness. Thus, *irony* can make any work of literature more intriguing and exciting. It helps the readers to comprehend the underlying meaning of the text.

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Аннотация. Данная статья посвящена «иронии» в романе Джейн Остин «Гордость и предубеждение». В работе рассматривается понятие и происхождение термина ирония, его развитие от античности до современности. Дан сравнительный анализ современных определений иронии. Большое внимание уделяется анализу примеров из романа Джейн Остин «Гордость и Предубеждения», где ирония позволяет автору охарактеризовать героев косвенно. Это дает читателю больше свободы и возможности понять природу и мотивы поведения персонажей произведения.

Ключевые слова: ирония, стилистический приём, фигура речи, роман «Гордость и Предубеждение», Джейн Остин.

Summary. This article is devoted to the use of irony in Jane Austen's novel «Pride and prejudice». It studies the concept and origin of the term irony as well as its development from Antiquity to the present day. Comparative analysis, concerning the definitions of irony, is given. Great attention is paid to the examples from "Pride and Prejudice" by Jane Austen, where irony helps the author to describe the characters indirectly. It gives the reader more freedom and greater opportunities to understand the nature and motives of the main characters.

Key words: irony, stylistic device, figure of speech, novel «Pride and Prejudice», Jane Austen.

SCHWÄBISCHER DIALEKT IN WESTSIBIRIEN ALS SUBSTANDART DER DEUTSCHEN HOCHSPRACHE

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Die Deutschen wohnen in Russland schon 300 Jahre. Die Einwanderung fand in den Regierungszeiten der Katharina II statt. 1763 schrieb die Zarin einen Manifest, auf dessen Grunde die Ausländer nach Russland umsiedeln konnten, das frei Land anbauen, ihre Sprache, Kultur und Religion behalten. Die Deutsche gründeten ihre Kolonien an der Wolga, im Kaukasus und in Bessarabien. Aber die Bedingungen waren hier nicht besonders gut: es gab nicht genug Land für alle, der Boden war unfruchtbar und nicht so gut für Pflanzenbau. Deswegen siedelten viele Russlanddeutsche vom Süden nach Sibirien, und zwar nach Westsibirien und nach Kasachstan. Hier gründeten sie deutsche Dörfer und wohnten hier kompakt. Es war eine freie Umsiedlung nach Sibirien. 1941 begann der Große Vaterländische Krieg und Stalin sagte, dass sie Volksverräter sind und befahl sie von der Wolgarepublik nach Sibirien zu schicken.

Heutzutage wohnen die Russlanddeutsche kompakt im Gebiet Omsk, Tomsk, Nowosibirsk, in den Regionen Altai und Krasnojarsk.

Weiter geht es um die Deutschen, die im Gebiet Omsk wohnen. Da wurden zwei deutsche Dialekte aufbewahrt und aktiv gebraucht. Es sind Schwäbisch und Plattdeutsch.

Was bedeutet eigentlich der Begriff «Dialekt»:

1. Mundart; Gruppe von Mundarten mit gewissen sprachlichen Gemeinsamkeiten;
2. regionale Variante einer Sprache.

Es gibt Besonderheiten, die die Dialekte charakterisieren und vom Hochdeutsch unterscheiden:

1. Die meisten Dialekte werden mündlich gesprochen und nur einige haben eine schriftliche Form.
2. Die deutschen Dialekte sind ganz verschieden. Es ist nicht selten der Fall, dass in den nahliegenden Dörfern die Dialekte sich voneinander phonetisch, grammatisch und lexikalisch unterscheiden. Aber andererseits werden die Dialekte nach den Gemeinsamkeiten gruppiert, z.B. regionale Dialekte, wie Fränkisch oder Bayerisch.

3. Für vielen Leute ist der Dialekt die Muttersprache, und erst während der Sozialisierung lernen sie eine oder mehrere Nationalsprachen, ihre schriftliche und mündliche Form.

Im Laufe von einigen Jahrzehnten forschen die Linguisten, die unter den Russlanddeutschen wohnen, ihre Dialekte. Unter den Forscher, die sich damit beschäftigten sind H. Jedig, N. Berend, A. Bokk, Weilert, Schirmunski, Stroewa. Sie beschäftigten sich mit den phonetischen, grammatischen und lexikalischen Fragen der Dialekten. Diese Forschungen sind sehr aktuell, weil:

- der Dialekt zeigt die historische Entwicklung der Sprache, denn da die Archaismen aufbewahrt sind;
- der Dialekt ist die Verbindung der Sprachgeschichte mit der Volksgeschichte. Er gibt die Möglichkeit die Bewegung der Stammen im Altertum zu verfügen.

Obwohl das Gebiet Omsk eine der größten Regionen wo die Russlanddeutsche wohnen ist, ist der schwäbische Dialekt, der da sehr verbreitet ist, noch wenig erforscht.

Nachdem 110 Leute, die Schwäbisch reden, im Gebiet Omsk interviewt wurden, wurden Unterscheidungen zwischen dem schwäbischen Dialekt und dem Hochdeutschen herausgefunden. Die Unterschiede liegen in der Phonetik, Lexik und Grammatik.

Darauf weisen folgende Beispiele:

1. Tr sak war sou kros, tass ich ihn alo kanet schlebe kunt. = Der Sack war so groß, dass ich ihn allein gar nicht schleppen konnte. (Мешок был такой большой, что я не мог тащить его один).
2. Tr hot immr ksaa, tass es in Teitschland viel peser is, als tou. = Er hat immer gesagt, dass es in Deutschland viel besser ist, als da. (Он всегда говорил, что в Германии лучше, чем здесь).
3. Tes is mich arich schad, tass es sou passiert is. = Es ist mir sehr schade, dass es so passiert ist. (Мне очень жаль, что так случилось).
4. Ich wust kanet, ob tie Kiner schon in die Schul kehe. = Ich wusste gar nicht, ob die Kinder in die Schule gehen. (Я не знал, ходят ли дети в школу).

Die ersten drei Sätze von denen sind Satzreihen mit Objektsatz mit der Konjunktion «tass», die in Hochdeutsch der Konjunktion «dass» entspricht.

Der Satz № 4 mit der Konjunktion «ob» enthält in sich eine indirekte Frage.

Phonetisch gesehen merkt man einige Unterschiede zwischen den schwäbischen Dialekt und Hochdeutsch:

1. im Anlaut sind die Konsonanten stimmlos: tass (Dial.) – dass (Hochd.), sou (Dial.) – so (Hochd.), kehe (Dial.) – gehen (Hochd.), tr (Dial.) – der (Hochd.), kros (Dial.) – gros (Hochd.).

2. das nächste Beispiel zeigt, dass es im Dialekt keine Doppellaute gibt: alo (Dial.) – allein (Hochd.).

In diesen Sätzen merkt man auch, dass die Endungen der Verben im Dialekt und in Hochdeutsch nicht zusammenstimmen, z.B. schlebe – schleppen, ksa – gesagt, kehe – gehen.

Was noch sehr merkwürdig für die deutschen Dialekte in Russland ist, das sind die russische Wörter. Da die Russlanddeutsche schon mehr als zweieinhalb Jahrhunderten in Russland wohnen, haben sie viele russische Wörter entnommen, und im Alltag benutzen sie Dialekt gemischt mit Russisch. z. B: tr Chojnik (die Teekanne – чайник), tie Puttel (die Flasche – бутылка), tr Rukamojnik (das Waschbecken – умывальник), tie Kastrol (der Kochtopf – кастрюля).

Jetzt kommen ein Paar Sätze, die gut zeigen, wie sich die Russlanddeutsche im Alltag unterhalten:

1. Ich mus morje wider in Kontor kehe und tie Togumende unerschreiw. = Ich muss morgen ins Büro gehen und die Dokumente unterschreiben. (Я должен завтра пойти в контору и подписать документы.)

2. Tie Arbuse sin tes Jor arich kros un saftich. = Die Wassermelone sind dieses Jahr sehr groß und saftig. (Арбузы в этом году очень большие и сочные.)

3. Tu konst tie alde Kalosche schun long fortschmeise. = Du könntest deine alten Gummischuhe schon lange wegschmeißen. (Ты мог бы уже давно выбросить твои старые галоши.)

4. Pring Paar Pomedore roj, ich pak klei Katlede un ese mi zu Midach. = Bring Paar Tomaten rein, ich backe gleich Bulette und wir essen zum Mittag. (Принеси пару помидоров, я сейчас пожарю котлеты, и мы будем обедать.)

Diese Beispiele beweisen, dass die Russlanddeutsche zweisprachig erzogen werden, sie beherrschen sehr gut die beiden Sprachen und deswegen merken sie oft gar nicht, dass sie manchmal in der deutschen Sprache russische Wörter gebrauchen.

Die Forschungen der Dialekten zeigen, dass der Dialekt im Alltag der Nachfahre sehr populär und verbreitet ist.

Wie es schon gesagt wurde, ist der Dialekt der Substandard der Sprache. Der erforschende Dialekt hat viele Abweichen vom Hochdeutsch im Bereich der Lexik, der Wortbildung und der Syntax.

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Summary. This article focuses on the Swabian dialect of the Germans language in Western Siberia. Swabian dialect is the native language for many Russian Germans living in Russia. During the comparison of standard German language with the dialect were identified phonetic, grammatical and lexical inconsistencies.

Key words: Dialect, swabian dialect, Russian Germans, the dialects of the German language, Omsk region, Substandard of the German language, dialects of Western Siberia, bilingualism

Аннотация. Данная статья посвящена швабскому диалекту немецкого языка на территории Западной Сибири. Для многих российских немцев, проживающих на территории России швабский диалект является родным языком. В ходе сравнения диалекта с литературным немецким языком были выявлены фонетические, грамматические и лексические несоответствия.

Ключевые слова: диалект, швабский диалект, российские немцы, диалекты немецкого языка, Омская область, субстандарт немецкого языка, диалекты Западной Сибири, билингвизм

GENRE PECULARITIES OF YOUNG ADULT DYSTOPIAN FICTION

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At the beginning of the XXI century young adult dystopian fiction gained popularity among the readers of younger generation. It can be accounted for by the thrilling adventure plot as well as the topicality of the question what life would be like in a post-apocalyptic world. A number of such novel trilogies were adapted for the screen (*Divergent* by V. Roth, *The Hunger Games* by S. Collins, *The Maze Runner* by J. Dashner, *The Giver* by L. Lowry, and others).

The aim of the present study is to determine the main features peculiar to the modern young adult dystopian fiction based on the novels 'The Hunger Games' by S. Collins and 'Divergent' by V. Roth.

If we pay attention to the name of the genre, it will become quite obvious that this term isn't considered quite conventional by literary scholars as yet. Initially, it was used to mark the corresponding section in online-libraries: '*Young-adult fiction (YA) is fiction written for, published for, or marketed to adolescents and young adults, roughly ages 13 to 18*' [5]. Nevertheless, according to numerous surveys, when asked if they like and read young adult dystopian fiction novels, the readers of 20-30 years of age say that they do read such books. The online-library draftsmen think that unfair social ranking, human values degradation, totalitarian regime, survival in extreme conditions and love are the issues which attract attention of teenage, young adult and even older readers.

The examples of the young adult dystopias are '*Divergent*' (V. Roth, 2011), '*The Hunger Games*' (S. Collins 2008), '*Uglies*' (Sc. Westerfeld, 2005), '*The Host*' (St. Meyer, 2008), '*Delirium*' (L. Oliver, 2011), '*Feed*' (M. Grant, 2010), '*Matched*' (A. Condie, 2010), '*Numbers*' (R. Ward 2010), '*The Maze Runner*' (J. Dashner, 2009), etc.

If we compare 'traditional' and 'young adult' dystopian novels, we can draw a scheme of its character's actions development. Being the character of traditional dystopian fiction, initially the protagonist is a part and a supporter of the existing system / regime; then, after the encounter with some 'catalyst' – meeting another character or experiencing some critical event – his consciousness changes and he starts resisting the regime but in the end he returns to the system or escapes the struggle. The protagonist of young-adult dystopian novels opposes the system inwardly but after some 'catalyzing' situation this opposition becomes outward and results in the open clash with the regime such as revolution or rebellion which brings the regime down. It is believed that, seeing the world in black and white, teenagers and even some young adults often treat any restrictions and regulations imposed by the system or regime as violating their personal freedom, which is why they are so susceptible to the ideas of struggle and revolution.

Willing to stand against the rules, the protagonist usually loses his friends and family. Specifically, the main character of V. Roth's '*Divergent*' Tris sacrifices herself to achieve her goal and unseat the government; the protagonist of S. Collins's novels Katniss Everdeen suffers the loss of her friends and junior sister.

As the main characters of these novels are teenage girls, love is their lifeblood and the driving force for courage and bravery. It is different forms of love that help in the struggle.

The novels under analysis have the first person narration. This is a peculiar feature of almost all young adult dystopian novels. The narration resembles diary notes written in quite short sentences imitating everyday teenager speech, which makes the reader look at the fictional world with the protagonists' eye, understand their actions and feel with them:

I stare into my own eyes for a moment. Today is the day of the aptitude test that will show me which of the five factions I belong in. And tomorrow, at the Choosing Ceremony, I will decide on a faction; I will decide the rest of my life; I will decide to stay with my family or abandon them [5];

When I wake up, the other side of the bed is cold... I prop myself up on one elbow [5].

Young adult dystopian fiction is also marked by the theme of looks and appearance. As a rule, the author makes no mention of the presence or absence of pretty facial or physical features. The question of good looks worries the protagonist and at the same time the author emphasizes the fact that beauty isn't of the utmost concern when facing up to things but it may be an instrument for wrapping people around one's fingers like in '*The Hunger Games*':

The Hunger Games aren't a beauty contest, but the best-looking tributes always seem to pull more sponsors [5].

As far as the chronotope is concerned, one can say that the genre of novel may employ different types of literary time and space which may be created by the combination of various morphological, syntactic and compositional means. The narrowing of time and space that consists in establishing the artificial isolation in which the character is forced to survive is typical for young adult dystopian fiction. The events in the novels under analysis are described in chronological order and

form a straight line narrative but the setting changes. In *'Divergent'* the protagonist rushes from one faction to another, in *'The Hunger Games'* the action is shifted to and from the districts, arenas and the Capitol.

To lend the narration more dynamics the authors mostly use present tenses. Future forms are found only occasionally and past forms are rare and are used solely to describe the events that happened in the recent past (some days or weeks ago).

In conclusion one can say that contemporary young adult dystopian novel has acquired certain characteristics among which are form of narration and the meaning of tense forms used, plot techniques, chronotope specifics, types of characters and methods of characterization, which allows to single it out as a specific type of novel.

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Аннотация. В статье рассматривается молодежная антиутопия как новый жанр в литературе XXI века. Указаны различия между классической и молодежной антиутопией. В качестве примера рассматриваются романы В. Рот «Дивергент» и С. Коллинз «Голодные игры». Описаны маркеры, характерные для данного жанра. Рассмотрены форма повествования и временные формы предложений, закономерности развития действия, хронотоп.

Ключевые слова: современная молодежная антиутопия, персонаж, хронотоп, форма повествования, тоталитаризм.

Summary. Young adult dystopian fiction is studied. The difference between classical and young adult dystopias is pointed out. The study is based on the novels *'The Hunger Games'* by S. Collins and *'Divergent'* by V. Roth. Features marking young adult dystopia genre such as the form of narration and the meaning of tense forms used, plot development tendencies, chronotope peculiarities are described in detail.

Keywords: young adult dystopian fiction, character, chronotope, totalitarianism.

UDC 821.111

INTERTEXTUAL CONNECTIONS IN DAN SIMMONS' POST-APOCALYPTIC NOVEL *"FLASHBACK"*

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Introduction. The term "intertextuality" has been employed in literature since 1967. It was suggested by J. Kristeva, a poststructuralist scholar, and since then a lot of studies have been focused on analyzing the works of postmodernism in the light of intertextuality. Together with the objective reality the author deals with the texts and remains in permanent "dialogue" with the past, which is limited by the sphere of literature and reveals itself as the intertextual dialogue between texts [1, p. 45].

Post-apocalyptic novel has a wide range of intertextual connections to study. According to Sue Schopf, a Harvard scholar on the genre, post-apocalyptic literature is a subgenre of science fiction that is concerned with the end of civilization due to a potentially existential catastrophe such as nuclear warfare, pandemic, extraterrestrial attack etc. The story may involve attempts to prevent an apocalypse event, deal with the impact and consequences of the event itself. Different authors refer to a different issue. John Wyndham in *"The Day of the Triffids"* (1951) pay attention to social and moral aspects, others like Dan Simmons pay attention to political, economic and social relationships.

The purpose of this work is to designate intertextual connections in Dan Simmons's novel *"Flashback"*. To reach the aim it is necessary to fulfill the following goals: to consider the concept of intertextuality in literature; to follow the evolution

of the genre of post-apocalyptic novel; to analyze the intertextual connections in the post-apocalyptic novel *"Flashback"* by Dan Simmons.

Methods of research. This analysis is conducted on the basis of the following literary approaches and methods: the typological approach which defines the crucial terms employed in the research. The structural approach helps to arrange the material for congruent research. The historical method and the method of close reading ensure objective view on the events. The intertextual method allows to identify internal connections between different works in the genre of post-apocalyptic novels, poems and short stories as well as other texts unrelated to literature and to identify their thematic relationship.

The results. Dan Simmons is an American science-fiction and horror writer. He is the author of the *"Hyperion"*, the *"Ilium/Olympus"* cycles and many more. Simmons became famous in 1989 for *"Hyperion"*. Dan Simmons is a winner of Hugo and Locus Awards for the best science fiction novel. Many of his works have similarly strong ties with classic literature. His *"Ilium/Olympus"* cycle is inspired by Homer's, Shakespeare's and Marcel Proust's works. *"Flashback"*, according to Simmons, is "about a memory-drug Americans has turned to after the country has gone belly-up by the late 2030's. It's about abandoning the future for the past, as many nations have actually done".

Global warming turns out to be a complete hoax, totally made up, and the economic disaster of trying to create green energy makes things worse. Simmons describe the End of America and the world where demographic and cultural decline, Big Government profligacy bankrupting the country, national suicide by multiculturalism, destroyed strong governments, nation states except Russia, USA and Japan faded away in "Khalifat" from Iran to the Netherlands [3, p. 101].

All these issues Simmons derives from real prerequisites. Characters always recall real events such as inauguration of Barak Obama in 2008. [3, p. 56]

The author has been influenced by a concept of *"Clash of Civilisation"* proposed by political scientist Samuel P. Huntington in the article "The Clash of Civilizations?" According to both Simmons and Huntington differences among civilizations are too basic in that civilizations and the world is becoming a smaller place [2, p.85].

"Flashback" is influenced by *"Prayers for the Assassin"* (2006) by Robert Ferrigno. The United States are split into two hostile and competing nations: one a moderate Islamic republic with its capital in Seattle, the other is a breakaway Christian Bible Belt built on the ashes of the former Confederacy and with its capital in Atlanta. In *Flashback* also is described civil war in the US between federal government and various gangs. Some ideas are taken from *"State of Fear"* (2005) and *"Rising Sun"* (1991) by Michael Crichton. [5] All of them deal with problems of the danger of global warming, but from the different angles. Crichton claims that the science behind global warming is speculative and incomplete, while Simmons describes it as a real issue. *"Flashback"* has much in common with *"Rising Sun"* (1992) by Michel Crichton in themes of influence of the Japanese corporations and differences between the Japanese and Western mindsets are highlighted, especially in the areas of business strategy and corporate culture.

Another permanent leitmotif of the text is reference to *"The Winter's Tale"* by William Shakespeare. The characters discuss it during the text, and the name of main character is the reference to the character in Shakespeare's *"A Midsummer Night's Dream"* [4].

Conclusion. The intertextual connections in a postmodern text are reviewed on various levels touch the theme, plot, characters, composition. The intertextual connections in *"Flashback"* refer to earlier works written in the genres of dystopia, post-apocalyptic fiction and detective. They are revealed in the topicality and refer to political, cultural, economic and social issues.

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Аннотация. Интертекстуальные связи объединяют большую часть современной литературы. Они неосознанно отражают опыт и идеи предыдущих поколений писателей и осознанно создают более живой образ внутреннего мира человека. Интертекстуальность дает возможность изучать и понимать художественный текст более глубоко, помогая читателям представлять себе описываемые события. Интертекстуальность является не только отличительной чертой романа Дэна Симмонса «Флэшбэк», но и служит семантической основой авторской игры на различных уровнях.

Ключевые слова: интертекстуальность, постапокалиптический роман, антиутопия, постмодернистский роман, мультикультурализм.

Summary. Intertextual connections tie the majority of modern literary. They unconsciously reflect the experience and ideas of previous generations of writers and consciously create a more vivid picture of the human inner universe.

Intertextuality provides opportunities for a more profound study and understanding of the text. Also such connections can just help readers to visualize what is happening. Intertextuality is not only a feature of the Dan Simmons' novel "Flashback". It also forms the structural and semantic basis for the author's game at different levels. Intertextual connections determine the thematic structure of the novel, and actively participate in shaping of the content of the novel. The range of issues raised by the author is really relevant and very broad: family relations, the problem of fathers and children, questions of reality / unreality of the world.

Keywords: intertextuality, postapocalyptic novel, dystopia, postmodern novel, multiculturalism.

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LITERARY GENRE OF TRAVELOGUE - PECULIARITIES AND CHARACTERISTIC FEATURES

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Descriptions of wanderings or travels began spreading since ancient times. These descriptions used to be very different and had various titles, but they were dedicated to the similar phenomena. Travelogue (from the English word "travel" and Latin word "logos") is a travel essay that focuses on observations and travel evidence. The literary genre is based on the personal experience of the narrator. This article addresses the problem of the definition of the term "travelogue" coming from the English language instead of the definition "travel notes, diaries, travel notes and sketches", as all the works about the journey used to be called before (especially in Russian philology). This issue hasn't been solved yet. It is connected with the fact that different researchers note different aspects of this concept. Some define it as simply "travel" or "narration or lecture about the journey, often accompanied by illustrations and geographical maps." Others give this word a broader meaning: "the story of the journey", which includes not only the story of the trip, but also reflections, impressions and experiences after this journey, as well as the artistry element [2; 3].

Also, it should be mentioned that at present the literature of travel and the research of travel as a literary genre continues to grow and gain popularity. This fact provides the relevance and novelty of the chosen subject research.

The object of research in this paper is the study of travelogue as a form of modern literary genre. The subject of research is the study of the characteristic features peculiar to travelogue based on the example of the novel "A Year in Provence" by Peter Mayle [4].

The results of the study showed that the travel literature is one of the most ancient forms of literature, which later grew into a separate independent genre. Travel literature has marked its beginning in the Antiquity. First it appeared in the works by Herodotus. Then the development of the genre continued into the Middle Ages, the Renaissance and the Great geographical discoveries. XIX century is considered to be the golden age of the travelogue. Due to the spread of military, commercial and scientific expeditions, travel notes have become widespread.

Talking about the features of the travelogue genre it is necessary to note the following: the text of the novel consists of events and situations emerging around the two main spaces: the road (the process of travel, trip, sailing on the ship) and the city (any points where hero stops for some time).

It is also important to mention particularly active role of the author who is a traveler, a participant of the events, the observer. The image of the author is structure-forming in the travel genre. There are also obligatory documentary elements that must be present in the travelogue. The author seeks to convince the reader of reliability of what is described. The beginning and the end of the journey can be chosen arbitrarily or formally. An open ending is typical for this genre. This allows the classification of travelogues. Thus, travelogues can connect all kinds of narratives and discourses: the geographical, political, historical, linguistic and ethnological.

The work by Peter Mayle – a novel travelogue "A Year in Provence" – was used as the practical material for the research. Peter Mayle is one of the most popular modern representatives of this genre in English literature. His book "A Year in Provence", written in 1989, became the world best-selling book, thanks to which the writer was awarded the National British Book Award in the category "Best Travel Book". In this novel the author describes a year in the life of the author in Menerbes, a village in the southern department of Vaucluse, France. The book is written in the form of a diary, and contains a lot of everyday life notes. Peter Mayle shares his feelings and impressions of what he saw and experienced.

The novel by Peter Mayle "A Year in Provence" demonstrates another feature that is typical of some of the travelogues. It is bilingualism. The phenomenon of bilingualism is the subject of attention of many researchers. In the linguistic aspect bilingualism is a diverse and coherent speech in which two speech codes are present at the same time. Literary bilingualism is an original work based on the interaction of the two languages and cultures [1; 4].

So, the travelogue is a complicated genre, to which it is difficult to give any concrete definition. Books written in this genre can be characterized as a kind of reference publication, the purpose of which is to acquaint readers with different countries, and to give recommendations for their visits. The travelogue contains scientific and popular scientific substyles. But at the same time travelogue is a literature genre that has been developed and transformed by many writers for many centuries. Each era has its own style and the canons of narrative features, which should be reflected in the work. This genre is at the junction of merging of several literary genres. In addition, this mix of genres is one of the most notable characteristics of the travelogue. Travelogue can also be associated with other literary genres: letter, epistolary novel and diary. Typically, the travelogue is regulated by the facts that are seen by the narrator or the traveler. Therefore, the story varies between description and narration. The alternation of these two principles can be seen as one of the main features of this genre.

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Аннотация. Целью данной работы является изучение жанра травелога с последующим выявлением его стилистических особенностей и характерных черт в современной литературе. Для достижения этой цели изучается история возникновения жанра и рассматриваются этапы его эволюции до настоящего времени. В работе рассматриваются определения, сущностные характеристики и особенности жанра «травелог», его художественные и стилистические элементы на примере романа британского писателя Питера Мэйла «Год в Провансе».

Ключевые слова: травелог, жанр, роман, заметки, очерк, билингвизм, литература путешествий.

Summary The aim of this work is to study the genre of the travelogue and to reveal its stylistic features and characteristics in contemporary literature. To achieve this goal, the history of the origin of the genre is studied and the stages of its evolution till the present time are considered. The work deals with definitions, essential characteristics and peculiarities of the travelogue genre, its artistic and stylistic elements based on the example of the novel by the British writer Peter Mayle “A Year in Provence”.

Key words: travelogue, genre, novel, notes, essay, bilingualism, travel literature.

UDC 82

TRADITION UND MYTHENBILDUNG IN DEN WERKEN VON JOHN RONALD REUEL TOLKIEN

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Heutzutage hat fast jeder von J. R. R. Tolkien mindestens einmal gehört. Zahlreiche Forschungen des geistigen Nachlasses des Schriftstellers (darunter Werke von R.I. Kabakov, S.L. Koschelev, R. Gilding, E. Holland, A.L. Barkova, K. Korolev u.a.) und eine Reihe von Verfilmungen tragen dazu bei.

Während des Lesens ist es unmöglich zu übersehen, dass sich Tolkien ziemlich aufmerksam mit Mythologien verschiedener Länder, besonders denen von England, Deutschland und der Skandinavischen Halbinsel, befasst hat. Tolkien's Mythologie kann als ziemlich selbständig bezeichnet werden, da sie ein Ergebnis der Zusammenfügung verschiedener Mythologien ist, was der Fantasie des Schriftstellers zu verdanken ist. In unserer Forschungsarbeit widmen wir unsere Aufmerksamkeit solchen Büchern wie „Das Silmarillion“ („*The Silmarillion*“), „Der Herr der Ringe“ („*The Lord of the Rings*“), „Der kleine Hobbit“ („*The Hobbit*“) und „Die Briefe vom Weihnachtsmann“ („*The Letters from Father Christmas*“) und versuchen dabei ausschließlich neue Inhaltskomponente zu finden, anhand derer es von Tolkien's eigener Mythologie zu sprechen genehm wäre. Es sei betont, dass die ersten drei Bücher zu einer Geschichtensammlung über eine imaginäre Welt namens Arda gehören, indem das letzte Buch ein selbständiges Werk ist.

Der Hauptheld des Buches ist der Weihnachtsmann (*Father Christmas*), der am Ende der Welt auf dem Nordpol (*Top of the World*) lebt und sich sehr dem Santa Claus gleicht. Elben und rote Zwerge sind dort seine treuesten Helfer. Man unterscheidet rote, grüne und Schnee-Elben. Die Schnee-Elben sind für die Weihnachtsraketen zuständig, die Grünen und die

Roten helfen dem Weihnachtsmann mit den Geschenken. In früheren Briefen ist aber von den Elben keine Rede, was darauf hinweist, dass sie von Tolkien nicht sofort erfunden und dann langsam in die Geschichte eingearbeitet wurden.

Unter dem Begriff „Elben“ wird in der Nordischen Mythologie ursprünglich ein Zaubervolk verstanden, auch Alben und Síde genannt. Alben werden in die Oberen (Hellen) und die Unteren (Dunklen) unterteilt. Síde gleichen sich den Menschen, sind hoch und wunderschön. Engländer aber betrachten Elben in der Regel als kleine weder gute noch schlechte Wesen, die ihre eigenen Leidenschaften und Sünden haben. Tolkien's Elben sind eines der freien Völker der Vergangenheit, das auf der imaginären Mittelerde (*the Middle-earth*) lebte. In seinem Brief aus dem Jahre 1954 betont Tolkien, dass seine Elben nichts gemeinsames mit denen aus Europa haben [3, p. 280]. Der Schriftsteller pflegte die Elben als einen reinen noch ungeschändeten Menschen vorzustellen. Trotz der verbreiteten Meinung sind Tolkien's Elben im globalen Sinne doch sterblich. Unter ihrer Unsterblichkeit versteht man ihre Unfähigkeit älter zu werden und eines natürlichen Todes zu sterben. Sie können aber umgebracht werden oder an der Müdigkeit von der Welt sterben. Im Buch „Der kleine Hobbit“ werden einerseits ernste „mittelalterliche“ Elben und andererseits ihre mehr lustigen aber nicht weniger klugen Artgenossen dargestellt. Besonders wird von Tolkien unterstrichen, dass man Elben niemals für dumm halten sollte: „Even decent enough dwarves like Thorin and his friends think them foolish (which is a very foolish thing to think)“ [1, p. 41].

Tolkien's Weihnachtselben stellen ein Übergangsglied von „hohen“ Elben des „Herrn der Ringe“ zu winzigen Elben seiner früheren Werke. Das sind gute komische Wesen, die oft dem Weihnachtsmann zur Hand sind. In seinem Brief aus dem Jahre 1935 erzählt der Zauberer, dass die Elben ein fröhliches Gemüt haben und jede Art von Arbeit als eine Belustigung betrachten: „I have had a lot of Red Elves to help me. They are very nice and great fun; but although they [...] turn everything into a game. Even digging snow“ [2, p.121]. Außerdem erweisen sich die Elben als treue Freunde, die dem Weihnachtsmann mehrmals die Angriffe seiner schlimmsten Feinde Goblins abzuschlagen helfen.

Laut der Westeuropäischen Mythologie sind Goblins übernatürliche Wesen, die in unterirdischen Höhlen leben und Sonnenlicht nicht ausstehen können. Ihr Aussehen wird unterschiedlich beschrieben, aber eins ist längst bewiesen: Goblins sind die meist hässlichen menschenähnlichen Wesen der Europäischen Mythologie. Im Buch „Der kleine Hobbit“ werden Goblins als hässliche Wesen beschrieben, die zwei Meter hoch sind und auf allen Vieren laufen. Tolkien betont mehrmals, dass sie böse heimtückische und schlechte Wesen sind: „They make no beautiful things, but they make many clever ones“ [1, p. 51]. Im Buch „Der Herr der Ringe“ beschreibt man Goblins als hässliche menschenähnliche Wesen, die leicht an Wände und Säulen klettern können.

Im Buch „Briefe vom Weihnachtsmann“ wird die Goblinsgröße nicht direkt angegeben, aber anhand der Beschreibungen und beigelegten Zeichnungen, kann man davon ausgehen, dass Goblins halb so groß wie ein Mensch sind. Diese Annahme wird durch die Tatsache gestärkt, dass Goblins ihre Feinde immer in Scharen angreifen. Eines Tages hat sich der treue Helfer von Weihnachtsmann namens der Polarbär (*the North Polar Bear*) in Goblinshöhlen verlaufen und statt ihn anzugreifen haben sie ihn nur mächtig erschreckt: „the Goblins shut off all their lights, and made queer noises and false echoes“ [2, p. 82]. Der Weihnachtsmann selbst hat mehrmals auf ihr heimtückisches und böses Gemüt aufmerksam gemacht: „Goblins are to us very much what rats are to you, only worse, because they are very clever“ [2, p. 82]. Die düsteren Höhlen, wo Goblins leben, gleichen sich den Goblinshöhlen aus dem „Hobbit“.

Dem Brief aus dem Jahre 1932 legt der Weihnachtsmann ein Beispiel der Goblinszeichnungen bei, auf denen Goblinskrieger reitend auf *drasils* – eine Art kleiner Hunde – dargestellt werden: „...the Goblin fighters are sitting on *drasils*: a very queer sort of dwarf 'dachshund' horse creature they used to use, but they have died out long ago“ [2, p. 89]. Die Tatsache, dass Goblins ihre Angriffe reitend ausüben sorgt für eine weitere Ähnlichkeit mit dem „Herrn der Ringe“, wo Goblins für gewöhnlich auf Wargen ritten. In der Nordischen Mythologie werden Wargen als übernatürlich große Wölfe beschrieben und Tolkien hat sie fast ohne Veränderungen in seine Bücher übertragen. Außer *drasils* benutzen Goblins Fledermäuse um sich in der Luft bewegen zu können, wodurch sie sich von allen anderen Goblinsarten unterscheiden. Im Buch „Der kleine Hobbit“ haben Goblins auch mit Fledermäusen kooperiert, aber nur um Luftdeckung zu bekommen: „... the great bats swirled about the heads and ears of elves and men, or fastened vampire-like on the stricken“ [1, p. 203].

Außer Elben stehen dem Weihnachtsmann rote Zwerge bei. Laut der Westeuropäischen und vor allem der Nordischen Mythologie, werden Zwerge als übernatürliche Wesen, die unterirdische Schätze hüten und öfters in verschiedenen Sagen und Märchen agieren beschrieben. Erstmals werden sie noch in der „Edda“ und dem „Nibelungenlied“ erwähnt. In Zeiten der Romantik wurden Zwerge immer wieder als hässliche winzige Wesen dargestellt, die außerdem ziemlich böse sind und über magische Kräfte verfügen. In deutschen Märchen des XVI-XIX. Jahrhunderts sind Zwerge für alle Zauberei, die mit den Helden passiert verantwortlich. Sie mögen je nach Situation böse („Rumpelstilzchen“) oder gut („Schneewitschen“) sein. In England wurden Zwerge leichtsinniger behandelt, sie gehörten zu Komikfiguren. Die roten Zwerge selbst werden in den englischen Zaubermärchen erwähnt, z.B. in „Hans und die goldene Tabakdose“. Tolkien hat die Wahrnehmung von Zwergen unter den Menschen stark beeinflusst. Seine Zwerge sind angeborene Bergarbeiter, die meist geschickten Schmiede und Schmuckmacher von allen Völkern. Außerdem sind sie auch kämpferisch und können bestens mit einer Streitaxt umgehen. Im Vergleich zu winzigen Zwergen der Gebrüder Grimm sind Tolkien's Zwerge bis zu eineinhalb Meter groß. Die winzigen Zwerge werden aber von Tolkien nicht ausgeschlagen und im Buch „Das Silmarillion“ als kleine Bösewichten beschrieben: „They loved none but themselves, and if they feared and hated the Orcs, they hated the Eldar no less“ [4, p. 201]. Tolkien's „Weihnachtszwerge“ sind ebenso kämpferisch wie ihre großen Artgenossen und hassen Goblins nicht minder als sie. Im Buch „Der kleine Hobbit“ spricht ein wütender Zwerg über den Goblinskönig folgenderweise: „Curse his name“ [1, p. 23]. Im Unterschied zu den Zwergen aus dem „Herrn der Ringe“ sind aber die sogenannten „Weihnachtszwerge“ viel lustiger und

freundlicher. Mit Vergnügen nehmen sie an verschiedenen Festtagen am Nordpol teil, was im Gegensatz zu immer fröhlichen Elben für sie gar nicht typisch ist.

Im Buch „Briefe vom Weihnachtsmann“ legt Tolkien den langjährigen Krieg zwischen Elben und Zwergen beiseite. Er beginnt lange bevor die im „Herrn der Ringe“ beschriebenen Ereignisse stattfinden und wird im Buch „Das Silmarillion“ erwähnt. Zur Zeit des „Herrn der Ringe“ können sich entweder Elben noch Zwerge an den Grund des Konflikts erinnern, behandeln aber einander weiterhin traditionsgemäß abschätzend. Im Buch „Der kleine Hobbit“ halten Zwerge nicht viel von Elben, weil die sich andauernd über ihre Bärte lustig machen: „For some elves tease them and laugh at them, and most of all at their beards“ [1, p. 41].

Nachdem man eine Reihe von Tolkien's Werken analysiert und sie mit verschiedenen Mythologien verglichen hat, kann man davon ausgehen, dass Tolkien während seiner Arbeit die gemeinsamen grundlegenden Begriffe der Mythologien ohne Veränderungen in seine Bücher übertragen hat. In seinen Werken sind Elben weise und wunderschön, Zwerge – misstrauisch, Goblins – heimtückisch und böse. Aber anhand kleiner Variationen, wie Elben- und Zwergengröße, und einiger kompletten Veränderungen, wie kämpferisches Gemüt der Zwerge, kann man behaupten, dass Tolkien seine eigene Mythologie geschaffen hat, die sich von den ihm als Beispiel bei seiner Arbeit gedienten Weltmythologien unterscheidet.

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Summary. The traditional mythology of different countries and myth-making in J.R.R. Tolkien's works are considered. The mythology of England, Germany and Northland is studied as connected with the Tolkien's own mythology. Elves, dwarves, goblins, wargs are considered as beings of the traditional mythology, but from the point of view of their functioning in some Tolkiens's works are given. The differences between traditional and Tolkien's meanings of the concepts are outlined. Tolkien's innovativeness is discussed and the existence of Tolkien's own mythology is proved.

Keywords: Mythology, myth-making, Tolkien, elf, goblin, dwarf, tradition

Аннотация. Рассмотрены традиционные мифологии разных стран и мифотворчество в книгах Дж.Р.Р. Толкина. Изучены мифологии Англии, Германии и Скандинавского полуострова в сравнении с собственной мифологией Толкина. Рассмотрены традиционные мифологические понятия «эльф», «гном», «гоблин», «варг» с точки зрения Толкиновской мифологии. Выделены различия между традиционными значениями данных понятий и значениями, привнесенными Толкином. Рассмотрено новаторство Толкина и доказано существование отдельной мифологии, созданной писателем.

Ключевые слова: мифология, мифотворчество, Толкин, эльф, гoblin, гном, традиция

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ASPECT OF GENDER IN POSTMODERN NOVELS OF M. ATWOOD "THE BLIND ASSASSIN" AND A. GOLDEN "MEMOIRS OF A GEISHA"

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At the end of the last century, gender studies became a separate domain and touched the field of literature. Despite the fact that many research works are dedicated to this issue both by the domestic (S. Okhotnikova, N. Gabrielyan, E.I. Trofimov, N. Pushkareva, M. Mikhailova) and foreign scientists (V. Woolf, J. Kristeva, Luce Irigaray, Jacques Derrida, Jacques Lacan), there is no clear methodology of the genderology for the analysis of a literary work [3]. Thus, this paper is concerned with the stylistic and thematic aspects of gender in the depiction of female images, namely in the contemporary postmodern novels "The Blind Assassin" by M. Atwood and "Memoirs of a Geisha" by A. Golden. The study of this aspect is relevant in the context of feminist foreign literature, as well as because of the widespread attention to a Canadian writer Margaret Atwood and Arthur Golden, an American writer and expert of Japanese culture.

The purpose of this study is to trace the stylistic and thematic aspects of gender in the modern postmodern novels of, which give an idea of the social role of women belonging to two different cultures – the western ("The Blind Assassin") and eastern ("Memoirs of a Geisha"), on the one hand, and written by writers opposed sex and gender, on the other.

The similarity between two novels is that the stories are narrated in the first person, and this person is a woman. The choice of such a narrator is typical for the "women's" literature, i.e. for Margaret Atwood, but not that widespread for the "masculine's" one, i.e. for Arthur Golden. Thus, using the term suggested by O.V. Permyakova, in "Memoirs of a Geisha" Arthur Golden uses the method of gender styling - "reproduction of the stereotyped peculiarities of the opposite sex in order to achieve figurative aim" [4]. That is why all the mentioned further gender aspects of the image Sayuri in the novel "Memoirs of a Geisha" will be different from the gender characteristics of the female images, Iris and Laura, in the novel "The Blind Assassin" by M. Atwood.

The female narration usually starts with the first childhood memories, as well as there is a lot of attention to the childhood and the family of the main character [1]. In the novel "The Blind Assassin" Iris Griffen (Chase), as the main narrator, describes in detail her family, beginning with the grandparents, as well as her childhood and the childhood of her younger sister Laura Chase. Relationship between family members is very important for Iris. She cherishes the memories about her mother, who died at birth of the third child, and deeply regrets the death of her father. That sort of compassion and sentimentality is pertinent to the female narrative.

The plot is built around family relationships in the home of Richard Griffen, when Iris became his wife. After marrying, Iris turns into "a bird in a golden cage", surrounded by two "alligators" – Richard and his sister, Winifred. Laura's fate is tragic, too. Because of her rebellious nature, she cannot accept her stalemate and struggles to the last. But ultimately, the two sisters were "victims" of fate and circumstances.

In the novel "Memoirs of a Geisha" by A. Golden the signs of "masculine" narrative are showed. The story begins when the main character Sayuri is 8 years old. Her life has not been described before that time. What is more, there are brief depictions of Sayuri's family members. The reader learns only facts: Sayuri's mother is a housewife and later she dies from the disease, her father is a poor fisherman and her elder sister Satsu escaped from Kyoto with her lover.

The depiction of Sayuri's work activity has the leading place in the novel. Arthur Golden describes in detail the whole Sayuri's difficult path of becoming the most successful geisha in Japan. Family relations are on the back burner. Because of the cultural traditions Sayuri couldn't think about starting her own family, but still she secretly loves Chairman. And only due to a happy coincidence at the end of the story, they meet again, moving to New York. But tragically, they have only a few months of happiness before the Chairman's death.

Thus, it can be argued that the female protagonists of both novels are depicted from different gender stances – male and female. This is due to the fact that the authors to the opposite sexes. Portraying their female characters, M. Atwood entrusts them with the qualities which are peculiar and familiar to her, as a woman. A. Golden describes his character from a male position, but at the same time so that it is not contrary to the culture and traditions of the country of the Rising Sun.

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Аннотация. В данной работе обсуждается вопрос художественного проявления гендерного аспекта при изображении женских образов в романах «Слепой убийца» М. Этвуд и «Мемуары гейши» А. Голдена в контексте литературы постмодерна, к которой относят данные произведения. В связи с активизацией феминистских движений по всему миру термин «гендер» стал важным концептом литературы, выявляющим социальные модели поведения в том или ином обществе. Апологеты гендерных исследований считают, что при анализе художественного произведения необходимо учитывать гендер автора, так как он напрямую влияет на способ изображения персонажей.

Авторы, анализируемых романов, являются противоположными по полу и гендеру, а, следовательно, и их отношение и видение женщины также существенно отличается. Будучи женщиной, Маргарет Этвуд ярко и достаточно экспрессивно описывает своих героинь в романе «Слепой убийца». Все они по-своему яркие личности, которые больше действуют, чем рассуждают – типичные представительницы западного общества. Героини Артура Голдена в романе «Мемуары гейши» являются образцами женщин восточной культуры, которые в силу сложившихся традиций вынуждены скрывать свои настоящие чувства и всю жизнь повиноваться мужчинам.

Ключевые слова: гендер; гендерные исследования; постмодернистский роман; гендерная стилизация; «мужской» нарратив; «женский» нарратив

Summary. This article highlights the problem of gender aspect in the depiction of female images in Margaret Atwood's novel "The Blind Assassin" and Arthur Golden's novel "Memoirs of a Geisha" in the postmodern literature context, to which these works are thought to belong. In connection with the feminist movement development, the term "gender" has become an

important concept of literature that reveals social patterns of behavior in a particular society. The scholars of gender studies believe that for an objective literary analysis a gender of the author must be taken into consideration as it directly affects the characters' depiction.

The authors of the novels under analysis are of the opposite sexes and genders, and therefore their attitude and vision of a woman also differs significantly. Being a woman, Margaret Atwood pictures her female characters in the novel "the Blind Assassin" vividly and expressively. They all are distinguished personalities and typical representatives of women of Western society. They have no time to think, they act. Arthur Golden's characters' are bright samples of Eastern women which by tradition are forced to hide their true feelings and all their life obey the men.

Key words: gender; gender studies; postmodern novel; gender styling; "masculine" narrative; "feminine" narrative.

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CONCEPT 'FEAR' IN WAR SHORT STORIES BY AMBROSE BIERCE

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Ambrose Gwinnett Bierce (1842-1914?) was a famous American short story writer and journalist. Many researchers of his works (P.V. Balditsyn, I.A. Kashkin, Y.V. Kovalev, A.B. Tanaseichuk et al.) focus their attention on the cycle of war short stories based on the events of the American Civil War (1861-1865) which made a great impression on Bierce and affected his life a lot.

At the age of 18 Bierce enlisted in the Union Army as a volunteer, then he served as a military topographer. Bierce fought in numerous battles with extreme bravery. The ordeals of war told upon destiny, worldview and artistic legacy of the writer. Bierce was always interested in psychology of a human in the war. His attention was fixed on the feeling of fear and overcoming it and the dominating conflict was always one and the same – an encounter of a human with death. Bierce shows the state of mind of a human in a frightful situation transcending the boundaries of the ordinary.

Most of the characters in Bierce's war stories feel fear and are affected by it, so it seems justified to consider not only the emotion of fear, but also the corresponding concept, for it is the analysis of concepts that gives a deeper insight into the author's worldview.

In terms of literary studies, a concept is formed by the unity of interrelated and interpenetrating text elements among which are the genre, the chronotope, the subject matter, the type of narration, the system of personages, the landscape and the interior, artistic details, images and symbols, the system of motifs.

The major problem threading Bierce's war short stories and predetermining the choice of artistic means and devices is the problem of human self-consciousness under the extreme conditions of the American Civil War.

The problem of choice and decision making when face to face with death is also very important for the author. The main character of the short story "A Horseman in the Sky" (1898) finds himself in such situation. Carter Druse is true to himself and to his duty and his doubts are an instance of overcoming fear: "Duty had conquered; spirit had said to the body...Druse shot" and killed his father [4]. Fear which the character feels is hidden in the subtext. The author gives its readers an opportunity to imagine the outcome of the situation. The character makes his decision and conquers fear, doubt and hesitation.

Short story "One of the Missing" (1888) reveals the metamorphosis of the main character Jerome Searing seized by fear of inevitable death. The brave scout finds himself on the verge of doom. The drama of the situation is conveyed by focusing the reader's attention on one significant expressive detail which is the bright metal ring. The main character sees it over and over. "The muzzle of the rifle protruding from the pile of the debris" [4] which is pointed at Searing paralyzes his will. Fear is personified in the image of the weapon. Fear is not associated with the live enemy any more but embodied in the inanimate object.

The chronotope of the story also has certain specific features. The whole outer world as if ceases to exist and narrows down to the image of the bright metal ring: "Nothing could now unfix his gaze from the little ring of metal with its black interior" [4]. Time also stops for the main character: "The world had passed away" [4]. The whole universe seems to have concentrated in one moment, in one particular place. It should be pointed out that Bierce employs deformations of the course of time as a specific device. Thus, time often seems to slow down or stretch, which allows the readers to submerge into the depths of the unconsciousness.

As for the literary space, the setting of Bierce's war stories is generally unvaried. Often it is an abandoned house or forest thicket at night.

Tragic pathos is another feature peculiar to war short stories by Ambrose Bierce. The world described is undoubtedly and unchangeable cruel. The tragedy of human fate is disclosed through the emotional experience of an ordinary man in a borderline situation, which makes the endings of the stories even more significant as none of the Bierce's war stories has a happy ending.

Another important aspect of representing concept 'Fear' in Bierce's war stories is related to such feature of the narrative as the combination of astounding coincidence and preterition along with retrospective elements, which lends the narration even more emotional tension. For example, preterition and defeated expectancy play a significant role in the story "Occurrence at Owl Creek Bridge" (1890). Characters' thoughts and feelings may be revealed in dreams and hallucinations. The effect of defamiliarization can also be observed in war stories. The events are shown through the perception of an onlooker as in "A Son of the Gods" (1888), "Killed at Resaca" (1887).

The theme of time, stolen from people by war is also important for Bierce. Fear which the characters feel is not only the fear of death but also the fear of time since war is a metaphysical power robbing a person of time and, consequently, of life.

Among the topics which are included in the field of concept 'Fear' are inhumanity and senselessness of war, breaking interpersonal relations, fratricide, loneliness, transience of time, encounter with death. Elements of autobiography and psychological analysis also play an important role in conveying concept 'Fear' in war short stories by Ambrose Bierce.

In conclusion I can say that analyzing concept 'Fear' is rather absorbing both from the point of psychology and literature studies. Ambrose Bierce is brilliant at the genre of short story, he successfully gains the effect of suddenness, the endings of his stories bring readers to the state of shock. Fear is the dominating concept in short stories by Ambrose Bierce and studying ways of its representation allows to deeper understand both Bierce's world view and some trends in the literary process in the US at the turn of 19-20th centuries.

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Abstract. The method of representation of the concept 'Fear' in war short stories by Ambrose Bierce is described. Some literary devices are observed which determine the structure of the dominating concept. Studying the ways of its representation allows to deeper understand both Bierce's world view and some trends in the literary process in the US at the turn of 19-20th centuries.

Key words: Ambrose Bierce, short story, theme, problem, motif, literary device, concept, fear.

Аннотация. Описан способ реализации концепта СТРАХ в военных рассказах Амброза Бирса. Рассмотрены некоторые художественные приемы, определяющие структуру доминантного концепта. Изучение путей реализации концепта СТРАХ позволяет глубже осознать специфику мировосприятия Бирса, а также основные тенденции литературного процесса США на рубеже 19-20 веков.

Ключевые слова: Амброз Бирс, рассказ, тема, проблема, мотив, художественный прием, концепт, страх.

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DIE BESONDERHEITEN DER ÖFFENTLICHEN REDE VON DEN MODERNEN POLITIKERN DEUTSCHLANDS

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Das Studium der linguistischen Politikwissenschaft ist heute aktuell, weil die politische Tätigkeit immer die besondere Rolle im Leben der Gesellschaft spielte, und die politischen Fragen, die richtig mit Hilfe der Sprache geöffnet sind, ermöglichen dem Menschen, den Einblick in die Situation in der Welt zu haben.

Es ist wichtig, die Rede von den Politikern zu analysieren, weil die Sprache ein Hauptinstrument ist. Mit Hilfe der Rede können sie die Hörerschaft beeinflussen, solche Konstruktionen finden, deren Nutzung den Zuhörer überzeugen oder bestimmte Position übernehmen kann.

Als praktisches Material für die vorliegende Arbeit waren die Interviews von dem Kanzler der Bundesrepublik Deutschland Angela Merkel, sowie der Mitglieder der Christlich Demokratischen Union Deutschlands Peter Tauber und Hermann Gröhe, verwendet. Die Rede der gegebenen Politiker ist genug deutlich und gebildet, und weil sie die Mitglieder einer Partei sind, kann sowohl die Variabilität der Beitragsthemen, als auch die Unterschiede finden. Die gewählten Interviews waren nach der Thematik des Auftretens, sowie auf den lexikalischen und stilistischen Niveaus analysiert.

Was die Thematik betrifft, so kann man die folgenden Hauptthemen bemerken:

- Bei Angela Merkel sind die Hauptfrage über die Sozialfürsorge, die Wirtschaft, die Bildung und die multikulturelle Gesellschaft;

- Peter Tauber spricht über die Fragen, die mit dem Funktionieren der Partei Christlich Demokratische Union verbunden sind;

- Hermann Gröhe wirft die Fragen auf, die die medizinische Versorgung betreffen.

Nach der Analyse des Interviews mit Peter Tauber, kann man die Schlussfolgerung ziehen, dass dieser Politiker über die Reformen viel sagt. Eine von solcher Reformen ist sozial und ihre Hauptfunktion ist die Unterstützung aller Bedürftigen in der Sozialfürsorge: «Die CDU will, dass alle, die Pflege brauchen, diese bekommen. Alle pflegenden Angehörigen sollen mit den nötigen Mitteln und Regelungen wie etwa der Familienpflegezeit unterstützt werden» [3].

Die Aussage von folgendem Politiker Hermann Gröhe sind auf den Fragen der Sozialfürsorge, einschließlich in der Sphäre der Medizin gegründet. Bundesminister für Gesundheit wendet die Aufmerksamkeit auf die Ordnung der Reformen, sowie die Errichtung der neuen Gesetze, z.B., das Gesetz über die Verstärkung des Schutzes der sozialen Rechte von den Bürgern Deutschlands: «20 Jahre nach ihrer Einführung stellen wir die Soziale Pflegeversicherung jetzt auf eine neue Grundlage. Damit erhalten erstmals alle Pflegebedürftigen einen gleichberechtigten Zugang zu Pflegeleistungen – unabhängig davon, ob sie an körperlichen Beschwerden oder an einer Demenz erkrankt sind...» [2].

Was die Bundeskanzlerin betrifft, so muss man sagen, dass die Liste von ihrer Aussagen ziemlich umfangreich ist. Zum Beispiel, sie führte das Gespräch darauf, wie es wichtig ist, die Überschwemmungen zu verhindern und mit den Folgen der Katastrophe zu kämpfen: «Wir sind ein Land, in dem die Katastrophenhilfe schnell anläuft. Bundeswehr, Technisches Hilfswerk und Bundespolizei helfen neben den Verantwortlichen aus den Ländern mit...» [1].

Im Verlauf der durchgeführten Forschung war die Tatsache bemerkt, dass alle obenerwähnten Politiker in der Rede streben, das Interesse an den Schicksalen ihres Volkes zu betonen. Also ist die Thematik der öffentlichen Rede der Politiker auf die Lösung der sozialen Fragen gerichtet.

Die lexikalischen Besonderheiten der Rede von den Informanten waren analysiert und die folgenden Regelmäßigkeiten gezeigt:

Die Aussprüche Angela Merkel unterscheiden sich durch die besondere Emotionalität nicht; tatsächlich fehlen die Stilmittel, z.B.: «Die Elektroindustrie ist einer der Treiber dieser Entwicklung. Sie haben ja auch das Referenzarchitekturmodell Industrie 4.0 entworfen... » [1]. Peter Tauber und Hermann Gröhe verwenden die ausreichende Zahl der terminologischen Lexik in der Rede, dass man von den folgenden Beispielen bestätigen kann: «Gesetzesreform», «sich integrieren», «sich engagieren», «Versorgung», «Sicherheit», «Verteidigung».

In der vorliegenden Arbeit wurden die stilistischen Mittel analysiert, die von den Informanten verwendet werden. Es war aufgedeckt:

Die Rede von Peter Tauber unterscheidet sich durch die besondere Ausdruckskraft und Expressivität nicht: «Und das wächst weiter. Auch mit dem Flüchtlingsausweis bekommen wir eine klare Übersicht. Weiteres muss folgen» [3].

Im Auftreten von Hermann Gröhe ist es unmöglich, den Überfluss der stilistischen Mittel zu finden: «Eine gut erreichbare Versorgung vor Ort und hohe Qualität durch Spezialisierung, z.B. in unseren Universitätskliniken – das bringt die Krankenhausreform» [2].

Im Unterschied zu zwei vorhergehenden Sprechern, ist die Rede von Angela Merkel lexikalisch reich, es gibt verschiedene Trope, z.B. die Epitheta und die Antithesen: «Sie sind Preisträgerinnen und Preisträger von Jugend forscht und damit sozusagen die Speerspitze all derer, die sich an dem Wettbewerb beteiligt haben...» [1].

So kann man die Schlussfolgerung ziehen, dass die lexikalischen Mittel die Rede bereichern, jedoch hängt die Möglichkeit der Nutzung der Stilmittel von der Thematik der Aussagen von den Politikern ab.

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Summary. In this research the speech of German politicians was analysed because it is irreplaceable instrument, which influences an audience. It is very typical for this kind of speech to have a high degree of the hidden manipulation. The key

objective is to study the features of the modern Germany official's speech. To accomplish this goal the following steps were taken: practical and theoretical material was carefully found and selected; linguistic works were analysed; the main lexical, syntactical and stylistic features of German official's speech were found and analysed.

Keywords: German, politics, influence, speech

Zusammenfassung. In der vorliegenden Arbeit war die Rede der Politiker analysiert, da die Rede für den Politiker ein unersetzliches Instrument der Einwirkung auf den Hörschaft ist, sowie für sie die hohe Stufe der verborgenen Aufnahmen der Manipulation charakteristisch ist. Das Kernziel der Studie waren die Besonderheiten der öffentlichen Rede von den modernen Politikern Deutschlands. Für die Erreichung des angegebenen Ziels sind die folgenden Aufgaben gestellt und gelöst: das praktische und theoretische Material ausgewählt, die lexikalischen, syntaktischen und stilistischen Haupteinheiten des Deutschen gezeigt.

Schlüsselwörter: Deutsch, Politik, Rede, Wirkung

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THE IMAGE OF LONDON IN "LONDON: THE BIOGRAPHY" BY P. ACKROYD

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Many books written by P. Ackroyd are related to the life of London and its past one way or another, but "*London: The Biography*" is dedicated to it completely. For P. Ackroyd London is a living organism that grows and changes according to its own rules, that is why "*London: The Biography*" is rather a biography of the city than its story. The book has a chapter dedicated to the history of silence and the history of the world, the history of childhood and history of suicide, the history of Cockney and the history of alcoholic beverages. "*London: The Biography*" may be the most significant description of the city ever written.

In his book "*London: The Biography*" P. Ackroyd, on the one hand, adheres broadly chronological presentation of historical events, and, on the other hand, focuses not on the great accomplishments or achievements associated with London but on its everyday life.

In "*London: The Biography*" P. Ackroyd first appeals directly to the reader, speaks openly as a biographer of the city. Here the image of the author is the only one the reader can make contact with because, as I. Lipchanskaya states, "...city as a unit of a different ontological order cannot be used in this role" [2, p. 163]. It is the image of the author that unites the disparate pieces of the history of London. Therefore, the story of London becomes the story of Peter Ackroyd.

The narration of the book is based on the personal experience of the writer. We can say that P. Ackroyd, a true Londoner, set up his own biography and presented it in the form of his hometown history. P. Ackroyd takes an unprecedented step when defines his work as a biography, in some extent, claiming to be the founder of a new genre – the biography of the city. He uses the definite article in the title of the book – *The Biography*. Thus, he presents his work not as one of numerous possible studies of the history of London, but as the only true story of the city, its universal biography.

As for the literary means of creating the image of London personification is the most commonly used. I. Kondakova notes that "...this basic metaphor lies in the very title of the book *London: The Biography* – the city as a man has its biography, reflecting its course of life since the moment of its appearance to this day..." [1, p. 98]. As we can see, the author 'humanizes' city, so from the very beginning London is presented to the reader in the form of a human being. Its life is described from the moment of inception to the present. The preface of the novel "The City as Body" shows "physiological" properties of London: the city structure resembles the structure of the human body. The city has a heart: "*Here might be found the 'heart of London beating warm'*" [3, p.13], lungs and circulatory system of its own: "*The byways of the city resemble thin veins and its parks are like lungs*" [3, p.13]. During the novel London takes the entire life cycle of man: the part "From Prehistory to 1066" shows the city being brought into life, then it develops and in the parts "Victorian Megalopolis" and "The Centre of Empire" has reached its heyday. Then, in the part "Pestilence and Flame" London is experiencing decline. Usually biography ends on the moment of its object death, but P. Ackroyd in the conclusion of his novel *London: The Biography* in the part "Refashioning the City" shows the revival of the metropolis, as a symbol that London is the immortal, eternal city.

Apart from personification, P. Ackroyd uses many other metaphors while describing the city. Thus, taking into consideration the size of London, P. Ackroyd compares it to the ocean: "*London has always been a vast ocean in which survival is not certain*" [1, p.16], and then the city appears to him to be the sea: "*If you look from a distance, you observe a sea of roofs, and have no more knowledge of the dark streams of people than of the denizens of some unknown ocean. But the city is always a heaving and restless place, with its own torrents and billows, its foam and spray*" [3, p. 16]. With these

metaphors the author underlines the huge size of the city, and also shows how small and insignificant its inhabitants are if compared to the metropolis.

Also the book "*London: The Biography*" contains the part "London as Theatre". There the author not only recounts the history of the occurrence of the London theatre, but also compares the life of the city to "*some great and endless theatre*" [3, p. 100]. This "theatre" metaphor emphasizes the tragic nature of London, because its streets have seen no less bloody dramas than the stage of its theater.

As we can see, the author uses many metaphors, comparing the city to quite unlike subjects that have both positive and negative connotation. Using this technique the author shows London from different sides, reflecting the complexity and diversity of the city, trying to learn its true self.

P. Ackroyd's London is a living organism, steady in its core but ever changing in details, huge, but unthinkable without its smallest parts, living in the present day, but never forgetting about what happened thousands of years ago.

Thousands of scientific books, such as stories, chronicles, scientific descriptions has been written about London but Peter Ackroyd was the first who wrote the biography of this city, because he realized that London itself was life.

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Аннотация. Для английской литературы Лондон всегда был больше, чем просто город. Во многих произведениях он изображен не только как место, где разворачиваются события, но и служит средством передачи атмосферы определенной эпохи. На современном этапе продолжателем этой традиции по праву может считаться известный английский писатель Питер Акройд, чье творчество в литературной критике принято рассматривать в контексте постмодернизма. В его произведениях Лондон выступает и как фон для происходящих событий в романах «Большой лондонский пожар» и «Процесс Элизабет Кри», и как самостоятельный герой в романе «Дом доктора Ди». Несомненно, образу Лондона отводится значимое место практически во всех произведениях П. Акройда, однако вершиной его творчества в этом направлении стал роман «Лондон: биография», написанный в лучших постмодернистских традициях и полностью посвященный этому городу. Главной особенностью этого произведения является то, что в нем впервые объектом биографического рассказа становится город, а не человек. Что касается художественных средств создания образа города в романе, метафора является одним из главных стилистических приемов, используемых автором. С помощью этого приема П. Акройд создал яркий, оригинальный образ города.

Ключевые слова: постмодернистский роман, П. Акройд, «Лондон. Биография», метафора, персонификация, образ Лондона.

Summary. London has always been more than just a city for the English literature. In many works it is shown not only as a place where events take place, but also serves as a means of conveying the atmosphere of a certain epoch. In the contemporary British novel this tradition was substantially developed by Peter Ackroyd, a popular British writer, whose work is usually considered in postmodern framework in literary criticism. In his works London is shown as a background in the novels *The Great Fire of London* and *The Trial of Elizabeth Cree* and as one of the characters in the novel *The House of Doctor Dee*. No doubt, the image of London is given a special part almost in all P. Ackroyd's novels, but the peak of his creative process in this direction is his novel *London: The Biography* written in the best post-modern traditions and completely dedicated to this city. The main feature of *London: The Biography* is that the main character is a city, but not a person. As for the literary means of creating the image of the city, metaphor is one of the basic tropes used by the author. Using this stylistic device Peter Ackroyd created the bright, unique image of the city.

Key words: postmodern novel; P. Ackroyd, "London. The Biography", metaphor, personification, image of London.

METONYMICAL TENDENCIES OF W. H. AUDEN'S POETRY

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Wystan Hugh Auden (1907-1973) is one of the most eminent Anglo-American poets of the twentieth century. His artistic heritage is rather large and varied. Genre diversity of the poetic heritage of W. H. Auden deeply impresses with its capacity and versatility. The author's creativity and artistic expressions are under study of the two leading areas of culture of the first half of the XX century: modernism and existentialism.

The major tendencies and motives of the poetry are the theory of «pure heart», the understanding of such metaphysical categories as good and evil, what is right and what is wrong, discussion about the tragedy of existence as a basis of world order. A special position of Auden's hero is based on his/her attempts to take an active part in the creation of reality, but he/she is not able to change it. This is a paradox and inconsistency of the author's poetic thinking.

Wystan Hugh Auden takes a new view to the problem of the interconnection of poetic form and content. He always attached great importance to a renovation of the old art form with such influence that the form could be adequate to the language of contemporary poetic art.

Boris Tomashevsky in his fundamental work about the tendency of an individual style to the metaphorical or metonymical called «The Theory of Literature. Poetics» said: «Depending on predominance of the metaphor or the metonymy you can characterize the style of the writer as a metaphorical or metonymical» [3, p. 66]. The Soviet specialist in literature believed that the main difference between these two tropes is that metaphor is able to combine the most remote, isolated concepts whereas metonymy is intended to express the bonds and relations existing in real life.

Auden's poetry indicates the «human condition» and therefore internal, innermost feelings, things that happen in human consciousness are often expressed through the description of various objects of the material world.

First of all, I would like to pay attention to the structural and figurative expressions of metonymy in Auden's poetical compositions. Many expressions of the inner world through external can be found through the lines of the author's literary writings.

Not only aesthetics of the XX century has influenced strengthening the position of metonymy in Auden's artistic expression but also the traditions of English metaphysical poets of the XVII century. Deployed metaphors in the poetry of metaphysical authors perform a metonymic function. The mechanism is the following: at the beginning of the poem the author sets a problem which can be both serious and humorous. Then, the text of the poem varies from the initial conclusions to the others as long as the problem posed in the beginning is solved.

In length of time, the unique and unpredictable art world of W. H. Auden has become more «Audenesque». Joseph Brodsky contemplating about the features of the poetic language of the author said: «the technique of description which is not straight but symptomatic is what especially attracts me» [2, p. 83.].

What is the basis of metonymical tendency? Apparently, the system of thoughts according to which the world appears to be a unity. Its component elements correlate with each other in the art system and moreover can be equal.

Metonymy is a common literary device which restrains emotional tension. Nevertheless, it allows the author to demonstrate his mastery in the proficiency of generalization and ability to create artistic details successfully. Due to the technique of metonymic descriptions Auden's poetry is a mixture of playfulness and profundity. From this facts, one may conclude that metonymy in Auden's poetry is transformed from a single literary device into an important component of artistic method.

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Аннотация. Данное исследование посвящено изучению творчества У.Х. Одена как одного из крупнейших поэтов и мыслителей современного западного зарубежья. Таким образом, актуальность работы связана с популярностью и значимостью творчества У.Х. Одена для английской поэзии. Во внимание принята основная

тенденция творчества – метонимическая. Современное литературоведение, накопив обширный материал об отдельных аспектах поэтической манеры У.Х. Одена, нуждается в его систематизации. Необходимо рассмотреть поэтику произведений как систему, в которой каждый текстовый элемент соотносён с другими, образующими с ним художественную целостность – образность. На этом основании в данной работе рассматривается творчество автора в комплексном подходе, а также представлен теоретический материал по исследуемой теме.

Ключевые слова: метонимические тенденции, художественный метод, поэтический язык, выразительное средство, художественный прием, техника описания.

Summary. The article concentrates on analysis of the works of W.H. Auden as one of the greatest poets of modern Western countries. The main issue under consideration is the basic metonymic tendency of the author's creativity. Research validity relates to the popularity and importance of W.H. Auden's oeuvres. A number of studies of the artistic heritage done principally by foreign scholars is rather large. Modern literature possesses a vast store of knowledge about individual aspects of the poetics of W.H. Auden. This material is in need of systematization. Thus, the theoretical bases of the issue and a comprehensive analysis of the poetry are produced in the article.

Keywords: metonymical tendency, poetical compositions, artistic method, poetic language, artistic expression, creativity, literary device, the technique of description.

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VARIABILITÄT DER DEUTSCHEN SPRACHE IN BAYERN

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Die deutsche Sprache zählt man zu den meistgesprochenen Sprachen. Dank der Bibelübersetzung ist Martin Luther gelungen, die ersten Normen der deutschen Sprache zu bilden und auch die Werke von Johann Wolfgang von Goethe, Johann Christoph Gottsched, Friedrich Gottlieb Klopstock, Gotthold Ephraim Lessing und Christoph Martin Wieland zu beeinflussen. Linguistische Werke von Johann Christoph Adelung, Konrad Duden und Theodor Siebs spielten eine große Rolle in der Unifikation und in der Normalisierung der gegenwärtigen deutschen Sprache [1]. Viele Linguisten behaupten, dass die Form der deutschen Sprache auf der Grundlage der hochdeutschen Dialekte entwickelt wurde [2]. Deutscher Dichter und Sprachgelehrter Justus Georg Schottel hat eine Reihe theoretischen Grundlagen formiert und das ganze Regelsystem gemacht. Schottel vermutete, dass das Hochdeutsch kein Dialekt ist, sondern eine überdialektale Einheitlichkeit [4]. Die deutsche Sprache wurde sich auf der Grundlage der hochdeutschen Dialekte herausgebildet, die wiederum sich in zwei hauptsächlich Gruppen unterteilen:

- 1) die mitteldeutschen Mundarten (Mittelfränkisch, Rheinfränkisch, Ostfränkisch und Ostmitteldeutsch);
- 2) die oberdeutschen Mundarten (Oberfränkische, Schwäbisch und Bayrisch) [2].

Die Studie hat gezeigt, dass die deutsche Sprache eine polyzentrische Sprache ist, weil die eine weite Ausbreitung hat. Zum Beispiel benutzt man die in Deutschland und Österreich, in der Schweiz, Chile und in den Vereinigten Staaten. Deutschland, Österreich und die Schweiz haben eigene Vorstellungen und das Verständnis über die Norm und die Standardisierung der deutschen Sprache herausgearbeitet. Wegen solcher Verbreitung der Sprache gibt es ein wesentlicher Unterschied in der Aussprache von der sogenannten richtigen Aussprache, die man für das Hochdeutsch gemacht hat.

Es ist interessant, dass in Deutschland im Dialekt, in der Regel, nur die Unterklasse spricht und wenn man schon im Dialekt spricht, gilt es schon als die Rollkutschermanieren. Irgendwann nahm man als Grundlage allererster und vorbildlicher Aussprache die sächsische Variante. Theodor Siebs hat sogar das erste Wörterbuch für die Rechtlautung entwickelt, das genau auf der Grundlage der sächsischen Variante war. Jetzt finden nur 8% Deutschen, dass Sächsisch normal ist [6]. Deutsche finden, dass man den Dialekt sehr schwer über das Ohr aufnimmt. Für den ist charakteristischerweise lange Vokale, Umlautung in der Rede, wenn fürs Hochdeutsch alles umgekehrt ist. Am Beispiel eines sozialen Werbespots der deutschen Sparkasse «Sparkasse» [3] wurde eine komparative und kontrastive Analyse von Lauten des bayerischen Dialekts im Vergleich zum Hochdeutsch durchgeführt. In diesem Videoclip kann man zwei Männer sehen, der erste ist Bankarbeiter und der zweite ist der Kunde.

Im Rahmen dieser Studie kann man solche Veränderungen in der Phonetik sehen, wo alle Vokale und Diphthonge geändert haben, und die lexikalische Veränderungen. Bayerisch hat eigene Besonderheiten und könnte sogar als eine einzelne Sprache gelten. Dieser Dialekt hat ein Lautsystem, und im Vergleich zum Hochdeutsch hat bayerisches Lautsystem kaum etwas Allgemeines mit dem Hochdeutsch. Von diesem Standpunkt aus kann man solche Besonderheiten in der bayerischen Sprache sehen. Zum Beispiel, im bayerischen Dialekt gibt es den Umlaut [y:] gar nicht. Der Dialekt hat 10 eigene Diphthonge, wie [ea], [oa], [ia], [ua], [au], [âi], [oi], [ei], [ui], [ou], [öi], [äi], wenn im Hochdeutsch sind nur drei [ei], [ai], [au]. Es gibt auch andere Artikulation (Bayerisch ist lautiert). Im Süden Deutschlands werden wir solche Aussprache treffen,

wie zum Beispiel [ʃ] und nicht gewohnte [s]. Zum Beispiel, [vas kanst du: maxən] Was kannst du machen? [vas kanʃt du: maxən] Was kannst du machen?; [hast du: dɔʏʃlant bəzu:xt] Hast du Deutschland besucht? [haʃt du: dɔʏʃlant bəzu: xt] Hascht du Deutschland besucht? Auch kann man sehr oft in der Rede nur das Suffix <-le> sehen: Spätzle, Leckerle, Grüßle, wenn im Deutschen zwei Suffixe <-chen>, <-lein> sind.

Der analysierte bayerische Dialekt hat solche Form, dass einige Linguisten sagen, dass dieser Dialekt schon als eine einzelne Sprache gelten könnte. Wie jede Sprache hat der Dialekt sein eigenes Lautsystem. Nach der Meinung des deutschen Germanisten Robert Hinderling ist die Unterschiedlichkeit zwischen der deutschen Sprache und dem bayerischen Dialekt zu groß, zum Beispiel sogar auf dem grammatikalischen Niveau. Heute wohnen in Bayern ca. 12 Mio. Menschen, fast die Hälfte beherrscht und kann im Dialekt sprechen und das macht Bayerisch über das ganze Land verbreitet. Allerdings, Organisation der Vereinten Nationen für Erziehung, Wissenschaft und Kultur zählt Bayerisch zum gefährdeten Dialekt, weil nur 30% alle Kinder in Bayern im Dialekt sprechen können. Unter dem Druck der Massenmedien, die nur Hochdeutsch benutzen, treten die Dialekte zurück und das ist schon sogar ein Anzeichen der schwachen Gebildetheit ist, wenn man im Dialekt spricht.

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Summary. In modern linguistics the investigation of the territorial dialects in Germany is very important because language is a social phenomenon. Every language is constantly changing, because of its social differentiation, division of society into classes and groups due to numerous and multivariate fields of the language use. The key objective is the study of the territorial dialects of Germany. The goal of article is the study and review of the German language and Bavarian. To accomplish this goal the following steps were taken: practical and theoretical material. As well as the details of the usage of the dialect in the everyday language were carefully selected and analyzed. Phonetic aspects of Bavarian dialect were outlined and compared with the German Standard.

Keywords: dialect, German, Bavarian, phonetic, Germany

Zusammenfassung. Das Untersuchungsgebiet der territorialen Dialekte Deutschlands in der Linguistik ist aktuell, weil die Sprache eine soziale Erscheinung ist. Die Sprache wird immer den Veränderungen untergezogen: wegen der sozialen Differenzierung, der Teilung die Gesellschaft in Klassen, Schichten und Gruppen i.V.m. dem zahlreichen und vielfältigen Anwendungsbereich. Diese Arbeit verfolgt den Zweck, die territorialen Dialekte Deutschlands zu erforschen. Dabei wurden folgende Fragen behandelt: Probleme der Unifikation und der Normalisierung der deutschen Sprache; phonetische Besonderheiten der bayerischen Sprache im Vergleich mit dem Hochdeutsch; Benutzung des Dialektes in der Alltagssprache.

Schlüsselwörter: Dialekt, Hochdeutsch, Bayerisch, Phonetik, Mundart, Deutschland

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CONFLICT OF VALUES IN THE NOVEL "THE STARS' TENNIS BALLS" BY STEPHEN FRY

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The aim of the work is to analyze and bring to the fore the features of literary manifestation of the conflict of values in Stephen Fry's novel "The stars' tennis balls". To reach this aim, it is necessary to fulfill the following: to investigate the evolution of the conflict of values in the English society; to analyze the thematic and literary manifestation of the conflict of values in the postmodern novel of S. Fry; to consider the essential features of artistic expression, in particular, by means of identification and the analysis of the conflict of values at various levels in S. Fry's novel.

Methods of the research are chosen according to the integral approach combining traditional and new methods of literary research. The typological method is combined with the comparative-historical method which has given the chance to pursue the evolution of the conflict of values in the English society from the 17th century to the second half of the XX century. Hermeneutical approach presupposes in-depth studying of the text and an intertext forming semantic versatility of the work of art. By means of comparative method it is possible to reveal the extent of preservation in the target text of the author's intentions put in the original of the novel.

Results of the research. The notion of the conflict of values was always associated to the process of development of the English society and correspondingly was reflected in literature, particularly of the Victorian period, to which the novel by Stephen Fry "The stars' Tennis Balls" is stylistically and thematically related. Intertextually, the novel is closely connected with the famous French novel by Alexander Dumas "Earl Monte-Cristo" which is the most vivid example of the values conflict in the world literature as it is tried to be solved through vengeance.

More than two hundred years separate us from that epoch of Dumas and more than one hundred years from that of the Victorian times, but the conflict of the traditional values and personal ambition is still acute today as a theme of a literary work and a popular issue with the public.

The main characters of the novel are Edward (Ned) Maddstone – a talented, handsome, kind and rich young man, his beloved Portia, girl of Jewish origin and her cousin Gordon (also Jewish); those three characters create love-triangle. Ashley Barson-Garland, Rufus Cade, Oliver Delft are additional characters who made a sufficient impact on the main hero Ned and are interesting from the conflict of values point of view. There are two kinds of conflict of values presented in the novel: external and internal ones.

Concerning external conflict of values, there are such pairs of antagonists: Ashley vs Ned, Gordon vs Ned, Oliver vs Ned, and at last Ned vs Portia (the underlined name corresponds to the crueler one of the counterparts). Ashley is Ned's first and the most malicious enemy as he envied Ned's success; he created the plan of marijuana trick and was willingly supported by Rufus Cade and Gordon. As to Gordon, his interest was in Portia and Ned hampered him with it. Oliver Delft, being a member of antiterrorism department of police found Ned as an ideal scapegoat and made him suffer in private asylum during 20 years for the crimes which he had never committed. Having come back from the asylum, Ned, being at that time completely changed by the emotional stress, created his thoroughly elaborated plan of vengeance. He took into account everything except the fact that his cruelty had repelled Portia – the person who loved him greatly and whom he himself loved. Alongside, some social conflicts are raised (social class and region inequality, especially bright for English society), religion (prohibition of marriage between people of different religions, especially for Jewish and Catholics) nation (Irish vs English) and so on.

Those external conflicts are caused by internal ones: personal motifs of the characters. Ashley envied Ned, as he had to work hard to get his success in contrast to Ned, who was born in rich and respected family. Gordon in his turn hated Ned because he was loved by Portia. Oliver, being an Irish and working in English police tried to protect his mother (member of IRA) and his reputation from law persecution. As to Ned, he was kind and naïve, playing firstly the role of the victim of circumstances and then of avenging angel. This difference shows the result of great conflict of values and re-estimation of values within one person: from a devotee he has become a cool-headed murderer.

As to classification of values which is based on the structure of social phenomena, V.P. Tugarinov, along with material and cultural values, includes social and political such as social order, peace, security, liberty, equality, justice, humanity [3, p. 277]. The conflict of values is well traced on the level of characters who are the transmitters of the author's thoughts. These opinions can be different, get into a dispute, the conflict, and opposition. They have names; they come to life and come into conflict with one another. To emphasize some side of the relations between characters, the author intensifies the conflict between them. The antagonism, opposition, contest is applied to express not only the nature of characters but also the main plot line and the whole system of the ideas which have found a reflection in the work. Thus, the conflict of values is the many-sided phenomenon in literature and science, and also device of plot creation; it's the most general value is fight, opposition of moral values, opinions, outlooks and attitudes. Its main task is the identification of the so-called truth which is arising during the dispute or the conflict. Thus, the novel "The stars' tennis balls" by Stephen Fry is the excellent example of the postmodern novel containing all characteristic features of the direction, namely eclecticism, interplay, irony, play of style, parody reconsideration of traditions, rejection of division of art into elite and mass, overcoming border between art and everyday life.

Conclusions. The culture takes on international characteristics. The researcher V.A. Pesterev marked that concerning artistic life, in certain meaning, interpenetration and layering in individual creative work of different culture types: European, American, West and East caused keen interest of writers in specifics of national cultural memory and the appeal to intertextuality, polyphony, national cultural codes and metaphors [2, p. 10]. As for the interpretation of category of the English national identity, it undergoes considerable changes in the XX century. Interests of writers were displaced towards the British historiography which reveals semantics of the basic words organizing a historical research (the city, the village, a family, society, a class, the worker, elite, labor union, party, the market, culture, consciousness, self-identification and so forth). The traditional historiography is succeeded by historical reconstruction which in turn promotes preservation of cultural memory by means of transformation of history into the myth, the fairy tale, family history and the biography of the megalopolis or a key historical figure. Language consciousness can't develop separately; it exists in close interrelation with creative and art. It means the need of further literary researches in the field given.

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Аннотация. Многие свойства конфликта интересов, его амбивалентность, в частности, характерны и для конфликта ценностей, которые представляют собой обобщенные представления людей относительно целей и норм своего поведения. В ценностях воплощаются исторический опыт и культура отдельных групп этносов, классов, т.е. они служат своеобразным ориентиром, с которым люди соотносят свои действия. Экономические, культурные и политические перемены связаны между собой и в известной мере предсказуемы. Таким образом, при индустриализации наблюдается непрерывающийся сдвиг от традиционных к рационально-правовым ценностям на уровне личности и общества, отчетливо отраженный в современной литературе европейских авторов, таких как Стивен Фрай. Это также отмечали такие ученые как И.П. Ильин и В.П. Тугаринов и многие другие. Научная новизна этой работы основана на том влиянии, которое она оказывает на национальное литературоведение и методологию. Предмет литературного исследования на данном этапе развития в отечественном литературоведении не достаточно изучен.

Ключевые слова: конфликт ценностей, культура, общество, персонаж, оппозиция

Summary. Many properties of the conflict of interests and its ambivalence, in particular, are characteristic also of the conflict of values which represent general concepts of people's relations concerning the purposes and standards of their behavior. Historical experience and culture of certain ethnical and social groups are embodied in values, i.e. they serve as a peculiar reference point to which people correlate the actions. Economic, cultural and political changes are interconnected and are to a certain extent predictable. Together with the process of industrialization the continuous shift from traditional values to rational and legal standards is observed both on the personal and social levels and vividly reflected in the modern literature of the European authors, such as Stephen Fry. It is also noted by such researchers as I.P. Ilyin and V.P. Tugarinov and some others. Scientific importance of this work is grounded by an impact it makes in the national literary studies and methodology. This subject in the literary study at the present stage of its development in domestic literary criticism is not investigated sufficiently.

Key words: conflict of values, culture, society, character, opposition.

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ARTISTIC ORIGINALITY OF NATURE POEMS BY GARY SNYDER

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At present, research of nature writing incorporating both non-fiction and fiction prose as well as poetry in which the authors pay special attention to the functioning of 'human-nature' system is very relevant. Gary Snyder's poems can be included to this oeuvre. The objective of this work is to point out means which help Gary Snyder to describe the idea of 'human-nature' system.

First of all it should be mentioned that Gary Snyder is known for his keen interest in Zen Buddhism and eco-philosophy, therefore they have great impact on his works. This is reflected not only in their contents, but also in poetic form.

One of the characteristic features of Snyder's style is the use of ellipsis. Sometimes he omits the verb 'to be', without which the adjacent words (the subject and the predicative part) acquire some autonomy, thus bringing to life two images instead of one. Elliptic sentences can also emphasize the contents of the remaining parts.

In his works Snyder sometimes violates grammar and spelling rules. For example, in the poem "Oil" all lines begin with a small letter, which helps to make the images of the poem more prominent and creates the effect of the plurality of meanings.

As for the violation of grammar rules, particularly, punctuation, sometimes there are no full stops or commas at the end of a line although the new sentence starts at the beginning of the following line, which can be seen, for example, in lines 2 and 3 of the extract from the poem “Piute Creek” given below:

<...>All the junk that goes with being human
Drops away, hard rock wavers
Even the heavy present seems to fail
This bubble of a heart.
Words and books
Like a small creek off a high ledge
Gone in the dry air. [3]

It shows us that nature is connected with the inner world of human being, one turning into the other, without any boundaries between them. Composition of the poem gives us the same idea. In the beginning of the poem the author says that nature is endless while humans are not. Time passes and only after a while human beings appear in this system. Humans are not the top of the universe; they are only a link in the chain, this link being not final.

Another characteristic of Snyder’s style is the peculiar use of graphic means. For example, in the poem “Regarding Wave”, one can see that the lines are positioned in such a way that they resemble a wave. It focuses on the wave-like energy (or the cosmic breath) that flows through and permeates all things and people:

Every hill, still.
Every tree alive. Every leaf.
All the slopes flow.
 old woods, new seedlings,
 tall grasses plumes.
Dark hollows; peaks of light.
 wind stirs the cool side
Each leaf living.
All the hills... [4]

In the poem “Meeting the Mountains” one can see syntactical and lexical anaphora:

He crawls to the edge of the foaming creek
He backs up the stab ledge
He puts a finger in the water
He turns to a tapped pool
Puts both hands in the water
Puts one foot in the pool <...> [3]

The use of parallelism arouses the feeling of strict organization; each new action is seen as directly following the previous one. What is more, the author uses Present tense which the actions described look as happening ‘here and now’. It seems that we see what is happening, we do the same things and we live through the same states. According to Zen Buddhism, we are psychophysical integrity and therefore we are a flow of certain states. Snyder found a successful form of expressing this idea.

In the poem “Prayer for the Great Family” [5] lexical anaphora is also found. Each verse starts with the words ‘gratitude to’ used to make the text look and sound similar to that of a prayer. ‘Family’ in this poem is a metaphor. The author expresses his gratitude to the Mother Earth, plants, all Wild Beings. The Great Sky (Space) holding billions of stars is represented as some governing law, which controls all thoughts and actions. In this poem Space is something material, and Mind is something ideal. Together they form an indivisible unit. Indivisibility of the material and the ideal is one of main concepts of Zen Buddhism.

The well-known poem “Pine Tree Tops” [4] can be considered as one of the best demonstrations of the charm of Zen in nature poetry. The first five lines of the poem depict the scenery, drawing a simple yet profound picture of Zen flavor: the moon, the tree tops, the sky and the snow are bathed by the starlight, with no traces of human interference. According to Zen Buddhism, the moon symbolizes the Buddha nature; the fresh and cool scene is ideal for achieving nirvana. The active creaking of boots and the static footprints of deer and rabbits blend perfectly, which is the essence of the Zen aesthetics.

Another poem, “Mid-August at Sourdough Mountain Lookout” (from “Riprap and Cold Mountain Poems”) [3], demonstrates the poet’s reflection on the relationship between Nature and Self. The poem is based upon Snyder’s experience as a fire-watcher at Sourdough mountain in Washington State. The first part of the poem represents the landscape and the second – that very ‘Self’ which is an integral part of that same landscape scene, merging the perceived boundaries between them.

Summing everything up, one can say that Snyder, who fathomed the beauty of nature in the young age and later learnt eastern philosophic concepts of the world around us, formulated his own eclectic philosophic system. This system provides the basis for his poems. In Gary Snyder’s poems we can point out such motifs as illusory nature of human existence, the unity of the universe, work, eternal suffering, predetermination, movement and rebirth. Snyder’s studies of Zen Buddhism inspired his simple, direct nature of writing. Snyder provides a new scheme for both writing poetry and writing about life.

The simplicity of Snyder's poetry can be accounted for by the profound influence of Zen Buddhism on his sensibility and thought.

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Аннотация. В данной статье рассматривается влияние буддийской философии и идеологии дзен на стихотворения Гэри Снайдера о природе. Его поэзия во многом обязана эстетике дзен. Это отражается не только в содержании его стихотворений, но и в их форме. Также в стихотворениях Снайдера затрагивается проблема экологических последствий прогресса и воздействия цивилизации на природу. Кроме того, создавая новый вид американской поэзии, проникнутой буддийской этикой и эстетикой, Снайдер закладывает основу новому направлению в американской поэзии в частности и в западной поэзии в целом.

Ключевые слова: Гэри Снайдер, Дзен, Дзен-буддизм, эколитература, натурфилософская литература

Summary. This paper observes the influence of Buddhist philosophy and Zen ideology on Gary Snyder's poetry of nature. His poetry is greatly indebted to Zen aesthetics, which is reflected not only in the contents of his poems, but also in their form. The environmental consequences of progress and the environmental impact of civilization are also highlighted in Snyder's poems. In sum, Snyder lays the foundation for a new trend in American poetry in particular and in Western poetry in general by creating a new kind of poetry imbued with Buddhist ethics and aesthetics.

Keywords: Gary Snyder, Zen, Buddhism, nature poetry, environmental literature, nature writing

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SENTIMENTALISM FEATURES IN THE LAURENCE STERNE NOVELS

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На сегодняшний день молодёжь мало знает о литературе, о тех людях, которые вкладывали свой труд в её развитие. В данной работе мы исследовали романы Лоренса Стерна. Мы выбрали данную тему работы, так как в наше время многие думают, что сентименталистская литература включает в себя «слезливые и приторные» чувства. На самом деле «сентиментальный» означает «чувствительный». Вся особенность такой литературы заключается в том, что поэты и писатели вносят в произведения свои рассуждения и размышления о судьбе, о её психологизме и о философии жизни.

Цель исследования – проанализировать особенности развития сентиментализма в Англии, а также определить черты сентиментализма в романах Лоренса Стерна.

Задачи исследования:

- 1) Выявить своеобразие развития сентиментализма в английской литературе.
- 2) Рассмотреть пути влияния различных поэтов на формирование литературы в Англии.
- 3) Определить черты сентиментализма в романах Стерна.

Объект исследования – романы Лоренса Стерна «Сентиментальное путешествие» и «Тристрам Шенди».

Предмет исследования – черты сентиментализма в романах.

О литературных направлениях никогда не следует судить по названию, тем более что и смысл слов, которыми они обозначаются, со временем меняются. В современном языке «сентиментальный» обычно значит «слезливый, расслабленный, приторный». В 18 же веке под словами «сентиментальность», «чувствительность» понимали иное: восприимчивость, способность откликнуться душой на всё, что окружает человека.

Сентиментализм (от фр. Sentiment) – это направление в европейской литературе и искусстве второй половины 18 века, сформировавшееся в рамках позднего Просвещения и отразившее рост демократических настроений общества. В Европе существовал с 20-х по 80-е годы 18 века, в России – с конца 18 до начала 19 века.

Важным событием духовной жизни Европы стало открытие в человеке способности наслаждаться содержанием собственных эмоций. Выяснилось, что, сострадая ближнему, разделяя его горести, наконец, помогая ему, можно получить самые изысканные радости. Эта идея сулила целую революцию в этике. Из неё вытекало, что для душевно богатого человека совершать добродетельные поступки – значит следовать не внешнему долгу, но собственной природе, что, развитая чувствительность, сама по себе способна отличить добро от зла и потому в нормативной морали попросту нет необходимости.

Лоренс Стерн – известный английский писатель. Родился в Ирландии 24 ноября 1713 года, в семье военного. С 1723 по 1731 год проучился в грамматической школе города Галифак, затем прошел курс обучения в колледже Иисуса в Кембридже. В 1738 году становится священником и 20 лет прослужил приходским священником в деревне.

В 1759 году свет увидело его первое творение – «Жизнь и мнения Тристрама Шэнди, джентльмена» в двух томах. Книги получили лестные отзывы критиков, а публика, особенно английская, пришла от нее в полный восторг. Окрыленный успехом, Стерн переезжает в Лондон, где становится завсегдатаем салонов и находит немало состоятельных покровителей. Благодаря их протекции, получает более выгодный приход в Каксуолде, там он пишет третий и четвертый тома своей книги «Тристрам Шэнди». До января 1765 свет увидели еще четыре тома этого увлекательного серийного романа.

Его произведение «Жизнь и мнения Тристрама Шэнди, джентльмена» рассказывает нам о биографии Тристрама, который был по ошибке назван так. Многое говорится о его родителях, в частности об отце. Но большую часть романа автор посвящает своему дядюшке, который был военным и которым он по истине гордится. В другом творении Стерна, называемом «Сентиментальное путешествие по Франции и Италии», в котором рассказывается про неожиданное путешествие пастора Йорика по Франции и Италии. Во время своей поездки он встречается со многими интересными личностями, которых он подробно описывает. На протяжении романа, главный герой много раз испытывает искушение к женщине и таким же оказывается его слуга, влюбленный в горничную одной богатой барыни. Но роман заканчивается на полужесте, так же, как и начинается. Исследовав роман мы пришли к выводу, что данные романы имеют сходства и различия в выражении черт сентиментализма.

Сходства романов «Тристрам Шэнди» и «Сентиментальное путешествие»

1. Ведется от первого лица.
2. Подчеркивает роль чувств.
3. Углубленный взгляд на мир.
4. Нарушение хронологической последовательности излагаемых событий.
5. Автор ставит психологический опыт.
6. Путешествие во внутренний мир героя.
7. Совпадение имен, что показывает нам взаимосвязь между романами.
8. Главный герой путешествует, описывая свои эмоции и чувства от увиденного.

Различия романов Лоренса Стерна

«Тристрам Шэнди»	«Сентиментальное путешествие»
Описывает не поступки, а причины их возникновения	Последовательно приводятся главные принципы поэтики писателя
Анализ персонажей и их отношение к другим	Сложность и противоречивость образов
Подробнейшие наблюдения	Достоверное описание событий
В романе время многослойно	Анализ восприятия увиденного
Подробное описание биографии главного героя и семьи	Подробное описание незначительных событий, прохождение мимоходом важных сцен
События пережиты со стороны	События пропущены сквозь сознание и чувства
Время идет медленно, почти незначительно	Течение времени неоднозначно

Творчество Стерна получило широкий отклик за пределами Англии, оказав большое влияние на европейскую литературу, в частности на литературу Германии и России. Одним из примеров такого влияния могут служить «Письма русского путешественника» Карамзина (1801). Отклики на творчество Стерна встречаются у Пушкина и Гоголя, у многих русских авторов второй половины XIX столетия. Начиная с середины века и усиливаясь к последним его десятилетиям, в Англии возникает и крепнет предромантизм.

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Аннотация. В ходе исследования перед нами стояла следующая цель – проанализировать особенности развития сентиментализма в Англии, а также провести анализ черт сентиментализма в романах Лоренса Стерна «Тристрам Шенди» и «Сентиментальное путешествие». В ходе эксперимента, который мы провели самостоятельно, можно сделать такие выводы, что оба эти романа имеют, как и сходства, так и различия, которые и делают эти два произведения подобными либо, как еще говорят, одно творение продолжает другое.

Ключевые слова: сентиментализм, сентиментальная литература, главный герой, чувствительность.

Summary. The aim of the present study is to analyze sentimentalism features in England and their peculiarities in Laurence Sterne novels *The Life and Opinions of Tristram Shandy, Gentleman* and *A Sentimental Journey Through France and Italy*. By way of experiment we performed by ourselves we came to the conclusion that these novels have both similarities and differences, so that one work continues the other one.

Key words: sentimentalism, sentimental literature, protagonist, sentimentality.

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AMERICAN «HARD-BOILED» FICTION AS A SPECIFIC FORM OF CRIME FICTION

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Nowadays detective fiction has a great number of genres. Hard-Boiled detective is one of them. It took up the leading position in the world fiction of the 20th century. It still presents great interest for readers and scholars. The main idea of these crime stories is not only to solve the mystery, but also to focus attention on the actual problems of modern American reality.

The objective of this work is to study the genres of detective fiction and analyze the genre of hard-boiled fiction.

Detective fiction is «a branch of crime fiction in which a detective (or detectives), either professional or amateur, investigates a crime, often murder» [4].

In the plot structure of American detective there are some stages: crime, its investigation and disclosure. «Nowadays, the American detective includes several thematic and structural genres – the classic fiction, hard-boiled fiction, police procedural fiction and legal procedure fiction or legal thriller» [1, p.51].

According to Merriam Webster dictionary, hard-boiled fiction «is a detective story featuring a tough unsentimental protagonist and a matter-of-fact attitude towards violence» [5]. It «rose from the pulps to prominence in the U.S. during the 1930s and 1940s. Not only did it reflect the pressures of the Depression and World War II, but it also offered a code for dealing with physical and economic conflict» [4]. The hard style of detective fiction turned to be more realistic and naturalistic. It helps to picture the American society and to present typical characters and events of public life. The appearance of this genre is also caused by extreme level of organized crime, explicit corruption in the state and municipal administration. All mentioned above found its reflection in this type of detective.

The founders of hard-boiled fiction are considered to be American writers D. Hammett (1894-1961) and R. Chandler (1888-1959). They delved into the psychology of their characters, bringing the genre to a point where it could get a greater variety of plots, which are widely adopted in movies and later on in television.

As for the plot of this genre, it is similar to the classical model: the detective starts with a crime; the purpose of the detective plot is to establish the sequence of events, causing the crime, to discover the delinquent and restore justice.

The actions take place in the urban environment, characterized by moral decadence of society. The narrator presents a great number of background characters, corrupted and disgusting human types. It helps to create mystery around the true criminal, to introduce new motives of the crime, and to create the atmosphere of suspense and uncertainty, which is specific for any type of detective narrative.

In the hard-boiled fiction several crimes are committed. They create a complex web of plot lines and make the work of private detective more complicated than in the classical fiction.

According to the model of this genre, main character (private detective) is the narrator. It allows to express his emotional perception of events, attitude to other characters, awareness and understanding of the purposes and methods of investigation.

The typical problems presented in hard-boiled detective are mostly devoted to violence, religion, sex and racism. The objective of the stories is not only to solve the mystery (in contrast to the Golden Age works), but also to cover the vital and piercing problems of society [3, p. 5]. Raymond Chandler in his essay «The Simple Art of Murder» said, «The English may not be the best writers in the world, but they are incomparably the best dull writers» [2, p.171].

Summing up, it should be noted that the crime fiction is still popular nowadays and hard-boiled fiction represents a dynamic system, covering moral and cultural changes of society.

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Аннотация. Статья посвящена изучению жанра «крутого» детектива, занимающего ведущую позицию в американской литературе XX века, а также изучению структурных особенностей детективного жанра. Основной акцент сделан на причинах появления и развития «крутого» детектива. В статье также рассматриваются структурные и композиционные особенности жанра, проводится его сравнение с классической моделью. Сделан вывод о том, что «крутой» детектив представляет динамическую систему, раскрывающую моральные и культурные изменения в обществе.

Ключевые слова: детективный жанр, «крутой» детектив, американский детектив, частный детектив, преступление.

Summary. The article is devoted to the study of «hard-boiled» fiction, which took a leading position in the American literature of 20th century. The structural features of the genre are described. Much attention is paid to the reasons of appearance and development of «hard-boiled» detective. The article also tackles some structural and compositional features of this genre in comparison with Golden Age detectives. It is concluded that hard-boiled fiction is considered to represent a dynamic system covering moral and cultural changes of society.

Key words: detective genre, hard-boiled fiction, American fiction, private detective, crime.

TRANSLATION OF SLANG WORDS AND EXPRESSIONS
FROM INSTAGRAM POSTS

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Современному человеку сложно представить свою жизнь без средств массовой информации. Они играют очень важную роль в жизни современного общества. Информация является одной из самых больших ценностей нашего мира. К текстам СМИ сегодня можно отнести и социальные сети, которые стали неотъемлемой частью нашей жизни.

Изначально основная функция соцсетей состояла в том, чтобы найти друзей и общаться с ними, но сейчас они нацелены на то, чтобы донести какую-то информацию до других людей. Наиболее популярные страницы социальных сетей, через которые общество может общаться с известными людьми, – это Твиттер и Инстаграм. В данной статье хотелось бы рассмотреть некоторые варианты перевода сленга как с русского языка на английский, так и с английского на русский на примере переводов постов из соцсети Инстаграм.

Для перевода сленга существует два основных пути, которым следует переводчик – это прямой (буквальный) перевод и непрямой перевод.

Прямой перевод используется гораздо реже, чем непрямой, так как в этом случае нарушаются принципы переводческой адекватности. Так, например, английские вульгаризмы гораздо грубее русских, поэтому для английского языка употребление грубых слов типа *shit* – норма, в то время как для русского языка это непристойно. Например: *Happy Birthday to my broski. Make more shiny shit this year!!! – С Днем Рождения, братан. Напиши еще больше блестящих хитов в этом году!!!* В данном примере речь идет об одном популярном репере Америки, поэтому под словом *shit* автор имел в виду песни и было принято решение заменить его русским нейтральным словом *хит*.

Переводчики чаще прибегают к непрямым способам перевода, т.е. переводческим трансформациям. При переводе русского сленга обычно используют следующие переводческие лексические трансформации: генерализация, перевод семантическим эквивалентом. Рассмотрим каждый из вышеперечисленных способов подробнее.

На первом месте по производству русского сленга стоят иноязычные заимствования, таким образом логично говорить о таких способах перевода как **транскрипция и транслитерация**. Например: *Какие у вас любимые канцелярские товары, гаджеты для школы/института? Собираюсь идти шопиться, что посоветуете купить? – What are your favorite office supplies, gadgets for school/Institute? I'm going to shop. What would you advise to buy?* В данном примере мы видим русское сленговое выражение *шопиться*, которое обозначает *идти за покупками*. Это англоязычное заимствование, образованное от английского глагола *to shop*. Для перевода использовался прием транскрибирования.

Как было выявлено в ходе исследования, русскоязычным представителям хорошо известны и понятны такие английские сленговые аббревиатуры, как **OMG** (Oh My God), **IMHO** (In My Honest Opinion), **LOL** (Laughing Out Loud), **Ok** (Okay). Перевод подобного рода единиц не вызывает трудностей. Обычно используется метод транскрибирования. Например: *You're not taking MY call? Lol. Give some money to charity in my name or smthn. – Ты не отвечаешь на МОИ звонки? ЛОЛ. Отдай эти деньги на пожертвования от моего имени или что-то вроде того.*

Другой способ перевода сленга – морфемное или лексическое **калькирование**. Этот способ используется для перевода сложносоставных сленгизмов. Например: *Известный режиссер музыкальных клипов Виктор Вилкс показал молодую группу «Летать!» в хулиганском роудмуви. – Well-known music video producer Viktor Wilks showed a young music band «Letat» in the rowdy roadmovie.* В данном примере русское сленговое выражение *в хулиганском роудмуви* мы перевели при помощи калькирования – *in the rowdy roadmovie*. В свою очередь слово *роудмуви* является англоязычным заимствованием слова *road movie* – дорожное кино.

Рассмотрим не прямые способы перевода. **Генерализацией** называется замена слова или словосочетания ИЯ с более узким референциальным значением словом или словосочетанием ПЯ с более широким значением из-за расхождения в строе двух языков [1, с. 116]. Например: *В общем я ошарашена и счастлива от этой случайной встречи – In General, I'm gaga and happy about this chance meeting.* Для перевода сленгового выражения *ошарашена* был использован прием генерализации. Поскольку в английском языке нет прямого эквивалента, то было принято

решение перевести английским словом **gaga**, которое обозначает не только удивление от чего-то приятного, но и может быть использовано для описания эксцентричного, «с приветом» человека.

Рассмотрим англоязычный пример: *The 30-year-old pop icon also opened up about the powerful pep talk she gave her backup dancers.* – Тридцатилетняя поп-звезда также рассказала о мощном **напутствии** для своей подтанцовки. **Pep talk** – это сленговое выражение, которое обозначает «слова, вселяющие энтузиазм». В русском языке нет эквивалента, который семантически и стилистически передает значение английского сленгизма. Поэтому было принято решение перевести нейтральным словом **напутствие**.

Следующий способ перевода – **перевод семантическим эквивалентом**. Эквивалент слова – словосочетание, совпадающее по функции со словом, выступающее в одинаковой синтаксической роли. [4, с. 483]. Главным определяющим принципом эквивалентности текста является коммуникативно-функциональный признак, который складывается из равенства коммуникативного эффекта, производимого на реципиентов оригинального и переводного текстов [2].

Представляется также интересным рассмотреть использование семантических эквивалентов, полностью или частично отражающих значение слов ИЯ. Например: *Сегодня весь день снимаюсь на секретном проекте... Подпись о неразглашении обязывает! Вы обалдеете, когда узнаете, для какого фильма!* – *Today I've been acting in the secret project for a whole day... The nondisclosure agreement requires to keep silent. When you learn the film you will be stunned.* В данном примере удалось найти семантический эквивалент, который полностью отражают значение сленга ИЯ. Если полного эквивалента не удастся найти, то можно подобрать слово или словосочетание, которое лишь частично сможет отразить семантическое значение: *После завершения покатушек, спортсмены спустились вниз на парашютах.* – *The athletes came down with parachutes after the completion of the such rides.*

При переводе сленга можно использовать такой способ лексической трансформации как **опущение**. Например: *Lil black girl can inspire u but ain't worth a collection my nig?* – *Что, маленькая черная девочка смогла вдохновить тебя, но не достойна целой коллекции?* Русскоязычным представителям не свойственно сленговое обращение **my nig**. Поскольку данное выражение не является значимым в этом примере, при переводе было принято решение его опустить.

В ходе работы с практическим материалом было установлено, что передача сленга на иностранный язык вызывает трудности, особенно при переводе текстов и постов из социальных сетей, т.к. их язык не является нормой письменной речи – в нем можно встретить как орфографические, так и стилистические ошибки, а письменный стиль перемешан с разговорным.

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Аннотация. Среди ученых и лингвистов нет единой точки зрения относительно вопроса перевода и значения сленга. В современных языках сленг – наиболее подвижный пласт лексики, который является точным отражением языковой картины мира представителей определенной культуры. Данная статья посвящена вопросам изучения способов достижения эквивалентности при переводе сленга на примере постов из соцсети Инстаграм.

Ключевые слова: сленг, перевод, соцсети, заимствования, эквивалентность.

Summary. There are different points of view about translation and meanings of slang among the scientists and linguists. It is obviously that slang is the most active layer of vocabulary in modern languages. Slang is an accurate reflection of the linguistic world-image of the culture representatives. The article covers the question of achieving equivalence when translating slangs by the example of Instagram posts.

Keywords: slang, translation, social networks, borrowings, equivalence.

TRANSLATION AS A GAME WITH AN INDEFINITE OUTCOME

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In the second half of the 20th century the optimization of translation activities was considered to be the main problem within Translation Studies. **Jiří Levy**, Czech critic and translator, proposed to study translation as a process of game and established game theory in translation. His studies were mainly based on game theory formulated by the mathematicians J. von Neumann and O. Morgenstern.

Originally in mathematical economics the behaviour of two or more people with conflicting interests is studied as a competitive game. The simplest model of a game within this theory is the two-person zero-sum game with perfect information and optimal strategy. «The game ends after a certain number of moves have been made, and there is always a winner and a loser... Formal game theory also operates on the assumption that players act rationally» [3, p. 91]. Most players, however, do not necessarily possess perfect information. They arrive at the optimal strategy by means of a **pay-off matrix** instead that can be described as «a formal device that lists the alternatives and strategies available to players and allows them to evaluate outcomes so that they can choose the optimal strategy» [3, p. 91]. This assumption gave a rise to the **minimax theorem**, according to which players can minimize the maximum loss caused by other players. Considering these propositions, Levy offered his model of **the decision-making process in translation** that operates with 3 basic notions within Translation Studies: translator's task, translation problem and strategy.

Levy didn't believe in the existence of the optimal solution suitable for performing **the translator's task** (i.e. to understand fully the content of the source text and to translate it adequately into the target language by its means). That is why he proposed a new application of the minimax theorem as related to the translator's task. Theory of translation is usually aimed for giving a translator some directions to resolve for the best solutions, «actual translation work, however, is pragmatic: the translator resolves for one of the possible solutions which promises a maximum of effect with a minimum of effort. That is to say, he intuitively resolves for the minimax strategy» [5, p. 1179]. Levy defines **the translation problem** as a situation that can be solved with the help of two types of instructions: definitional and selective. Definitional instructions are the semantic instructions that define the paradigm, i.e. the class of possible solutions to a situation. The second instruction, which is selective, directs the choice among the alternatives; this instruction depends crucially on context [5, p. 1171-2]. Levy describes the relationship between the definitional and selective instructions in the following way: «from the set of alternatives circumscribed by the definitional instruction, a subset is eliminated by the selective instruction, which in turn becomes the definitional instruction of this subset, and so on, till a one-member paradigm is reached» [5, p. 1173]. For example, according to the definitional instruction one may translate the title «Судьба человека» (short story by M. Sholokhov) into English appealing to the paradigm that consists of such words, as «homo sapiens», «human», «man», «woman», «child». Moreover, this paradigm can be replenished by the words «humanity» and «mankind». According to the selective instruction the choice should be made in favour of one of the alternatives (Destiny of a Man), as this choice is strongly dependent on the context. As a result, translation variants can be called **translation games**, and they depend on the alternatives chosen by the translator. If reading is considered as a dialogue between the author and reader, then the texts are formed according to **the writer's strategy** and reproduced according to **the reader's interpretative strategy**. **Translator embodies both of them**. «Thus, translation as both a site of reception and production is playing two textual games consecutively (text translation) or simultaneously (interpreting) » [3, p. 92].

However, the assumption that players (translators) act rationally is disputable, since the choice of translation solutions is affected by linguistic and extralinguistic factors. Secondly, the problem of imperfect information is not resolved completely. The translator often deals with imperfect information (e.g. the source text is very old or has no author; the meaning of the utterance or writer's intention isn't clear). Moreover, translator can never be sure that his translation will be interpreted by a reader in a certain way. In game theory the problem of perfect information found its solution in alternatives and pay-off matrices. In respect of translation, these matrices can become overcomplicated, especially if we are talking about fiction. «On the other hand, in the presence of a restricted lexis and syntax and a sharply circumscribed text type, optimal strategies can be elaborated in a Fully Automated High Quality Translation (FAHQT) environment, where a machine can produce a full translation whose quality makes it indistinguishable from a translation produced by a human translator» [3, p. 92]. Thirdly, it is contradictory for a game to have a definite outcome. This argument is proved by a number of translations of one source text. Thus, translators always deal with ludic potential of the source text and ludic incompleteness of its translations.

Nowadays it is **Michael Cronin**, Irish academic specialist in culture and translation, who is developing Levy's game theory and, however, does not limit the research by appealing only to mathematical game theory. His approach includes

studying works on literature critics (E. Brass), psychology (J. Bruner), psychoanalysis (D. Winnicott, A.-M. Picard) and anthropology (G. Bateson).

Speaking about games between the author and reader, **E. Brass** concludes that «the value of any reading strategy is of course relative to the strategy imputed to the writer. The roles are mutually defining, interdependent, but interdependence in a game can be of several kinds. Following the tenets of game theory, one can distinguish between competitive, mixed motive and collaborative situations» [2, p. 158]. In the zero-sum game interaction between the author and reader is minimal (e.g. “Finnegans Wake” by James Joyce), while it is maximum in the cooperative game (e.g. technical manual). Cronin identifies two main advantages in this classification as applied to translation: «the first is to do with translator job satisfaction and the second is translator training» [4, p. 236]. Job satisfaction is born during the so-called “text resistance”. This approach is helpful while differentiating texts for educational purposes to train professional translators [3, p. 92-3].

Studying psychological works on game Cronin concludes that the mental processes involved, such as hypothetical thinking, ability to predict results, are of current interest from the point of view of the theory and practice of translation, since «translators work a great deal of the time in the 'as if,' hypothetical mode trying out various solutions, selecting one version, rejecting another and so on. They play with the translation possibilities of the text. The dual processes of identification and projection, at the heart of all ludic activity, are also basic to the art of translation» [4, p. 229-30], when identification is an interpretation of the source text, and projection is the text of translation in the target language.

Moreover, the idea of ludic nature of translation found a response in studies of literary translation. Speaking about literary translation Shakespearean scholar **E. Kunitsyna** assures that translation game «has a double ontological status: game as a means of existence of translation as creative activity; game as a means of existence of translation as a product of this creative activity» [1, p. 13].

In conclusion, we may say that in the past half of the 20th century the need to give a new explanation to translation as a creative activity and its product spurred development of translation studies in the ludic light. Thus, game theory grounded by von Neumann and Morgenstern found its extension in Translation Studies (I. Levy, M. Cronin, E. Kunitsyna), within which it is possible to identify six types of translation games. Translation as a process of reception and production may be seen as two games at the textual level: consecutive (text translation) and simultaneous (interpreting). Game of translation variants may be considered as a game between several translators with conflicting interests. There are also three varieties of the game between the author (translator) and reader: zero-sum, mixed motive and cooperative. Moreover, if the first three types of games are potentially programmed by the process of translation directed on the multiplicity, the latter three types meet modern demands and literary tastes of here-and-now era and are mutually exclusive.

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Аннотация. Актуальной проблемой современной науки о переводе является переосмысление понятий переводческой задачи, проблемы и стратегии с позиции игровой природы перевода. Цель работы состоит в изучении теоретических положений игровой теории перевода, выявление и описание «переводческих игр». В результате, было выделено 6 типов переводческих игр.

Ключевые слова: переводческая игра, игровая теория перевода, процесс принятия решений, переводческая задача, переводческая проблема, переводческая стратегия.

Summary. Reconsideration of the concepts of translation task, problem and strategy from the perspective of the game nature of translation has recently become a relevant issue in contemporary Translation Studies. This work is aimed to study the game theory of translation, to identify and describe “translation games”. As a result, six types of translation games were distinguished.

Key words: translation game, game theory of translation, decision-making process, translation purpose, translation problem, translation strategy.

Для повышения образования каждого человека важно знакомиться с шедеврами мировой литературы. Однако не каждый может познавать произведения на языке-оригинале. Лишь благодаря писателям-переводчикам нам становятся доступны бесценные кладези всемирной литературы.

Невозможно переоценить перевод литературы, так как с ее помощью разные народы обмениваются друг с другом мыслями и идеями. И когда мы читаем переводной текст, мы воспринимаем его как художественный, и не задумываемся о том, какой труд приложил переводчик для максимально достоверной передачи смысла оригинала литературного произведения. Несомненно, что произведения русских писателей в переводе на английский язык должны стать понятными и близкими английскому читателю. Перевод должен читаться как оригинальное произведение.

На восприятие текста влияет многое: культура, подтекст, национальные особенности, быт и т.д., поэтому переводчику важно верно адаптировать текст ко всем этим условиям.

Если бы перевод был буквально дословным, то он был бы не способен отразить все глубины художественного произведения, его общий смысл. Стоит отметить, что часто художественный перевод может не совпадать с оригиналом, основное правило заключается в том, чтобы для носителей языка перевода было понятно то же, что и было исходным высказыванием для носителей своего языка. И писатель-переводчик, как носитель языка, предлагает нам свое понимание оригинального текста.

Поэтому, художественный перевод должен быть всесторонне осмыслен с точки зрения оригинала, здесь уже не обойдешься только знанием иностранного языка, здесь нужно особое чутье, мастерство – уметь чувствовать языковые формы, игру слов, и уметь передать художественный образ.

В современных теориях перевода процесс перевода понимается как творческий процесс, допускающий внесение индивидуальных смыслов в текст перевода. Процесс перевода включает, по меньшей мере, два этапа: уяснение переводчиком содержания оригинала и выбор варианта перевода. В результате этих этапов осуществляется переход от текста оригинала к тексту перевода. При этом действия переводчика часто интуитивны, и переводчик подчас не осознает, чем он руководствуется при выборе того или иного варианта. Это, однако, не означает, что такой выбор полностью случаен или произволен. Он во многом определяется соотношением способов построения сообщений в ИЯ (исходный язык) и ПЯ (переводящий язык).

Сложность литературного перевода также обуславливается различным «видением мира» – специфическими для английского и русского языков способами его осознания и отражения. Две европейские культуры – английская и русская достаточно близки, но имеющиеся различия отнюдь не упрощают задачу литературного перевода.

Нельзя не оценить при этом значение контекста. Контекст выявляет текстовую функцию той или иной языковой единицы и раскрывает то значение, которое слово приобретает в контексте исходного текста. Для передачи этого переводчики прибегают к переводческим модификациям, таким как сужение, расширение, нейтрализация или усиление, функциональная замена, описание.

Когда люди переводят текст, они не знают, на что именно нужно обращать внимание при правильном переводе. Исходя из этого, можно перевести текст настолько запутанно, что сам автор не поймет суть собственного произведения. В этой работе мы показали, на что нужно акцентировать внимание для верного и точного перевода.

Краткий перечень основных трудностей литературного перевода применительно к англо-русскому художественному переводу выглядит следующим образом:

- Известные принципиальные различия английского и русского языков;
- Бытовые и социальные особенности жизни народов;
- Национальные фразеологизмы, фразовые глаголы;
- Игра слов;
- Необходимость нахождения середины между подстрочником и вольным переводом;
- Соблюдение стиля, культуры и эпохи;
- Так называемые «ложные друзья переводчика» – близкие по написанию или звучанию в языке оригинала и в языке перевода слова, отличающиеся своими значениями.
- Огромное количество (по сравнению с русским) многозначных слов.

В 1790 г. в книге англичанина А. Тайтлера «Принципы перевода» основные требования к переводу были сформулированы следующим образом:

- Перевод должен полностью передавать идеи оригинала.
- Стил и манера изложения перевода должны быть такими же, как в оригинале.

- Перевод должен читаться так же легко, как и оригинальные произведения.

Несмотря на то, что эти принципы были сформулированы несколько веков назад, они являются полностью актуальными.

Антон Павлович Чехов является одним из величайших классиков русской и мировой литературы. Его рассказы с увлечением читают и наши современники, потому что многие темы его произведений актуальны до сих пор. Пьеса А.П. Чехова «Вишневый сад» была выбрана в связи с тем, что это последнее драматическое произведение Чехова, печальная элегия об уходящем времени «дворянских гнезд».

Цель нашей работы заключалась в определении трудностей перевода художественного текста с русского на английский язык на примере перевода произведения А.П. Чехова «Вишневый сад».

Для достижения цели необходимо было решить следующие задачи:

- Проанализировать состояние проблемы в научной литературе по теории перевода;
- Определить особенности художественного перевода;
- Изучить понятие контекста и его роль в работе переводчика;
- Выявить переводческие модификации, использованные в переводе произведения «Вишневый сад»;
- Провести сравнительный анализ фразеологизмов, используемых в произведении.

В результате проведенного исследования мы пришли к следующим выводам:

при переводе произведения «Вишневый сад» на английский язык были использованы практически все лексико-семантические модификации (расширение – *too delicate*, описание – *a Liberal* и т.д.).

В результате анализа фразеологизмов мы поняли, что большее количество примеров представлено в конструкции «глагол + имя существительное». На наш взгляд, это связано с тем, что в русском языке основной смысловой конструкцией является та, в которой содержится информация и о предмете, и о его действии, либо о действии, совершаемом над предметом.

Кроме того, в плане перевода представленных фразеологических единиц, необходимо сказать, что переводчики использовали либо абсолютные эквиваленты (с места на место – *from place to place*, как шакалы – *like jackals*, не теряю никогда надежды – *never lose hope*), либо относительные эквиваленты, когда при сохранении значения русского выражения в английском варианте есть некоторые отличия (экая прорва – *greedy fellow*, держать в неведении – *keep in suspense*), либо описательный перевод (сорила деньгами – *squandered money*).

Художественный перевод резко отличается от других видов перевода и предполагает речевое творчество.

При переводе переводчик имеет дело не с отдельными словами, сколько обусловленной исходным текстом системой зависимостей между словами, которые представляют иерархию контекстов.

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Аннотация. В ходе исследования было изучено современное видение процесса перевода в деятельностном аспекте, рассмотрены ключевые понятия теории перевода и предпринята попытка применить теоретические положения данной теории в ходе анализа практического материала. Художественный перевод резко отличается от других видов перевода и предполагает речевое творчество. Были определены трудности перевода художественного текста с русского на английский язык на примере перевода произведения А.П. Чехова «Вишневый сад».

Ключевые слова: художественный перевод, трудности перевода, роль контекста, речевое творчество, теория перевода.

Summary. In the proposed paper the modern view on the translation possess in the activity aspect is studied, key notions of translation theory are discussed and an attempt to apply them practically is made. Literary translation differs greatly from other translation spheres and suggests speech creativity. Literary translation problems in translation from English into Russian as exemplified by *The Cherry Orchard* translation are found.

Key words: literary translation, translation problems, context role, speech creativity, translation theory.

THE LITERARY TRANSLATION AND SOME LEXICO-GRAMMATICAL FEATURES OF *THE APPRENTICES* BY MAILE MELOY

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Literature is very important for intellectual development. To get involved in reading books a child should have a possibility to read not only classics, but also modern literature, the works of both local and foreign authors. That's why we are interested in translating a novel by a modern American writer.

'*The Apprentices*' was first published in June 2013 and it hasn't been translated into Russian yet. It is the second book of Maile Meloy's series, which is gaining success among American teenagers. It is an exciting novel with fictitious narrative, fantastic and magical elements. According to the plot, the events take place in 1950's. The novel tells us about the adventures of teenagers who wanted to prevent nuclear war. The book is about friendship, devotion, love, mutual understanding, and family values. "Two years have passed since [Janie] last saw the mysterious apothecary and his defiant son, Benjamin... But Janie has her own experiment under way, and it's attracting interest from sinister forces" [3, p.1].

The purpose and objectives of our work is to analyze the features of the original text and to keep them in translation. The object of investigation is American English. We would like to focus on some lexico-grammatical features of this literary work.

In '*The Apprentices*', there are a lot of duplicate words: "she", "said", "her", and it presented some problems in connection with the grammatical peculiarities of the Russian language. With the help of dictionaries, we replaced these words by appropriate synonyms.

When analyzing the first and second chapters we identified a lot of *Americanisms*:

American words	British
sandy-colored hair [3, p. 2]	sandy-coloured hair
napkin [3, p. 7]	serviette

We can also mention a number of proper names of persons, places and certain special objects. The proper names, used in '*The Apprentices*' can be translated from English into Russian with loan-translation, transliteration and transcription:

Grayson Academy [3, p. 1] – Академия Грейсон (loan-translation);

Bunsen burner [3, p. 5] – Горелка Бунзена (calque);

Janie Scott [3, p. 1] – Джени Скотт (transcription);

Mr. Magnusson [3, p. 7] – Мистер Магнуссон (transliteration).

In the process of translation, we got interested in the reason why Maile Meloy had chosen the names for her characters: Janie Scott, Sarah Pennington, Benjamin Burrows, Pip, Opal Magnusson, Tadpole (Thaddeus) Porter. Did she have familiar people having these names?

So we contacted the author in Twitter and got the answer: 'No real people: they're made up. I choose names that were usual in 1955: short names and long ones, names that look different on the page. Tadpole is a nickname for Thaddeus. Danby had to suit a friend & villain. Villi needed a Hungarian aristocrat's name. Opal is rich and exotic. Decline and Fall by Evelyn Waugh is one of my favorite books. It's set in a school, and he uses funny names. Mr. Evensong was a nod to that' [5].

The analysis of *descriptive names* is of great interest. For example, Tadpole (Taddeus) Porter. Tadpole is a larva of an amphibian translated as "головастик". Porter is a person, employed to carry luggage – "привратник, носильщик". The author explained that Thaddeus is one of the usual names for boys in America. The choice of his nickname also means that he is not physically mature. And this fact confirms the description of the character, as he was a round boy, thick, but the smartest boy in the class. Thus, descriptive names help us to figure out the appearance, characteristic features, and behaviour of their owners.

In order to translate *compound words* properly, we should know their component words and they are translated from English into Russian by loan-translation:

Meantime [3, p. 4] – убогий/жалкий, время – тем временем;

Peacekeepers [3, p. 4] – мир, сторож – миротворцы.

Dealing with *polysemantic words*, it is the context that helps to define the best way of translation:

Nagged (nag) [3, p. 2]: пилить, ворчать, придираться, ныть, изводить, надоедать, болеть, раздражать.

"But Benjamin Burrows – that name had **nagged** at her."

Но Бенджамин Берроуз – это имя **не давало** ей покоя.

After finishing the literary translation of chapters 1 and 2 of *The Apprentices* we found and analyzed some peculiar features of the original language. We contacted Maile Meloy – the author of the novel – and discussed with her some points

of our translation for better reflection of the original text. Cooperating with the author of the book helps to take in the idea of the text. It allows to convey the emotional state of the characters and the author's meaning of the words. Besides, one should keep in mind that Russian and English differ both in vocabulary and in grammar. Russian vocabulary has a greater amount of descriptive words. The free word order of the Russian sentence makes the phrase more emotional.

To conclude, one can say that the books by modern authors are very close to us emotionally and spiritually, linguistically and thematically. The good children's literature should be available in many languages.

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Аннотация. В данной статье исследуются некоторые лексико-грамматические особенности художественного перевода романа «Подмастерья» Майли Мэлой с английского языка на русский. Рассматриваются проблемы, с которыми может столкнуться переводчик во время работы. Особое внимание уделяется американизмам и характеристикам имен собственных. Необходимо отметить важность сохранения национального колорита произведения при переводе и умение правильно донести идеи автора. Хорошая детская литература, должна быть доступна на разных языках.

Ключевые слова: литературный перевод, американизмы, имена собственные, описательные имена, сложные слова, многозначные слова.

Summary. The article tackles some lexico-grammatical features of the literary translation of *The Apprentices* by Maile Meloy from English into Russian. One should mention the problems a translator may face during the work. Much attention is given to Americanisms and characteristics of proper names. It is necessary to mention the importance of saving the national features of the literary work in the process of translation as well as conveying the author's ideas in the right way. The good children's literature should be available in different languages.

Key words: literary translation, Americanisms, proper names, descriptive names, compound words, polysemantic words.

UDC 81'25

REPRODUCING POETIC STYLE OF S. ESENIN IN ENGLISH TRANSLATIONS

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Poetry has been known for centuries as being able to give shape to feelings and emotions like no other genre of literature can. It might not be as intuitive as prose – since it doesn't give away as much as the latter does – but it is definitely more powerful and hence soul-stirring. Poetry is one of the most intimate, subjective and creative forms of expression. As such, it is probably the most challenging type of work a translator can come across. Both form and substance are to be taken into account when trying to render the beauty of a poetic text.

The objective of the present work is to point out the peculiarities of rendering specific features of S.A Esenin's poetic style from Russian into English.

There is a commonly accepted opinion that despite his extraordinary accessibility Sergey Esenin is subtle and original in his use of imagery as well as rhyme and rhythm. Many of his poems are notable for confrontation of suffering and empathy with nature. His poetry is rooted in Russian folklore and folk idiom combined with the elevated language and mysticism of Eastern Orthodoxy. His personal sense of alienation, his association with the movement of imagism, his love of the Russian village, his ambivalence in the face of the Russian Revolution make Esenin unique in Russian and world literature.

Esenin is known as a poet extremely difficult to translate. Since his remarkable combinations of idiom have no equivalent in English, so the rich imagery with its multiple layer of church, literary and etymological allusions, readily recognizable in the original, can be lost in the English translations. The title of the collection '*Голубень*', for example, rendered in English translations as 'Azure', is a nonce word derived by the poet from the ordinary Russian word '*голубой*' denoting light blue. In English 'azure' is a common literary word. Moreover, '*Голубень*' has resemblance with the Russian word 'dove' ('*голубь*') and thus connects with nature and has Christian connotations whereas 'azure' conveys none of these.

We analyzed poems written by Sergei Esenin and their translations made by Alik Vagapov and Peter Tempest. By way of example, let us consider one of the most famous poems by S. Esenin '*Отговорила роща золотая*' [1, p.137].

One of the most important questions in the translation of the poetry is the question of the author's style which transfers the aesthetic message to the reader. Stylistic analysis can be performed from the author's or from the reader's point of view. The former is commonly referred to as the analysis of literary style while the latter correlates with the decoding stylistics.

The poem '*Отговорила роща золотая*' can be regarded as one of the best examples of the unity of form and rhythm. Iambic metre, which belongs to metrical patterns commonly used both in Russian and in English verse, is preserved in both variants of translation.

In the original S. Esenin uses different expressive means and stylistic devices. One of them is personification. It is known that personification is a figure of speech in which a thing, an idea or an animal is given human attributes. Such examples can be found in the source text ('*журавли не жалеют*', '*грезит конопляник*') highlighting the humanization, the unity of people, animals and nature. Both translators retain these personifications using synonymic lexemes 'pity' and 'regret': '*the cranes have nobody to pity*' (A. Vagapov), '*the cranes have no cause any more to feel regret*' (P. Tempest).

Speaking about metaphor in the text, we may say that it is one of those stylistic devices which are the most difficult for translation. I.R. Galperin defines metaphor as the 'transference of some quality from one object to another' [2, с. 126]. S. Esenin used a lot of metaphors in his poems, so in '*Отговорила роща золотая*' we can also observe some of them, for example '*костер рябины красной*' and '*души сиреневую цвет*'. In translation we found the following means of conveying that metaphor: '*The purple rowan burning in the garden*' (A. Vagapov) and '*A rowan fire is in the orchard blazing*' (P. Tempest). In the Russian variant this metaphor can be considered as the author's metaphor and we can say the same about P. Tempest's variant, and it is he who could save the metaphor in Russian. But in the line '*души сиреневую цвет*' A. Vagapov's variant is more successful, he writes '*I don't feel sorry for the lilac of my soul*' and P. Tempest uses '*I don't regret the lilac time of life*'. He loses the author's metaphor, but gives his own '*lilac time of life*' instead. From the point of view of the accuracy in translation A. Vagapov's variant is more correct.

The next trope we observed is inversion, for instance '*отговорила роща*' or '*стою один среди равнины голой*'. This artful reception helps to create sublime style. In the translation of A. Vagapov the inversion is omitted: '*The golden birch-tree grove has fallen silent*'. Peter Tempest did the same thing which is also observed in the line '*Стою один*'. Both authors didn't preserve inversion, '*I stand alone*' writes the former and '*I'm standing on my own*' writes the latter. So we can conclude that it's quite hard to save every stylistic device employed by the author.

Another device that should be noted is anaphor. Anaphor is the deliberate repetition of the first part of the sentence in order to achieve an artistic effect. In the Russian variant '*Не жаль мне лет, растрченных напрасно. Не жаль души сиреневую цвет*' we deal with the anaphor '*Не жаль.... Не жаль*', in the English variant A. Vagapov writes '*I don't regret the days that I discarded, I don't feel sorry for the lilac of my soul*' and preserves the anaphor. As for P. Tempest, in his translation he did the same: '*I don't regret the years that I have wasted, I don't regret the lilac time of life*'.

In conclusion we may say that Sergey Esenin, guided by the harmony and simplicity of verse, uses simple sentences with adversatives, which allows interchanging affirmations with negations. In A. Vagapov's translation the syntax is quite complicated. And in the translation of P. Tempest the tendency is reversed as his sentences are mostly asyndetic.

To sum up, I'd like to say that the complexity of poetry translation is in the essence of poetry itself. Translating poetry is by no means a straightforward task, and is certainly not as easy as anyone might think due to all stylistic features that come together to make up its beauty.

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Аннотация. В статье рассматриваются особенности перевода поэзии С. Есенина на английский язык на материале двух английских переводов стихотворения «Отговорила роща золотая», выполненных А. Вагатовым и П. Темпестом. Проведенный переводоведческий анализ позволил выделить в оригинальном тексте основные тропы и рассмотреть особенности их воспроизведения на английском языке, а также проследить точность воссоздания образности при переводе с русского на английский.

Ключевые слова: поэтический перевод, образ, троп, С. Есенин, А. Вагатов, П. Темпест.

Summary. The article considers specific features of S. Esenin's poetry and peculiarities of its translation into English based on two translation versions of the poem 'The Golden Grove' made by A. Vagapov and P. Tempest. The analysis performed resulted in identifying the dominating topos and peculiarities of rendering them in translation. Particular attention was given to the accuracy of reproducing imagery in Russian-English translation.

Key words: poetry translation, image, trope, S. Esenin, A. Vagapov, P. Tempest.

APPLIED SYSTEM DEVELOPMENT WITH THE "1C: SUBSYSTEMS LIBRARY"

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Nowadays, informatization has become a mainstream trend for different society spheres making information the most important resource which is required for modern and quality management software. The high quality of software is an essential component of the whole system. Therefore, it is significant to maintain proper way of engineering.

One of the applied system engineering technique at the "1C: Enterprise" platform is the use of standard applied "1C" solution. It offers such configurations as «1C: Accounting8», «1C: Management of a small firm8», «1C: Trade Management», «1C: ERP», «1C: Retail», «1C: Payroll and HR management» etc. They are regularly modified due to the legislative amendments by adding new features and debugging.

However, standard solution development is not an easy task and leads to high consumption of time and finance.

"1C: Subsystems Library" (SSL) was released by "1C" as long-term project where a universal functional subsystem kit, ready-make sections for user documentation and technology for applied solution development is provided. It contains only fundamental subsystem which does not require improvement. At the same time, the new configurations rapid development with ready basic functionality becomes possible by means of SSL as well as the concatenation of SSL blocks into existing configurations [1]. The SSL application also allows to achieve configurations standardization and, as a result, to improve the software quality. The main application of SSL are presented in Figure 1.



Figure 1. The main application of SSL

The SSL basic subsystems generally include such functions as database administration, file attachments, object versioning, employee tasks, data rights setting, messaging and SMS exchanging, user questioning, standard regulatory and reference information (organizations, banks, currency classifier, factory calendar) and many other service functions that can be included in any configuration based on "1C: Enterprise" [2].

At the same time, this realization does not require special knowledge and skills, since the SSL configuration has a special implementation assistant, which allows reducing new configuration developing efforts. Necessary subsystems can be chosen step by step using the assistant and a pattern of the prospective configuration can be received as a result (figure 2).

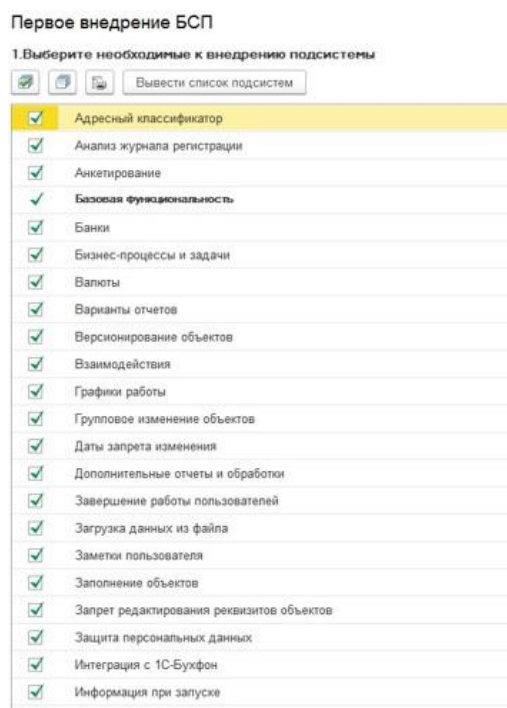


Figure 2. Selection of the necessary subsystem

Thus, the "1C: Enterprise" applied solution development transforms to the choice: to use "1C" standard solution or SSL. However, SSL will make shorter development time and simplify its complexity.

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Аннотация. В статье говорится о том, что информатизация различных сфер общества делает информацию одним из важнейших стратегических ресурсов. «1С: Библиотека стандартных подсистем» (БСП) предоставляющий набор универсальных функциональных подсистем, готовые разделы для пользовательской документации и технологию для разработки прикладных решений на платформе «1С: Предприятие». Применение БСП позволяет достичь стандартизации конфигураций, а как следствие и повысить качество разрабатываемых решений.

Ключевые слова: 1С, БСП, Библиотека стандартных подсистем.

Summary. The article is about informatization has become a mainstream trend making information the most important resource which requires modern and quality management software. "1C: Subsystems Library" (SSL) was released by "1C" as long-term project provided with a universal functional subsystem kit, ready-make sections for user documentation and technology for applied solution development. The SSL application also allows to achieve configurations standardization and, as a result, to improve the software quality.

Keywords: 1C, SSL, Subsystems Library.

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THE COMPARATIVE CHARACTERISTIC OF OPERATING SYSTEMS IOS & ANDROID

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Nowadays it may be difficult to find someone who would be able to quit using all electronic devices. Indeed, nobody will be able to do without a smartphone. The Russian poet Alexander Pushkin once said that science reduced the experience of fleeting life to us [5, p. 243]. So gadgets are sure to have made our lives easier, but on the other hand, they occupy more

and more of our time. Basing on this we should choose our smartphone more thoroughly. Therefore this article is going to tell about the types of the operating systems which the modern market provides us with.

The discussion about which operating system is better: iOS or Android has already been turning over the whole Internet. So the goal of this paper is to analyse these operating systems in more detail.

As far as an operating system iOS is concerned, iPhone is the brand of the company "Apple" which has revolutionized the history of gadgets. Company released its first smartphone in 2007, and after that became the ideal example to follow for many other companies.

It is a well-known fact that long before the release of the first smartphone from the company *logo* was a picture of the famous scientist Sir Isaac Newton, who was sitting under a tree with apples. But some years ago the logo has been changed, as it was not very suitable for modern business. Designer Rob Janoff bought the apples, put them in a bowl and began to draw. And not to be confused with the logo of other fruit or vegetables, he made his famous "nibbled" one. Also there was the great similarity of pronunciation between byte and bite [1]. As for applications for iOS, there is online store called App Store, which can boast of its scrutiny of all applications and their quality. After all, the most high-quality applications are firstly made for iOS, and only secondly they appear in other stores of different systems. But for all these innovations you should pay a pretty penny.

As for the *updates*, iOS systematically releases an update for "Apple" gadgets. Also the company does not forget about its previous models, so creators specially optimize the system for them too. Let's consider the *usability* of iOS. You can see the simplicity of service, and it is quite a simple interface with a lot of handy and useful features. One of the striking advantages is the fact that iOS can be handled by any user. But the range of your actions will be limited. In your interface you can only change the order of icons, wallpaper and home screen lock. The *price* of iOS products is higher than the goods of other competitors. Moreover this gadget is becoming less popular among other opponents. All in all you can sell your old smartphone about 60% of the original price and add some money to buy a new model.

The other operating system to discuss is Android. This operating system has started to gain its success when it was bought by the well-known company «Google» in 2005. And in 2008 the company has already released its first product, paving the way for its brand.

It is its OS *logo* that needs to be noted first. It would seem that quite recently nobody knew anything about the Android operating system, but now everybody knows about the little green robot "from small children" to "advanced" grandmothers [2, p. 3]. Nevertheless, very few people know that this "green robot" was developed by Irina Blok – the designer from St. Petersburg who won the competition for the logo of the brand Android. As for the applications, Play Market is well known store to download a variety of applications. As everyone admits the Android is absolutely available for all operating systems. It allows every user to upload his own games to the Play Market without prior checking for viruses – this can eventually result in a deterioration of the gadget work. But there is also a big plus which allows you to upload almost all the apps for free. It is captivating to learn that each version of the Android operating system, starting with version 1.5, was named after the name of the dessert: 1.5 – Cupcake, 1.6 – Donut, 2.0 / 2.1 – Eclair, 2.2 – Froyo, 2.3 – Gingerbread, 3.0 – Honeycomb, 4.0 – Ice Cream Sandwich, 4.1 / 4.2 / 4.3 – Jelly Bean, 4.4 – KitKat, in honor of chocolate bars [3, p. 4].

Next step is to consider the usability of Android, which suggests that it will take some time to learn how to deal with your new gadget. But having investigated the settings, you will find some good features: live wallpaper, custom screens, absorbability of charging information for each application, and, of course, launchers – the user has a lot of options for customizing the interface.

One more characteristic feature of Android operating system is a built-in voice assistant Google now which supports an abundant base of foreign languages and beats in this aspect its corresponding assistant for iOS system [4]. And the last thing to be mentioned is the *price*. For many people this item will be crucial, because the Android-based device is much cheaper than the iOS and budget saving matters as well. It results in the rapid decline in the cost of production. But this does not mean that only people with small income have got these smartphones. After all, each person chooses the product that is convenient for him.

All the above-mentioned facts have been summarized in the following table:

	Android	iOS
	low price;	no viruses;
	a big variety of free apps;	fast operation system;
	affordable and fast firmware;	simple and user-friendly menu;
	compatibility with other devices.	worthy OS firmware.

	weak protection;	high price;
	poor results in the stability of the system operation;	quiet operating system;
	a small battery charge;	complicated operation of Bluetooth;
	difficulty in removing the application.	there is no way to remove the system key.

Having evaluated two well-known operating systems we can conclude that each of them is worth taking its place in the market of cutting-edge technologies. And which model of gadget you are going to choose depends only on your personal preferences and desires.

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Аннотация. В данной статье рассматривает сравнение систем Android vs iOS, а именно их характеристик. Показаны сильные и слабые стороны обеих систем, а также их вклад в эру развития смартфонов. Проанализированы характерные достоинства и недостатки, а именно: логотип компаний, приложения, обновления, голосовые ассистенты, удобство в использовании и ценовая политика. В статье представлена такая информация, благодаря которой потребитель может сделать свой выбор в пользу той или иной модели. Таким образом, данная статья будет полезна каждому человеку, который приобрел или собирается приобрести себе новый гаджет.

Ключевые слова: операционная система, смартфоны, кастомные экраны, лаунчеры, интерфейс, кэш, приложения.

Summary. This article discusses the comparison of Android vs iOS systems, namely their characteristics. Strengths and weaknesses of both systems are shown, as well as their contribution to the development of the smartphone era. There have been analyzed the advantages and disadvantages of these systems, such as: the logo of companies, applications, updates, voice assistants, usability and pricing. The article provides the information with the help of which the users can make their choice in favor of a particular model. Therefore this article will be useful for everyone who has bought or is going to buy a new gadget.

Keywords: operating system, smartphone, custom screen, launcher, interface cache, applications.

APPLICATION ASPECTS OF WIRELESS SENSOR NETWORKS

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Recent technologies in wireless communications and electronics have brought the vision of Wireless Sensor Network (WSN) into reality, which have increased the growth of low cost, low power and multi-functional sensors that are small in size and can communicate in short range. A WSN is an infrastructure comprised of sensing (measuring), computing, and communication elements that gives an administrator the ability to instrument, observe, and react to events and phenomena in a specified environment. The administrator typically is a civil, governmental, commercial, or industrial entity. The environment can be the physical world, a biological system, or an information technology (IT) framework [2, p. 1].

Each sensor consists of microcontrollers, memory and transceiver. The microcontrollers are used to execute task, to process data and assist the functionality of other components in the sensor node. For the memory, it is mainly used for data storage while the transceiver acts from the combination of transmitter and receiver functions.

Sensors can be used to detect or monitor a variety of physical parameters or conditions, for example: light, sound, humidity, pressure, temperature, air or water quality, attributes of an object such as size, weight, position, speed, and direction, etc.

The availability of low-cost sensors and wireless communication has promised the development of a wide range of applications in both civilian and military fields, such as:

1) Environmental Monitoring. Sensors are used to monitor a variety of environmental parameters or conditions.

– Habitat Monitoring: sensors can be used to monitor the conditions of wild animals or plants in wild habitats, as well as the environmental parameters of the habitats. For example, tracking collars for animals will monitor the habitat, pattern of movement and animal behavior. The sensor nodes built around the collars will collect the position of GPS and data of multimodal sensor, distribute via the system to the client.

– Air or water quality monitoring: sensors can be deployed on the ground or under water to monitor air or water quality. For example, water quality monitoring can be used in the hydrochemistry field. Air quality monitoring can be used for air pollution control.

– Hazard monitoring: sensors can be used to monitor biological or chemical hazards in locations, for example, a chemical plant or a battlefield.

– Disaster monitoring: sensors can be densely deployed in an intended region to detect natural or non-natural disasters. For example, sensors can be scattered in forests or rivers to detect forest fires or floods. Seismic sensors can be instrumented in a building to detect the direction and magnitude of a quake and provide an assessment of the building safety.

2) Military Applications. Wireless sensors can be rapidly deployed in a battlefield or hostile region without any infrastructure. Due to ease of deployment, self-configurability, untended operation, and fault tolerance, sensor networks will play more important roles in future military systems and make future wars more intelligent with less human involvement.

– Battlefield monitoring: sensors can be deployed in a battlefield to monitor the presence of forces and vehicles, and track their movements, enabling close surveillance of opposing forces.

– Object protection: sensor nodes can be deployed around sensitive objects for protection purpose.

– Intelligent guiding: sensors can be mounted on unmanned robotic vehicles, tanks, fighter planes, submarines, missiles, or torpedoes to guide them around obstacles to their targets and lead them to coordinate with one another to accomplish more effective attacks or defenses.

– Remote sensing: sensors can be deployed for remote sensing of nuclear, biological, and chemical weapons, detection of potential terrorist attacks, and reconnaissance.

3) Health care applications. WSNs can be used to monitor and track elders and patients for health care purposes, which can significantly relieve the severe shortage of health care personnel and reduce the health care expenditures in the current health care systems.

– Behavior monitoring: sensors can be deployed in a patient's home to monitor the behaviors of the patient. For example, it can alert doctors when the patient falls and requires immediate medical attention. It can monitor what a patient is doing and provide reminders or instructions over a television or radio.

– Medical monitoring. Wearable sensors can be integrated into a wireless body area network (WBAN) to monitor vital signs, environmental parameters, and geographical locations, and thus they allow long-term, noninvasive, and ambulatory monitoring of patients or elderly people with instantaneous alerts to health care personal in case of emergency, immediate reports to users about their current health statuses, and real - time updates of user's medical records.

– Drug administration in hospitals. If sensor nodes can be attached to medications, the chance of getting and prescribing the wrong medication to patients can be minimized. Because patients will have sensor nodes that identify their allergies and required medications [1].

4) Industrial process control. In industry, WSNs can be used to monitor manufacturing processes or the condition of manufacturing equipment. For example, tiny sensors can be embedded into the regions of a machine that are inaccessible by humans to monitor the condition of the machine and alert for any failure. With sensor networks, maintenance can be conducted based on the condition of equipment, which is expected to significantly reduce the cost for maintenance, increase machine lifetime, and even save lives.

5) Security and surveillance. WSNs can be used in many security and surveillance applications. For example, acoustic, video, and other kinds of sensors can be deployed in buildings, airports, subways, and other critical infrastructure, for example, nuclear power plants or communication centers to identify and track intruders, and provide timely alarms and protection from potential attacks. Unlike applications that do not require a fixed infrastructure, many security applications can afford to establish an infrastructure for power supply and communications.

6) Home intelligence. WSNs can be used to provide more convenient and intelligent living environments for human beings.

– Smart home. Wireless sensors can be embedded into a home and connected to form an autonomous home network. For example, a smart refrigerator connected to a smart stove or microwave oven can prepare a menu based on the inventory of the refrigerator and send relevant cooking parameters to the smart stove or microwave oven, which will set the desired temperature and time for cooking.

– Remote metering. Wireless sensors can be used to read remotely utility meters in a home, for example, water, gas, or electricity, and then send the readings to a remote center through wireless communication.

In addition to the above mentioned applications, self-configurable WSNs can be used in many other areas, for example, disaster relief, traffic control, warehouse management, and civil engineering. However, a number of technical issues must be solved before these exciting applications become a reality.

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Аннотация. В статье рассматриваются вопросы применения беспроводных сенсорных сетей. Эти системы имеют низкое потребление энергии, невысокую стоимость и являются удобным инструментом контроля мониторинга в режиме реального времени. Беспроводные сенсорные сети используются в условиях, где невозможно применение традиционных сетей. В основном, сенсорные сети работают с телеметрическими данными. Эта технология привлекает внимание многих исследователей, позволяя охватывать широкий спектр идей: от охраны окружающей среды до военных целей. С помощью беспроводных сенсорных сетей, возможно, найти решение на многие проблемы в сфере мониторинга, что обеспечивает дальнейшее развитие отрасли.

Ключевые слова: беспроводные сенсорные сети, мониторинг окружающей среды, сенсоры, применение беспроводных сенсорных сетей, сенсорные сети.

Summary. This paper reviews the wireless sensor network applications. These systems have low power consumption, low cost and are a convenient way to control real-time monitoring. WSN enables to monitor the physical and environment condition, where traditional network does not monitor it. Unlike most computers, which work primarily with data created by humans, sensor networks reason the state of the world that embodies them. This bridge to the physical world has captured the attention and imagination of many researchers, encompassing a broad spectrum of ideas: from environmental protection to military applications. Wireless sensor networking has a bright future in the field of computer networking because we can solve the monitoring problems at an advanced level in the future with the help of such networking technology.

Keywords: wireless Sensor Network, Environment Monitoring, Monitoring Applications, Sensor Node, WSNs, WSN Applications.

SAILFISH MOBILE OS AS THE COMPETITOR FOR iOS AND ANDROID DEVICES**Maxim Petrov**

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The Sailfish OS is a general purpose Linux used commonly as mobile operating system based on the open-source projects, some proprietary components and other third-party components [4]. Sailfish was developed by Finnish mobile company Jolla Ltd., the Sailfish and Mer project communities in 2012.

Jolla says that Sailfish OS is a truly independent mobile OS, which focuses on security, customization and magic user experience [5]. Sailfish is a Linux-like system and has its own terminal in the debug mode and many other similar attributes [2].

One should consider the main advantages and disadvantages of the system to impress its prospects.

There are some advantages:

- Security. Linux-like file system is characterized by strict division of different types of access rights to documents, directories and applications. The exclusive rights are always required to perform insecure actions. These rights are unavailable to a standard user, so it is safe to perform many actions without loss of an important data.

- Open source. This ensures the ability to check vulnerabilities and to suggest new features.

- Android compatibility. There are thousands of useful apps and services for Android that have been developed recently. The adaptation of them to another system takes a lot of time and efforts of development teams. Sailfish OS' developers took care about the compatibility, thus, today the ability to run Android applications reaches 99%.

- Extended gesture control. Most of the modern mobile devices use touchscreen, so the increasing of functionality which is realized with simple swipes, taps and other gestures, makes everyday tasks performance much more efficient and quick.

- Modern design. Earlier software products merely have such graphic user interface which is attractive for a wide audience. The Sailfish OS provides all the modern trends, design and offers new innovative solutions to improve the users' experience.

There are some disadvantages:

- Economic problems. The competition with the industry giants is not easy at all. It's easier to buy a device running Android or iOS for many users. That's why users definitely need functionality. On the other hand, they are able to pay some money for the device with the new system, which can not only perform tasks which are needed, but lag behind in some aspects in comparison with their market competitors.

- Incomplete compatibility. Despite the high level of Android compatibility the Sailfish OS is not the same as original Android runtime environment [2]. It means that some Android applications may work incorrectly and don't have any alternative in the Jolla app store at the same time.

In conclusion, taking into account all the mentioned above qualities, it should be noted that the rate of development [2] suggests that the current Sailfish OS v2.0.5.6 (November 2016) is devoid of many previous shortcomings and is indeed a high-quality mobile operating system that can compete [1] with the current leaders of the mobile software mass-market.

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Аннотация. В данной статье рассматриваются достоинства и недостатки мобильной операционной системы – Sailfish OS. На сегодняшний день такие гиганты как iOS, OS Android и мобильные версии Windows лидируют на рынке мобильных операционных систем, поставляемых с мобильными устройствами. Но для использования мобильных устройств в компаниях и учреждениях предъявляются особые требования к безопасности. Таким

требованиям может удовлетворить Sailfish Mobile OS, разрабатываемая компанией Jolla Ltd. Проект, выросший из наследия Nokia, в частности системы MeeGo, стремительно набирает популярность и выходит на международный уровень, поставляя ПО не только для своих устройств.

Ключевые слова: мобильная операционная система, смартфон, КПК, Sailfish, Jolla, Sailfish OS, безопасность, Android-совместимость.

Summary. This article reviews advantages and disadvantages of the mobile operating system – Sailfish OS. Today giants such as iOS, Android OS and mobile versions of Windows are leading on the market of mobile operating systems supplied with the most mobile devices. But there are special security requirements to use PDAs in companies and institutions. Mobile Sailfish OS developed by Jolla Ltd can meet such needs. The project that is grown up from Nokia's heritage, especially from the MeeGo operating system, becomes increasingly popular and steps onto the international level by supplying software not only for their own devices.

Keywords: mobile operation system, smartphone, PDA, Sailfish, Jolla, Sailfish OS, security, Android compatibility.

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MULTILINGUAL WEB MAPS

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Clarity, simplicity, and unity of multilingual map content to which programmers and topologists strive for while carrying out mapping services are a matter of the near future considering recent simple but elegant solutions already available for users. Such multilingual web mapping services as Bing Maps, Yandex.Maps and Google Maps have provided users with adequate place names adjusting them to the user's language assigned basing on the user's Geo-IP service. Map presentation with adjustable legends improves the interaction between services and users around the world, meets various users requirements, just like the intelligent assistants for mobile phones that adapt to the user's language. [2, p. 590].

Bing Maps service of Microsoft generates place names across the world map in the user's language, allowing the local language for special cases. While accessing the Web with a Russian Geo-IP one can expect the names of municipal locations to be translated into Russian, yet original language notations for street names are often seen because translating street names arouse numerous discrepancies in the target language and cause ambiguity. Both Yandex.Maps and Google Maps developers let users see a double legend including a legend in their own language, and the original language [1, p. 236]. On the maps one can see the names of parks, subway stations and other municipal locations given both in the target language and in the source language, and most street names again are given in the source language.

Another mapping service OpenStreetMap, on the other hand, doesn't adjust place names basing on the user's Geo-IP service but uses permanent place names given for each region making it available for a wider community of users to update legends on the map [3, p. 460].

The above mentioned services though different in many aspects have a common drawback. Applying corrections for the objects' names in most of these maps now takes a lot of actions. The more comprehensive and sophisticated these multilingual web mapping services become the clearer it is that they need on-the-go method to update map legends to distance rivals and attract more users from different countries.

One of the recent solutions is to use the so-called vector tiles, a technology which allows keeping the generated place names in attribute tables and providing them when the map is displayed. Vector tiles have been adopted by some major mapping platforms over the past few years, building on standards that were pioneered by OpenStreetMap and Mapnik [4]. Now more than a dozen other companies and open-source projects implement the same vector tiles format. In this case layers of objects have attribute tables in different languages and basing on the user's Geo-IP service the map is displayed with place names in the appropriate language. This allows for creating Web maps that are localized for different countries and applying corrections for the objects' names on-the-go.

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Аннотация. В статье дается обзор четырех мультязычных веб-сервисов и направление их развития, в попытке преодолеть недостатки в присвоении топонимов на разных языках. Качество отображения карт в мультязычных веб-сервисах не в последнюю очередь зависит от возможности настроить топонимы на языках мира, для лучшего взаимодействия с пользователями. Bing Maps, Яндекс.Карты и Google Maps отличаются от OpenStreetMap в содержании, но вопрос возможности быстро корректировать топонимы актуален для всех. Векторные тайлы стали решением данной проблемы и привлекли внимание некоторых крупных картографических платформ в течение последних нескольких лет

Ключевые слова: онлайн картографический сервис, топоним, подпись, IP-адрес, локализация, векторные тайлы.

Summary. The article gives an overview of four multilingual web mapping services and the tendencies they show in order to overcome drawbacks in assigning place names to map objects. Multilingual web mapping services struggle to improve map presentation using adjustable legends to better interact with users around the world, meet various users' requirements. Bing Maps, Yandex.Maps and Google Maps differ from OpenStreetMap in the content but the issue applying corrections for the objects' names is vital for all of them. Vector tiles are a recent solution, adopted by some major mapping platforms over the past few years.

Keywords: on-line map service, place name, legend, IP address, localization, vector tiles.

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COMMUNICATION PROTOCOLS FOR SMART HOME SYSTEMS

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It is unquestionable, that nowadays automation is extensively developing. Smart home systems are highly popular now and have great perspectives for development. Typical elements of these systems are transmitters, executive devices and controllers. For their interworking different communications protocols are used. That means that one of the concerns when designing such systems is to choose the communication protocol. The communication protocol is defined as a set of messages that states the way of data transmission between devices.

In order to simplify the choice of communication protocol by the developer let us consider the communication protocols and conduct the comparative analysis of the given protocols.

According to the way of data transmission all communication protocols can be divided into two large groups: wired protocols and wireless protocols. Wired communication protocols are 1-wire, X-10 и KNX, wireless communication protocols are Wi-Fi, ZigBee, Z-Wave, Thread.

The important factors influencing the choice of one or another communication protocol for the system performance are largest possible data transmission speed, network topology type, performance in terms of error probability, cost and energy saving.

1-wire is a communication protocol with the simplest technology. Two wires are used: one of them is a ground, and the other is used for power supply and data transmission. The data transmission speed may vary from standard 15 kbps to about 111 kbps raised up. But with the speed increased, the bus length and the number of connected devices are decreased. Linear network topology and tree network topology are used. The implementation of systems with this protocol is notable for its low cost; however performance in terms of error probability is low.

X10. The given protocol is used for signal transmission by ordinary power line wiring of the building [1, p. 19]. Binary signals are transmitted by radio frequency bursts. A Binary 1 is represented by a 1 millisecond burst of 120 kHz. A Binary 0 is represented by the absence of burst. The signal is transmitted while sine wave is crossing the zero crossing point. The data is received within 200 microseconds. For error probability decreasing the message is sent two times; however error performance still leaves something to be desired. Data transfer rate is about 20 bit/s, that is quite low by today's standards. In X10 network only one message can be transmitted at a time. In case two or more messages are transmitted at a time, collisions will occur and the messages will not be accepted correctly. The incorrect performance can also be observed when managing the device with low power consumption (less than 50 Watt). The important advantage of this protocol is the absence of necessity of additional cable running.

KNX – is the European protocol, in which the devices are connected with the help of communication bus. Controllers, sensors and executive devices are connected to it. Different topologies such as tree, line and star topologies are used. In case the first operation did not lead to the expected action the mechanism of packets receipt acknowledgement resends the packets that increase the protocol safety. Communication speed is 9600 bps. For collision processing CSMA/CA technology is used. Coding of KNX system is conducted in ETS program, that allows to unify the systems.

Wi-Fi is the most common wireless communication protocol. Considering that in this case there is no need in cable running, there is an opportunity to decrease the total cost of the system. Data transmission rate can amount to several Gbit/s.

Wi-Fi network operates in the range of 2,4 GHz to 5 GHz. The use of Wi-Fi does not gain widespread acceptance in smart home system development mainly due to the fact of high power consumption comparing with analogous protocols. It is known that smartphone battery runs down faster when Wi-Fi is on. Naturally when the system operates from mains, the power consumption is marginal, but when it comes to stand alone sensors (off-line sensors) and executive devices, when the energy capacity is limited and signaling should be held at minimum expense, then the power consumption is gross. Comparing with the analogous protocols, such as ZigBee, Thread and Z-Wave, it is inferior in terms of saving energy.

ZigBee. Communication protocol using radio circuit exchange and AODV and NeuRFon algorithms. The given standard allows to create sensors with low power consumption and high initial response. Sensors communication modules are in sleep mode and go on for transmitting for 15 milliseconds only. The given protocol has mesh topology [2, p. 225]. It means that every single element of the system can be a signal conductor that increases the failure reliability.

Z-Wave is also a wireless communication protocol that has such common features with ZigBee as low power consumption and mesh topology supporting. Z-Wave has a high level standardization: all devices use wireless Sigma Designs modules. Operates on a frequency up to 1 GHz and is suitable for transmitting of simple control orders with short delays. The main difference of the given protocol from Wi-Fi is less loaded frequency interval [2, p. 229]. However due to the low data transferring rate there is not an opportunity to transmit graphics images, video or audio.

Bluetooth is a wireless communication protocol. As well as Wi-Fi, Bluetooth is integrated into the majority of phones and tablets, that allows to use them as remote controls. The undeniable advantage is low power consumption and the cost of transmitter receiver that is lower than for other protocols. This solution is perfectly suitable for compact devices with coin cells. Data transferring is held in frequency interval 2,4–2,4835 GHz. The mentioned frequency interval is split into 79 channels, having assigned band of 1 MHz each.

Thread is a protocol released by Nest. It is based on mesh topology of Nest Weave. Thread is energy-efficient and classes with such protocols as Z-Wave and ZigBee. The signal is transmitted on a frequency of 131,65 KHz. The protocol uses two ways of data transferring: wired and with the help of radio signal. The mentioned ways of data transferring are used parallel and duplicate one another. The signal is transmitted by ordinary power line wiring as in case with X10. The signal is transmitted on a frequency of 131,65 KHz. Radiofrequency signal is transmitted on a frequency of 869,85 KHz. Mesh topology is used.

All mentioned protocols have their pros and cons. When designing the smart home system one should take into account the problems to solve. The following decision procedure can be used. First, one should set the project budget; it can allow to choose the suitable protocols in terms of financing. Then one should take into account the location characteristics. In case there is an open space, for example a garden plot, then it is reasonable to use the wireless signaling. Next one should identify the required failure reliability, that may depend on total amount of the devices causing failures and the amount of data transferred. The next step is to decide which devices we are going to manage; their remoteness and number, that will allow to identify the required data transferring rate, amount of data transferred and network topology. Next we should decide the importance extent of energy saving. If we would like to reach its high rate, then we should choose energy saving protocols. Taking into consideration all mentioned criteria one can chose the optimum solution for the problem to solve.

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Аннотация. В настоящее время система «Умный дом» приобретает все большую популярность. При проектировании данных систем перед разработчиками стоит задача выбрать наиболее подходящий протокол связи с учетом ситуации и потребностей клиента. В статье приводится сравнительный анализ наиболее часто используемых протоколов связи, таких как 1-wire, X10, KNX, ZigBee, Z-Wave, Wi-Fi, Bluetooth, Thread. Выделяются преимущества и недостатки данных протоколов, а также предлагается алгоритм выбора того или иного протокола связи.

Ключевые слова: протокол связи, умный дом, 1-wire, X10, KNX, ZigBee, Z-Wave, Wi-Fi, Bluetooth, Thread.

Summary. Nowadays smart home system is extensively developing. When designing such systems, the developer has an aim to choose the most suitable communication protocol taking into consideration the situation in general and the customer's needs. The article contains the comparative analysis of the most commonly used communication protocols, such

as: 1-wire, X10, KNX, ZigBee, Z-Wave, Wi-Fi, Bluetooth, Thread. The article also considers the advantages and disadvantages of the given protocols and gives the decision procedure for choosing one or another communication protocol.

Keywords: communication protocol, smart home, 1-wire, X10, KNX, ZigBee, Z-Wave, Wi-Fi, Bluetooth, Thread.

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USING ARCGIS PRO FOR FLOOD MODELING

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GIS technologies are used in the world and domestic practice of emergencies preventions and elimination for the early forecasting of zones of flooding and estimation of damage. Such technologies allow simulating a zone of flooding of any territory based on hydrological models in combination with cartographic data and operational information about water levels of water objects [1, p. 117]. The hydrological models are used for calculation of drains and water levels under the influence of a whole range of factors: thawing of snow, rainfall, dumping of water from reservoirs [2, p. 100].

Until recently, the platforms supporting 2D modeling were used as the framework for GIS modeling with hydraulic calculations. 3D modeling provided visualization of the received results at the final stages of modeling due to computational resource consumption, presence of mainly 2D-cartographical data [3, p. 231].

Meanwhile, the insufficient role of 3D-technologies in modeling did not allow for using fully all available data about dynamics of the considered processes (to what floor of the building will water rise?), the actual interposition of objects on a surface (for example, 3D-plan of a city quarter).

One of the new platforms, which allows us to solve the problem of flood modeling and forecasting taking into account all set of 3D-data is ArcGIS Pro of the Esri company. ArcGIS Pro combines all the features of 2D modeling and is adapted for use throughout the spatial analysis and geoprocessing of 3D-data, for example, LIDAR-shooting results. Instead of the habitual local map in ArcGIS Pro it is accepted to operate with the wider concept "Scene" – 3D-representation of the real terrain.

Moreover, the web scenes and web maps placed on public resources and already prepared for performing custom analysis can be used in ArcGIS Pro due to the integration with cartographical services and web portals.

Program development of hydrological models is greatly simplified in ArcGIS Pro. For these purposes, the built-in scripts of geoprocessing or scripts provided online can be used. Such approach provides a great number of users with already tested and approved packages of the hydrological analysis.

A step forward compared with the accepted process of obtaining multi-format real-time data on the status of water objects is that ArcGIS Pro is «omnivorous». Such tasks as obtaining data on water levels and their use in the modeling can now be assigned to remote web services, acting as an intermediate between data providers (for example, automatic level gauge) and consumers (geoprocessing scripts).

Computational complexity of the modeling tasks is no longer a limiting factor while choosing a hydrological model for obtaining a reliable forecast. ArcGIS Pro gives the chance to use "on demand" the high-performance processing of large amounts of data on the computing resources not available before because of the high cost and complexity of preparation.

Thus, ArcGIS Pro meets the problems of getting fast and reliable forecasts about flooding zones.

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Аннотация. В данной статье рассмотрены преимущества использования ArcGIS Pro для моделирования затоплений. Указывается, что при использовании 3D, результаты моделирования на основе гидрологических

моделей имеют большую практическую ценность, чем при 2D моделировании. Перечисляются и другие преимущества ArcGIS Pro, а именно: веб-сервисы, веб-карты, веб-сцены, распределенные вычисления большого объема данных, которые могут использоваться для создания эффективных программ геообработки и анализа пространственных данных.

Ключевые слова: моделирование затоплений, ГИС, ArcGIS, 3D, пространственный анализ, геообработка.

Summary. The advantages of using ArcGIS Pro for flood modeling are considered in the present article. It is specified that when using 3D, results of modeling based on hydrological models have a greater practical value, than at 2D modeling. Also other advantages of ArcGIS Pro are enumerated. They are the following: web services, web maps, web scenes, the distributed calculations of large volume of data which can be applied for creation of effective programs of a geoprocessing and the analysis of spatial data.

Keywords: flood modeling, GIS, ArcGIS, 3D, spatial analysis, geoprocessing.

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ASSESSMENT SIMULATION MODEL OF LOSSES CAUSED BY CARGO DELIVERY TO THE PORT AFTER TERM

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Despite the decrease in a rail freight turnover in the Russian Federation in January-August, 2015 by 0,1%, export transportations to seaports increased since goods turnover of sea transport for the same period grew by 13,6% [1]. Considering the deficiency in the railway capacity it leads to delays in cargo delivery and penalties.

The qualifier related to the causes of seaports cargo delivery timelines infringement contains 25 various titles, each demanding an influence on elimination.

Specifics in seaports railway service are caused by the unevenness in shipment to ports and arrival of sea vessels, lack of equipment at ports and lack of capacity in warehouses, small amount of railway tracks at port stations, freezing of freights under winter conditions, etc. Therefore, the delays of freight trains moving to seaports are much higher comparing to other types of trains.

Thus there are congestions of trains at port stations during drastic fluctuations of transportation volumes that seriously complicate the work of sea and railway transport.

Difficulties in organizing the work balancing for two types of transport bring delays in cargo delivery which leads to economic losses of all transportation participants.

Provided the combined efforts, the dispatching personnel of the railways and the agency receiving the freights for transportation may be able to reduce the number of infringements in cargo delivery timelines, but they won't be able to eliminate the problem completely because of the specifics of the work at the joint of the railway – seaport, connected both with work technology, and with market economics specifics – there is a practice of a massive increase in sending's volume at the end of quarters and at the year-end caused by the need for contracts closure and in order to increase the revenue in consignors statistical reports.

Thus the Russian Federation federal law on work rules of natural monopolies doesn't allow refusing consignors a lot during the periods of boom in cargo traffic.

Since this can't be eliminated, the railways have to consider it, including predicting losses due to failures in keeping the timelines of cargo delivery.

Total losses due to failures in keeping the timelines of cargo delivery and trains congestion towards seaports [2]:

$$C_{\text{on}2} = C_{\text{зб}} + C_{\text{зп}} + C_{\text{зн}} + C_{\text{с}} + C_{\text{н}} + C_{\text{зо}},$$

where $C_{\text{зб}}$ – total cost of operations on a train stop along the travel line when it can't proceed to a port due to limited technical and port junction technological capabilities;

$C_{\text{зп}}$ – costs on train parking at the station of its stop not using part of technical capabilities of the station in technological rail transportation process;

$C_{\text{зн}}$ – total cost of operations on the train departure from a stop station to a seaport;

$C_{\text{с}}$ – cost of one working hour of the station staff occupied with operations on the train departure (that staff can't serve other trains which causes their departure delays);

$C_{\text{н}}$ – penalty for failures in keeping cargo delivery timelines by the rail transport;

$C_{\text{зо}}$ – total expenses for cleaning a train of snow during the winter period.

In the Russian Federation Transport strategy for the period until 2030 there is a defined task for transport infrastructure intensive development. One of the directions of its scientific provision is the creation of different types of simulation systems.

A simulation model allows to automatically define the values of the parameters in the considered system at the same time changing the conditions of their functioning and taking into account stochastic processes that are difficult to consider via analytical methods [3].

A simulation model for the estimation of losses due to failures in keeping cargo delivery timelines toward seaports was developed using the System Dynamic Simulation in the universal AnyLogic environment [4; 5].

A modeling pitch is equal to one day in the model. The dynamics of trains stop along the line by types of locomotive draft is defined by means of the tabular function since the costs different types of locomotive draft will be different.

While integrating the simulation model of assessment of losses due to violations in the timelines of cargo delivery to seaports with the railways network information systems more accurate results will be received, since the initial data can be differentiated by management regions, seaports, etc. which is a labor-consuming task when receiving and processing data manually.

The results of modeling are displayed by temporary diagrams: the dynamics of total losses due to the excess of cargo delivery timelines with a pitch equal to one day and total losses due to the excess of cargo delivery timelines excess during the modeling.

The simulation model based on the statistical data of the violation of cargo delivery timelines and their threshold values will allow estimating the railway losses in the current year and prospectively. Based on them it is possible to estimate the payback period of measures intended to reduce the violations in standard cargo delivery timelines.

The article presents the simulation model of the assessment of the railway losses due to the excess of cargo delivery timelines caused by the specifics of work at the joint of the railway and the seaport.

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Аннотация. Особенности железнодорожного обслуживания морских портов обусловлены неравномерностью погрузки в адрес портов и прибытия морских судов, нехваткой портового оборудования и вместимости складов, малым количеством путей на припортовых станциях, смерзанием грузов в зимних условиях и т.д. Из-за сложностей с организацией ритмичной работы двух видов транспорта нарушаются сроки доставки грузов, что приводит к экономическим потерям всех участников перевозки. А раз это нельзя устранить, железная дорога должна это учитывать, в том числе прогнозировать потери по причине невыполнения сроков доставки грузов. В статье представлена имитационная модель оценки потерь железной дороги по причине превышения срока доставки грузов, вызванной особенностью работы на стыке железная дорога – морской порт.

Ключевые слова: железнодорожный транспорт, экспортные перевозки, морские порты, отставление грузовых поездов от движения, имитационное моделирование.

Summary. Specifics in seaports railway service are caused by the unevenness in shipment to ports and arrival of sea vessels, lack of equipment at ports and lack of capacity in warehouses, small amount of railway tracks at port stations, freezing of freights under winter conditions, etc. Difficulties in organizing the work balancing for two types of transport bring delays in cargo delivery which leads to economic losses of all transportation participants. Since this can't be eliminated, the railways have to consider it, including predicting losses due to failures in keeping the timelines of cargo delivery. The article presents the simulation model of the assessment of the railway losses due to the excess of cargo delivery timelines caused by the specifics of work at the joint of the railway and the seaport.

Keywords: railway transport, export transportations, seaports, cargo delivery delay, imitating modeling.

**SPECTROPHOTOMETRY RESEARCH OF THE ASSOCIATING BIOLOGICALLY ACTIVE
HETEROCYCLIC MOLECULES**

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Numerous studies of dye associates indicate a difference in the physicochemical properties of heterocyclic molecules in the free and bound states. When binding, molecules manifest new properties, characteristic of their associated state. One of the most "sensitive" methods for studying the association of molecules in a wide concentration range is electronic spectroscopy.

The changes in the electronic absorption spectra due to the interaction of the molecules make it possible to obtain information on the various parameters of the associates formed. This article is devoted to the processes of self-association (dimerization) of the molecules of the biologically active dyes: akridin orange and proflavin in water solution.

The purpose of this paper is to find the spectral-energy and special characteristics of dimers of homogeneous and heterogeneous heterocyclic dye molecules. The object of the study is the association of heterocyclic dyes: acridine orange and proflavin. The dyes investigated in this work belong to a class of biologically active substances that exhibit their biological activity by binding to biopolymers.

There are numerous assessments of medical associations which contain references to the distinctive characteristics of the physicochemical properties of heterocyclic molecules in free and bound states. When binding the molecules manifest new properties being characteristic for their associated state. One of the most "sensitive" methods of research is an electronic spectroscopy [1]. The changes in the electronic absorption spectra due to the interaction of the molecules make it possible to obtain information about the various parameters of the associates formed.

Dimerization of homogeneous and heterogeneous heterocyclic molecules is studied with spectrophotometry and computer modelling methods which can be considered as an initial stage in the formation of complex associates, and dimers - as the simplest associates.

The dyes investigated in this work belong to a class of biologically active substances that exhibit their biological activity by binding to the biopolymers [2].

The characteristics of dimers are important for the analysis of polynucleotide structures. In particular the dimeric complexes of acridine dyes formed on the basis of non-nanocrystalline DNA structures in solution make it possible to estimate the fraction of unpaired nucleotides in them.

The question of research of colorant associates that characterize the physicochemical properties of heterocyclic molecules in free and bound states is considered in the works of both national and foreign scientists [3; 4; 5]. In these papers the question of the processes of the emergence of new properties of the molecules that are characteristic of their associate state is discussed.

A theoretical analysis of electromagnetic radiation, its properties as wave motion and particle flow (wave-particle duality) was performed. One of the most interesting methods for studying the association of molecules was considered. The changes in the electronic absorption spectra due to the interaction of molecules make it possible to obtain information on the various parameters of the dimers formed. The absorption of heterocyclic molecules in the visible range of the spectrum was studied and a mathematical model of the association of molecules was constructed.

The concentration dependences of the molar absorption coefficient of dyes were investigated. The decomposition of the absorption spectra of dyes into individual components was carried out. On the basis of quantum-mechanical molecular theory the structural and energy parameters of dimeric complexes were calculated.

The above mentioned sequence of works performed made it possible to conclude that dimer spectra were explained by the dipole-dipole interaction of the chromophores that make up the dimers. The dipole moments of the dimer were formed by adding the dipole moments of the monomers excited by light. Being based on the analysis of dimeric spectra (weak intensity of the long-wave N band) it was established that the monomers in the solution basically formed stack associates.

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Аннотация. Данная работа посвящена исследованию процессов самоассоциации (димеризации) молекул биологически активных красителей: акридинового оранжевого и профлавина в водном растворе. С помощью спектрофотометрии в видимом и ультрафиолетовом диапазонах спектра проводилось изучение растворов исследуемых веществ. Изучены концентрационные зависимости молярного показателя поглощения красителей, проведено разложение спектров поглощения красителей на индивидуальные компоненты.

Ключевые слова: акридин оранжевый, профлавин, спектр раствора, самоассоциация, спектрофотометрия.

Summary. This work is devoted to the study of self-association (dimerization) of molecules of biologically active dyes: acridine orange and proflavine in aqueous solution. Spectrophotometry in the visible and ultraviolet ranges of the spectrum was used to study solutions of the substances under study. The concentration dependences of the molar absorption coefficient of dyes have been studied, and the absorption spectra of the dyes have been decomposed into individual components.

Keywords: acridin orange, proflavin, solution range, self-association, spectrophotometry.

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SOLAR ROADWAYS AND THEIR ROLE IN THE CURRENT STAGE OF DEVELOPMENT OF GLOBAL ELECTRIC POWER INDUSTRY

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In recent period of technological progress, one cannot imagine our life without various devices, gadgets and other inventions, which, anyway, use electrical energy. The electric power is of vital necessity for mankind, and the need for it increases every year. A lot of time has passed since the humanity found numerous methods of receiving electricity, starting with thermal, nuclear power plants, hydroelectric power stations and finishing with using wind, solar and geothermal energy. At the same time, the amount of traditional natural fuels (oil, coal, gas, etc.) is not infinite. Nuclear fuels - uranium and thorium – are coming to an end as well. The energy crisis arouses interest in new types of energy resources, which have received the name ‘nonconventional’ or ‘alternative’. We would like to focus here on solar energy.

Solar energy is one of the most important sources of renewable energy. As long as you will be meeting some of your energy needs with the help of your solar power system, your electricity bills will drop evidently. How much one saves on their bill will depend on the size of the solar power system and their electricity or heat consumption.

Apart from money savings, solar energy can be used for diverse purposes. Solar energy may be used to produce electricity in areas without access to the energy grid, to distill water in regions with limited clean water supplies and to power satellites in space. Moreover, solar energy systems generally require low maintenance. You only need to keep them relatively clean [1].

Besides, the solar power industry is constantly advancing and developing, improvements will intensify in the nearest future. Needless to say, innovations in quantum physics and nanotechnology will certainly increase the efficiency of solar panels and double the electrical input of the solar power systems.

Despite all the advantages of using solar energy, there are certain difficulties and shortcomings that hinder development in this field. The initial cost for purchasing a solar system is fairly high. This includes paying for solar panels, inverter, batteries, wiring and installation. Nevertheless, solar technologies are constantly developing, so scientists assume that prices will go down in the future.

There is no doubt that the amount of solar energy varies depending on weather conditions. The potential solar energy that could be used by humankind differs from the amount of solar energy, which is present near the surface of the planet because of such factors as geography, time difference, cloud cover, and the land surface available. All these factors limit the

amount of solar energy that we can receive. Therefore, a few cloudy, rainy days can have a noticeable effect on the energy system.

It is obvious that the more electricity we want to produce, the more solar panels we will need. Solar panels inevitably require a lot of space and some roofs are not big enough to fit the number of solar panels that you would like to have. An alternative is to install some of these panels in your yard, whence they need to have access to sunlight.

Although solar energy pollution is less compared to nuclear energy, solar energy can be associated with pollution as well as other sources of energy. Transportation and installation of solar systems affect the emission of greenhouse gases. There are also some toxic materials and hazardous products used during the manufacturing process of solar panels, which can indirectly impair the state of the environment. Nevertheless, solar energy pollutes far less than the other alternative energy sources.

The main device capable of utilizing solar radiation is called solar battery. Nowadays, solar batteries usually are not used apart from other devices, more often representing the so-called 'systems'. Considering that, the photo-electric elements produce electric current only in case of direct exposure to sunlight or light, at night or in cloudy day they become almost useless. With solar batteries systems everything is different. They are equipped with an accumulator capable of accumulating an electric current in the afternoon, when the solar battery works it out, and the customers can use the stored charge at night [2].

A particular interest in this area of energetics represents Scott and Julie Brusaw's invention, the so-called 'Solar Roadways', the glass-covered solar panels that could turn roads into power plants [1]. The idea was to transform highways into green energy generators, to build these roadways so that the panels would heat themselves, eliminating the need for salt and snow plows. They would contain lights that could replace street signs or deliver warnings to motorists. Most importantly, the solar roads would be self-sustainable. Besides, even in a country full of windmills, it is not easy to locate a place to build a massive piece of infrastructure that will not make someone disgruntled. Power generation, even using sustainable technology, requires lots of space. That is, unless one builds atop roads.

Despite such benefits, solar roads have as well quite significant shortcomings. They are expensive, highly inefficient as compared to regular solar panels, and potentially unsafe. Why should one create an entirely new system of solar panels when the rooftops around the world are still available? Furthermore, it is thought that solar roadways would be slippery in the rain, or would wear down and crack, releasing dangerous shards.

Nevertheless, these solar power generation roads are becoming more competitive and even cheaper than standard roads, which, in a short time period could lead to replacement of simple highways by advanced solar roadways.

The next aspect I would like to consider is the energy potential of the Russian Federation and to identify areas for maximum efficiency of the implementation of solar electricity sources like solar roadways.

Renewable energy in Russia mainly consists of hydroelectric energy. The country is the sixth largest producer of renewable energy in the world. As you can see in the diagram 16% of Russia's electricity is generated from hydropower, and barely less than 1% is generated from all other renewable energy sources combined. Roughly, 68% of Russia's electricity is generated from thermal power and 16% from nuclear power.

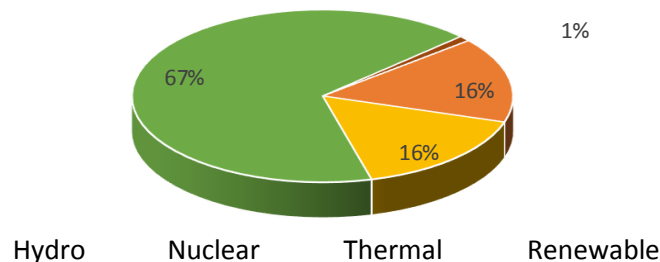


Fig. 1. Russian electricity production

Despite these small numbers, owing to its vast territory, Russia has almost unlimited potential to develop renewable energy projects. The current discussions on measures to popularize renewable energy focus on smaller projects for geothermal, tidal, wind, and solar power stations. In these areas, renewable energy is still underdeveloped in Russia, although the environment and the number of natural resources on the territory of the country present considerable potential for it.

There are several reasons why the use of renewable energy in Russia is still far behind other countries. These causes are basically linked to the economic part. The basic reason is the low cost of traditional and locally available energy sources. Russia is known for its possession of huge oil and gas reserves, which are easily accessible and make the production of fuel and energy very cheap. In order to keep the energy prices on the Russian market low, our government imposes high export duties on all commodities. The officials consider the huge energy reserves and consequently low energy prices to be a sort of compensation for the substantial disadvantages Russian businesses encounter, because of the severity of its climate and the remoteness of its locations.

Despite the country's location in the northern latitudes, solar energy potential still seems reasonable. The highest solar potential belongs to the southern regions, especially in the Northern Caucasus.

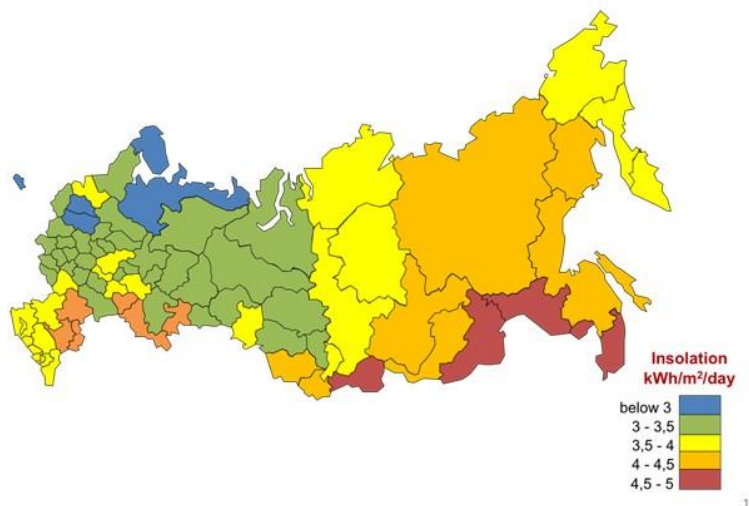


Fig. 2. The insolation map of the Russian Federation

Having studied the horizontal insolation map of the Russian Federation, one can summarize that the most appropriate areas for setting solar roads in Russia is the Amur Region, Primorsky Krai and Chita Region (4,5-5 KWh/m² per day). Less effective areas are the Crimea and the rest of the southern coast of the country (about 4-4,5 KWh/m²/day).

In conclusion, solar energy is the cleanest and most abundant renewable energy source available. Modern technology can harness this energy for a variety of uses, including generating electricity, providing light together with comfortable interior environment, and heating water for domestic, commercial, or industrial use. In the near future the mankind will perhaps spend all natural resources used as the main sources of electricity, the governments of the world countries should look for other, more efficient ways of obtaining electric energy, one of which is using solar power plants, including their application as solar roadways.

Speaking about Russia, renewable energy sources are common on its vast territory. As a consequence, our country has no acceptable reason to develop the technology of solar energy. Although, it is likely that in the near future, in order to save oil and natural gas, the government will resort to the use of the infinite energy of the sun for the good of the country's population.

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Аннотация. В статье говорится о проблемах невозобновляемости энергетических ресурсов. Даны предположения по нахождению областей с максимальной эффективностью для внедрения солнечных дорог. Исследован ежедневный уровень инсоляции поверхности на территории России. Выделены наиболее подходящие регионы для установки солнечных дорог. Сделан вывод о распределении потенциала солнечной энергии по поверхности Земли и о рентабельности развитие электроэнергетики в этом направлении.

Ключевые слова: дороги из солнечных панелей, источники энергии, уровень инсоляции, иррадиация, солнечное излучение.

Summary. This article deals with the problems of non-renewability of the world's energy resources. Some suggestions on finding areas with maximum efficiency for the solar roadways application were given. The daily insolation level of the surface in the territory of Russia was studied. The most suitable regions for setting solar roads were pointed out. The author gives conclusions on solar energy distribution ratio over the surface of the Earth and the cost-effectiveness of developments in this field.

Keywords: solar roadways, energy resources, insolation level, irradiation, solar radiation.

Grinding is one of the final methods of treatment; therefore, it is required as productivity and ensuring a specified quality of the surface layer and the accuracy of the workpiece. Despite the simplicity of the nominal kinematics, the actual process of formation is complex and many factors – geometric, kinematic, dynamic, thermal, and need to be considered in the complex in the design of this technological system and prediction accuracy. The shape accuracy of the surface obtained by grinding is determined by high velocities of rotation of the grinding wheels and, consequently, forced oscillations in a dynamical system of the machine. As shown above, the quality of the surface layer of the workpiece is determined by a very intensive thermal process during grinding, leading to piagam on the surface.

The process of grinders should be considered as a system which includes the technological system with its current workflow and the process of grinding considering that the grinding process occurs in a continuously changing conditions of contact interaction of tool with work material in the cutting zone, which in general characterize the instability of machining process in time [1; 3; 4].

A characteristic feature of the dynamics of contact of the workpiece and h-shaft circle is the linkages between the processes at the contact and characterizing the process parameters, between efforts and temperature, between the thermal parameters of structural transformations between kinematic characteristics and surface roughness, etc. an Important feature of contact is its dynamism: changing the parameters of a single physical process leads to other changes. The essential complexity of the contact is that properties cannot be considered as a simple set of properties of the individual physical processes – mechanical, thermal, structural, etc. So, the instability characteristics of grinding wheels and change them during processing, and changing the seam allowance in separate sections of the workpiece, and many other variables lead to changes in thermal and power load on the machine tool. The task is complicated by the fact that during the grinding processing is carried out by geometrically undefined blades [2].

Technological equipment and tooling for the most part represent a complex structure through static and dynamic properties, but rather through the transfer function of the grinding process have a significant influence on the vibrations when grinding. The occurrence of vibrations in the technological system depends on the hardness and the deforming ability of its elements of strength and plasticity of the processed material, processing, and cutting, which, in turn, leads to changes in slice thickness and change of the cutting force component [2; 3]. Procurement through its geometry, static and dynamic stiffness also affects the process fluctuations.

The accuracy of the equipment largely depends on the hardness of its components, their thermal deformation, accuracy and roughness of surfaces of details of precision measuring and indicating devices, etc. Thermal deformation of machine tools are complex spatial-temporal character and, in turn, depend on many factors: the location of sources of heat and power heat generation from these sources, operation of machine, efficiency of heat dissipation from places of its formation, and others . The dispersion of the initial levels on the construction machines and offset them in time by the treatment of pre-configured machines, and the dispersion of the acceptance levels when machining on machine tools equipped with adaptive control systems significantly increase the area of distribution of errors of the treatment. Values of the errors of the individual parameters of the quality of parts made on a pre-configured machine in the same conditions do not coincide, which is the result of many random factors, different ways of interacting in each working cycle. The change of the errors of the parameters of workpieces is in the nature of random, in General non-stationary processes [1; 3; 4; 5].

Thus, there is uncertainty in ensuring the set parameters of quality of functional surfaces of machine parts associated with the lack of clear correlations between available source data (tool geometry, tool material and workpiece, equipment characteristics, etc.) on the process of grinding and the required surface quality.

In the study of the relationship of quality with its determining factors there are two main types of dependencies: functional and probabilistic [1; 3].

In the case of functional dependence to each value of the source factor is a fixed value in the processing errors, while probabilistic dependence, and similar factors influence the changes in the parameters of laws of distribution of errors of processing. Certain types of probabilistic dependence are correlation and regression: regression identifies the link between non-random factors and random measurement error value, and the correlation is that the presence and closeness.

In the analysis of the formation of errors in machining should take into account the presence of functional dependencies between contributing factors and in this case, each value of one factor is a fixed value of the other. The existence of functional or close to it, communication between the different causes of errors shows that they describe the same patterns of processing and, therefore, duplicative. In addition, the presence of functional dependence between the individual factors complicates the calculations and leads to unreliability of the results. A functional link may exist between nonrandom and random variables. When a functional dependency between random variables, each function value has a certain probability, which is in accordance with the likelihood of some values of the argument [3; 5].

Existing methods of forming surfaces on the grinding operations, the equipment used in their implementation do not provide for optimizing and managing the dynamics of cutting with the goal of temporary stabilization of the characteristics of grinding processes [5]. Ensuring specified quality of the surface layer during grinding at the present time for each case is solved empirically - the selection of machining conditions that are not always sufficiently productive and economical. It is not possible to consciously control the grinding processes to ensure specified quality processing at its highest performance, and to seek ways of process intensification and the expansion of their technological capabilities. Further development of grinding technologies, improving the quality and productivity of treatment is possible only on the basis of the theory describing the basic regularities of dynamic stabilization of grinding processes and their relation to formation properties of the surface layer.

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Аннотация. Большое значение для получения качественной продукции машиностроения имеет выбор оптимальных методов обработки деталей. Особо следует отметить роль финальных операций в обеспечении нужных параметров качества. Шлифование является основным финишным методом металлообработки. При выборе требуемых условий обработки следует учесть все факторы, влияющие на процесс, что дает нам широкий диапазон возможностей для достижения наилучших результатов в точности и шероховатости поверхностей. Мы попытаемся рассмотреть некоторые факторы, влияющие на улучшение этого процесса.

Ключевые слова: шлифование, качество поверхности в зоне резания, кинематические характеристики, изменения в тепловых и силовых нагрузках, типы зависимостей.

Summary. Great value for the quality of engineering products is the choice of optimal methods of machining. The importance of the final operations in providing the desired quality parameters is noted. Grinding is the main final method of metalworking. Selecting the required circumstances of processing all factors influencing the procedure should be taken into account. It gives us the wide scale of abilities in reaching the best results of preciseness and roughness of surfaces. We will try to explore some of the factors influencing the improvement of this process.

Keywords: grinding, quality of the surface cutting zone, kinematic characteristics, changes in thermal and power load, types of dependencies.

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The interaction of ligands with macromolecules (biopolymers) is one of the key issues of molecular biophysics. It is believed that a wide variety of physiological processes in the living system is a reflection of the interaction of ligands with macromolecules, especially proteins. Primarily these include the interaction of enzymes with their substrates and other molecules, as a result of which the enzymatic activity varies. Furthermore, there are interactions between hormones and their receptors, between small molecules and proteins, or DNA involved in the active transport of these molecules, the interaction of ions with nucleic acids and proteins, etc. Virtually all biological phenomena relate to the interaction of macromolecules with ligands, and it is not surprising that a lot of biochemical and biophysical studies are aimed at the detailed study of these interactions.

Numerous studies conducted to date have shown that the pharmacological activity of some medicinal preparing is due to their complexation with bioreceptors in the cell-DNA or proteins, wearing non-covalent in nature [2; 6]. An example is the class of aromatic antibiotics, which are actively used in chemotherapy of cancer, where the mechanism of action, in most cases, is reduced to form complexes with biopolymers. Knowledge of numerical values of thermodynamic equilibrium binding parameters, such as equilibrium constants, enthalpy, and entropy, gives important information about the contribution of the different physical interactions to the total Gibbs energy of complexation reactions. It provides a framework for implementing a strategy aimed at modification of the drug structure in order to optimize its chemotherapeutic properties.

Intermolecular interactions of aromatic compounds in solution were studied. Biologically active aromatic compounds (BAS) are an important group of pharmaceutical agents which are widely used in various medical applications [5]. Model and calculation parameters for self-assembly NMR Spectroscopy were carried out [1]. Physical basis of the nuclear magnetic resonance spectroscopy determined magnetic properties of the atomic nuclei. In practice, the most widely used pulse method is the NMR spectroscopy method according to which the sample being in a stationary magnetic field B_0 is fed with the RF pulses of certain durations and sequences.

There are aromatic molecules self-association models. Aromatic molecules have planar heterocyclic structure which contains a chromophore system of conjugated double $C = C$ bonds with π -electrons delocalized on them. There is the model of concentration diffusion coefficient dependence. The diffusion curves obtained with calculating DOSY spectrum data showed a decrease of the diffusion coefficient while increasing leksitropsin derivative concentration in the aqueous solution [3; 4].

Constants of leksitropsin self-association and chemical shifts data of its protons in monomeric and dimeric states were defined. To determine the equilibrium self-association constants experimental concentration curves, marginal (δ_m) and induced in the dimer (δ_d) chemical shifts, self-association constants (Ks), and also the parameters of self-association were used. The unknown parameters determined by minimizing the residual function (the sum of squared deviations calculated with the experimental values of chemical shifts) were 3 constants of hetero-association and hetero-induced chemical shifts of the leksitropsin protons in these complexes (δ_h). The concentration dependences of the leksitropsin protons chemical shifts were used.

In general, the analysis of self-association indicates the existence of a water-salt solution self-assembly process, having a non-covalent character of the intermolecular interaction. The method of the analysis mentioned above allows to obtain the thermodynamic parameters of self-assembly (the equilibrium constant, enthalpy, entropy, Gibbs free energy), as well as to draw conclusions about the contribution of different kinds of physical and chemical interactions in stabilizing aggregates of the aromatic molecules

It is also important to note that efficiency of aromatic connections self-association essentially depends on the structure of a molecule, varying in the range of self-association constants from shares to tens of thousands of mmol/l. In this regard the self-association of the aromatic BASS has to be considered in any biophysical researches which are finding out molecular bases of biological effect in such preparations.

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Аннотация. В статье рассматриваются проблемы самоассоциации лекситропсина при взаимодействии макромолекул с лигандами в ДНК. Были рассчитаны константы самоассоциации. Алгоритм проведения вычислительного эксперимента представляет собой две отдельные подпроцедуры, в первой из которых, исходя из закона сохранения массы, рассчитываются мономерные концентрации действующих веществ. Рассчитанные мономерные концентрации выступают в качестве входных данных для подпроцедуры вычисления экспериментально наблюдаемого параметра (химического сдвига в случае ЯМР). Во второй подпроцедуре происходит подгонка расчетных значений химического сдвига к экспериментальным, на основании минимизации функции невязки.

Ключевые слова: самоассоциация, лекситропсин, лиганд, ДНК, химический сдвиг, ЯМР.

Summary. The article deals with the problems of self-association of lexitropsin in the interaction of macromolecules with ligands in DNA. The self-association constants were calculated. The algorithm of carrying out the computational experiment consists of two separate subprocedures, in the first of which, based on the law of conservation of mass, the monomeric concentrations of the active substances are calculated. The calculated monomeric concentrations act as inputs to the subprocedure for computing the experimentally observed parameter (chemical shift in the case of NMR). In the second subprocedure, the calculated values of the chemical shift are adapted to the experimental ones, on the basis of minimizing the residual function.

Keywords: self-association, lexitropsin, ligand, DNA, chemical shift, NMR.

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BREATH FREQUENCY MONITORING DEVICE

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Recently, among the population of Russia, there has been an increase in the number of diseases of the bronchopulmonary system. Controlling the respiratory rate of a person requires instruments available for practical health [1]. Therefore, the aim of the work is to develop a device for monitoring respiratory rate. To achieve this goal, it is necessary to solve a number of tasks, for example, to ensure the fulfillment of the requirements of measurement accuracy, the reduction of mass-dimensions, and autonomy of power. Most of these tasks will allow solving the structural diagram of the device, the description of which is given below.

To control the state of a person with a bronchopulmonary disease, a number of parameters are used, the most important of which is the respiratory rate. This parameter measures the time intervals between breathing cycles. The block diagram of the developed device is shown in Fig. 1.



Figure 1. The block diagram of the developed device.

An important element of the structural scheme is a sensor, the role of which is performed by the skin electrodes used in electromyography. Using the sensor, the biopotentials of the intercostal muscles are removed. These biopotentials can be used to judge the electrical activity of muscles, and this activity is associated with muscle contractions during breathing. Thus, from the sensors information about the work of the intercostal muscles, which move the chest, is removed, thus ensuring the breathing of a person. Biopotentials of muscles are too small, so the signal from the sensor goes to the input of the amplifier.

The pulses of biopotentials can be either mono-polar or bipolar, so biopotential pulses need to be detected, that is, to remove the negative part. To this end, the amplified signal from the amplifier output is fed to the detector (rectifier). In order to obtain from the electromyogram the curve of the chest (breathing in and out) it is necessary to convert the signal and isolate the low-frequency part of the spectrum. Therefore, the signal passes a low-pass filter (LPF), from the output, which removes the envelope of the electromyogram (OEMG) [2], and then the comparator arriving at the comparison circuit. According to the logic of the comparator, the output is a sequence of rectangular pulses with a frequency equal to the frequency of the OEMG, in other words with a respiration rate.

Rectangular pulses are fed to the frequency and control unit, whose function is performed by the microcontroller. It measures the pulse period, which is equal to the time interval between the breathing cycles. The measurement is performed using the inverse counting method [3], which gives a fairly accurate result when measuring the parameters of a signal with a low frequency. The microcontroller also provides short beeps that induce each breath. The controller displays the numerical and letter values of the respiration rate on the indicator. The upper and lower limits of the breathing rate are set by the user using the keyboard unit.

Thanks to the inverse counting method, the developed instrument managed to realize the possibility of tracking with high accuracy, at the rate of breathing. The developed device has small economic costs in production. This device is structurally simple and convenient in daily operation. Consequently, the device is promising for practical use in healthcare facilities, and most importantly corresponds to the program of the government of the Russian Federation on import substitution in strategically important sectors.

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Аннотация. В статье говорится о разработанном устройстве для мониторинга частоты дыхания на основе метода электромиографии. По функциональности данное устройство малогабаритных размеров, а также содержит автономное батарейное питание. Было произведено исследование и разработка мониторинга частоты дыхания. Для получения достаточно точных результатов измерения, был использован метод обратного счета, который позволяет измерять параметры сигнала на низких частотах. Полученные результаты измерения выводятся на жидкокристаллический индикатор.

Ключевые слова: устройство, метод электромиографии, частота дыхания, метод обратного счета, результат измерения.

Summary. The device for the breathing rate monitoring was developed. It is based on electromyographic method. The functionality of this device is of small dimensions, and also contains Autonomous battery powered. It was produced by the research and development of monitoring breathing rate. To obtain a sufficiently accurate measurement method was used back account, which allows you to measure the signal parameters at low frequencies. The obtained results of measurement are displayed on the LCD display.

Key words: device, electromyographic method, breathing rate, inverse account, measure result.

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ELECTRONIC MEMORY DEVICE FOR MEASURING TEMPERATURE

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According to the history, the glass-liquid thermometers were the first ones which became the most popular. Even nowadays people use glass mercurial thermometers in hospitals and in everyday life. There is a danger of ecological mercurial infection in accommodations. According to the results of the International Minamant Convention about quicksilver mercurial production will be prohibited since 2020. This convention was signed by Russia on 24 September.

People develop electronic thermometers (just as the analogue, a digital one) to replace mercurial ones. But there are some disadvantages: their frailty, low efficiency, also there is a difficulty of a continuous conjugacy with electrical systems of further reworking primary information. The digital thermometers which were mechanized with digital logic have a lot of

elements that helps to increase Dims, a mass, electrical energy consumption of the device and reduce reliability of the scheme.

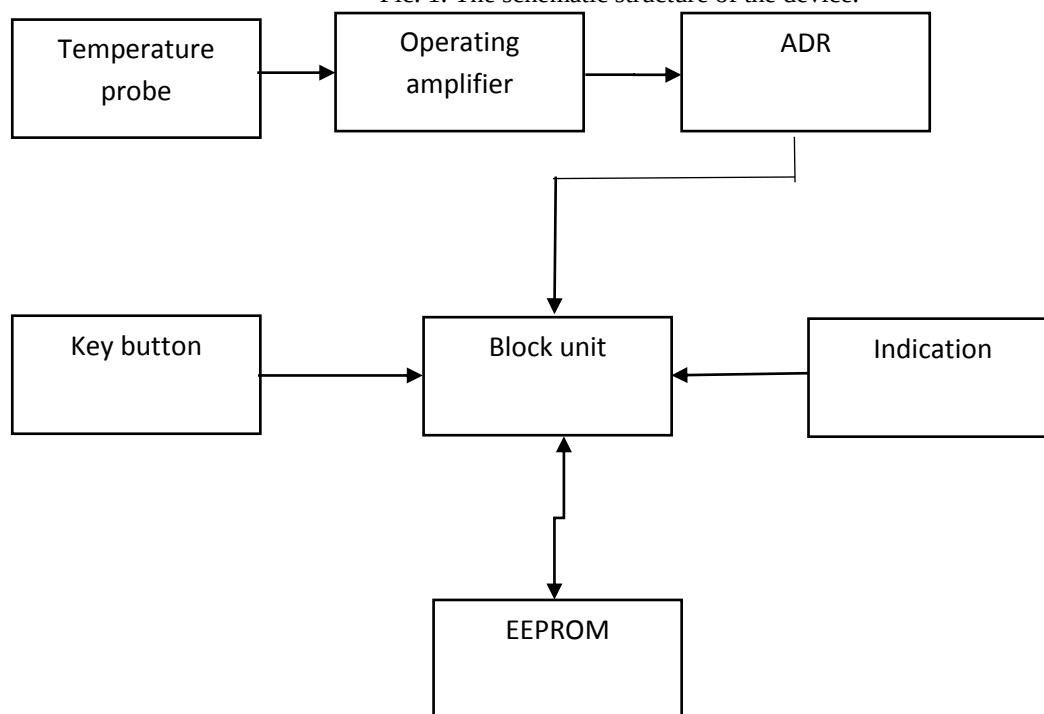
So the aim of this work is to develop such a thermometer which will be able to afford repairing the disadvantages mentioned above. The modern element based on the microcontroller gives a chance to realize these missions successfully and it expands functional abilities of the equipment.

A developed device includes the following blocks: the temperature probes, an analogous-digital reformer (ADR), a display unit, an indicator plant, a line adapter, a bleeper, a keyboard. It is important to increase voltage, because it is too low.

The measured signal from the operational amplifier gets to the ADR. This signal needs to be depicted on the indices. The LED indicators are used for such reflection. In the scheme acoustical signal is used to let know about the ending of the temperature measurement cycle. A pietistical element is designed to do this. The timers are used for the time counting of temperature measuring. As it was said above an actuating unit of the scheme could be built with the help of digital logic that leads to decreasing of the instrument accuracy. The schemes with high level of integration should be used to increase it. The microcontroller is the most suitable for this. It includes a time register, ADR and other peripheral tools [1].

A line adapter is used to energize each component part. The schematic structure of the device is represented in picture 1.

Pic. 1. The schematic structure of the device.



The measured signal increases in 5 times with the help of the operating amplifier and is transmitted to the ADR. Then a digitized signal occurs and it is shown on the indicator. The timer counts temperature measuring time. At the end of the measuring cycle the audio signal of the pietistical element occurs.

As a result of work, a thermometer with sound temperature indication of set level was designed. It operates with the help of self-contained supply. There is an audio signal when it gets set level of the temperature. As soon as the temperature level is lower than it is set, pietistical element, which rules audio signal, goes into the waiting mode. For the diapason increasing thermometer using a remote sensor could be used [3]. It allows measuring the temperature in hard to reach places, for example, in the fridge, in the furnace or in incubators.

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Аннотация. Статья посвящена прибору для измерения температуры – термометру. Был разработан электронный термометр с памятью и проанализированы полученные данные. При помощи этого устройства

автоматически контролируется температура в различных бытовых приборах и устройствах, а также может осуществляться контроль температуры окружающей среды. В схеме термометра реализована звуковая индикация для оповещения завершения цикла измерения температуры. В отличие от аналогов, это устройство может быть подключено к компьютеру для дальнейшей обработки данных.

Ключевые слова: электронный термометр с памятью, бытовые приборы, температура, компьютер, звуковая индикация, цикл измерения окружающей среда.

Summary. The article is devoted to a device for measuring temperature – a thermometer. An electronic memory thermometer was developed and received data were analyzed. With the help of this device it is possible to control the temperature in various household appliances and devices, and one can also monitor the ambient temperature. In the thermometer a sound indication is implemented to notify the temperature of the measurement cycle. This device can be plugged into the computer for further data processing unlike its analogues.

Keywords: electronic memory thermometer, appliances, temperature, computer, sound indication, measuring cycle, environment.

UDC 534.2

MODELING OF SIGNAL PROPAGATION IN SHALLOW SEA WAVEGUIDES USING IMPULSE RESPONSE

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A shallow sea waveguide can be viewed as a multipole with N inputs and outputs, transient properties of which can be described with partial impulse responses h_{ij} , $i=1,2,\dots,N$, $j=1,2,\dots,N$, each of which shows the signal at j^{th} output while feeding the delta function into the i^{th} input. The set of functions h_{ij} creates an impulse response matrix $\mathbf{h}$. Then the output signal vector $\mathbf{r}=(r_j)$ can be calculated as $\mathbf{r}=\mathbf{s}*\mathbf{h}$, where $\mathbf{s}=(s_i)$ – vector-line of input signal. To solve the signal propagation problem, viewing the waveguide as a multipole with a known impulse response has a number of advantages over [1]: signal Fourier transform is not needed; the convolution operation is conducted inside the time domain; the convolution is cyclic, which allows to model responses to continuous signals with a rapidly changing spectrum.

A response of Pekeris waveguide to impulses with a linear ($s(t)=\sin(2\pi(30+90t)t)$) and hyperbolic ($s(t)=\sin(2\pi(30+20t^2)t)$) frequency modulation is shown in fig.1. The distance is 10km, $\tau=2$ s. During response realization on LFM signal, a compression of modal impulses and dispersive focusing can be seen, 7 modal impulses are resolved, on HFM signal – 5 modal impulses. The 3rd (LFM) and 2nd (HFM) impulse modes undergo the highest compression.

Fig.2 shows character alteration of dispersive distortions, depending on depth of receiver in waveguide with a “thermocline” on SVP.

Impulse frequency is 250 Hz. The character of transient processes is connected with changing of mode profile with

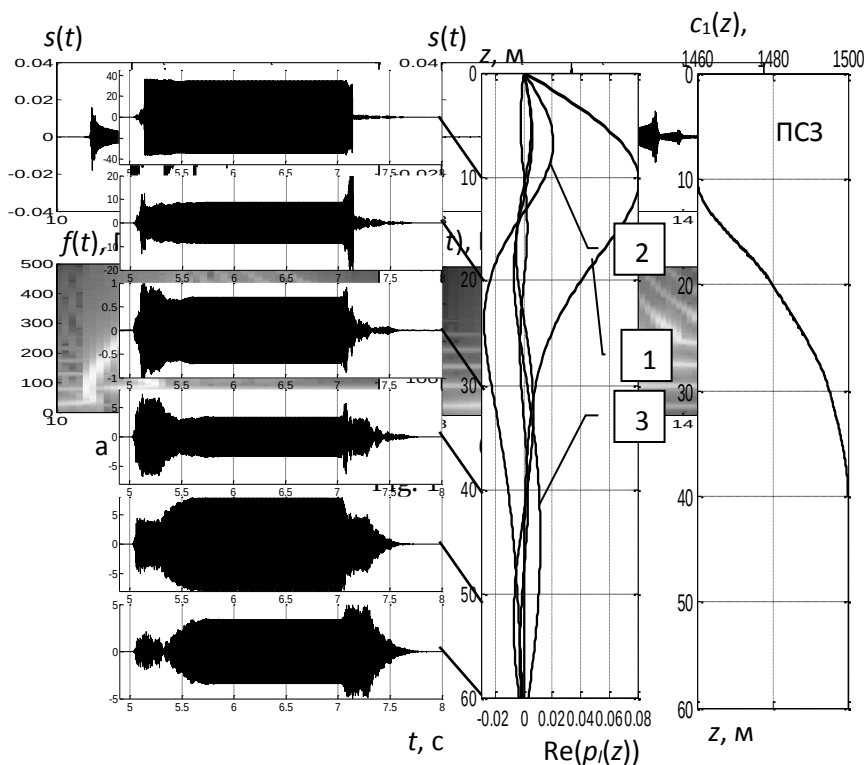


Fig.2

depth. The depth is 10m. The maximum of 1st mode profile is here, oscillations of which form an almost instantaneous front of main frequency entry [2]. Depth is 20m. Entry of 3rd, 2nd, 4th modes form a leading “ledge-splash”. Entry of antiphase 1st mode oscillations leads to decrease of process amplitude. With increase of depth, the amplitude of the stationary part of the impulse decreases, and the transient process becomes more complex. The impulses on depths of 40-60m are formed by 8th-10th modes.

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Аннотация. Для решения задачи о распространении сигналов волновод мелкого моря рассматривается как многополюсник с определенным количеством входов и выходов, обладающий известной импульсной характеристикой. Такое представление волновода имеет ряд преимуществ: не требуется преобразование Фурье-сигнала; операция свертки выполняется во временной области; свертка циклична, что позволяет моделировать отклики на непрерывные сигналы с быстро меняющимся спектром. Приведен отклик волновода Пекериса на импульсы с линейной и гиперболической частотной модуляцией.

Ключевые слова: волновод мелкого моря, импульсная характеристика, моделирование распространения сигналов, входной и выходной сигналы, линейная и гиперболическая частотная модуляция.

Summary. To solve the problem of signal propagation, shallow sea waveguide is viewed as a multipole with a certain number of inputs and outputs, which has a known impulse response. This waveguide view has a number of advantages: Fourier transform is not needed; the convolution operation is conducted inside the time domain; the convolution is cyclic, which allows to model responses to continuous signals with a rapidly changing spectrum. A response of Pekeris waveguide to impulses with a linear and hyperbolic frequency modulation is presented.

Keywords: waveguide in shallow sea, wave impulse response, modeling of signal propagation, the input and output signals, a linear and hyperbolic frequency modulation.

UDC 534.2

EVALUATION OF PRESENTATION POSSIBILITY OF SHALLOW SEA HYDROACOUSTIC WAVEGUIDE IMPULSE RESPONSE

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Horizontally layered waveguide in shallow sea may be considered as a linear multipole with parameters spread along the path. Wave impulse response (IR) $h(t)$ can be called a reaction of the system to an input signal in form of a delta function. Generally, IR of a waveguide will be a vector $\mathbf{h}(t)=h_{ij}(t)$, where i – number of inputs, j – number of outputs. The impulse response may be used for modeling of waveguide response to modulated signals. In this case, the output signal vector may be restored as a convolution of input signal with impulse response: $\mathbf{r}=\mathbf{s}*\mathbf{h}$.

Simulation of IR of a waveguide is also interesting as an independent problem, since the modeled IR is an idealization of waveguide reaction to signal formed by impact wave of an underground explosion. A comparison of experimental and modeled realizations provides a possibility of solving inverse problems – determining acoustic characteristics of mediums, which comprise the layered bottom [1].

To restore IR of a waveguide using the normal wave (NW) method, the acoustic field is calculated in a wide frequency range (the “KRAKENC” program, adapted for broadband calculations, was used for this). Using the inverse discrete Fourier transform, the IR of separate modes is restored. The impulse response of a waveguide is added up inside the time domain from IR of separate modes. This order is convenient, when a “mode selection” procedure is required – arbitrary modes can be turned “on” or “off”.

The impulse responses of 1st mode and spectrograms for a triple-layeredisovelocity waveguide for a distance of

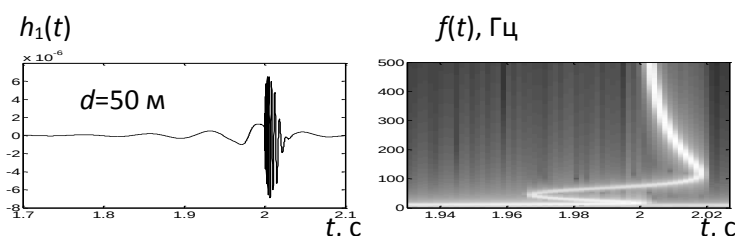


Fig.1

$r=2*1490\text{m}$ are presented in fig.1.

For an intermediate layer with a thickness of $d=50\text{m}$, the second group velocity maximum is higher than velocity of sound in water c_1 . The kinematic moment of the ground wave entry, propagating along the layer-half-space border is $t_3=r/c_3\approx 1.6\text{s}$. The amplitude and frequency of ground wave increase up to second wave entry, propagating along water-layer border in moment of $t_3=r/c_2\approx 1.964\text{s}$, at this point, a deviation of instantaneous phase from a sinusoidal dependence can be seen on the impulse response. Up to the water wave entry in moment of $t_1=2\text{s}$, three frequencies can be distinguished on the spectrogram: two increasing – one faster, the other – slower, and one decreasing. Two frequencies coincide during moment t_1 , after which, the frequencies in water and ground waves approach and coincide – Airy phase is established [2].

Fig.2 shows IR of a waveguide 20m deep with a constant SVP (sound velocity profile) and a layer with sound velocity gradient 20m thick. The distance of $1500*10\text{ (m)}$, with corresponds to kinematic moment of water wave entry 10s. A leading frequency entry is separated, corresponding to the group velocity maximum of the 2nd mode. Quick “illumination” of higher modes leads to an almost harmonic end of the process with a 1st mode Airy wave.

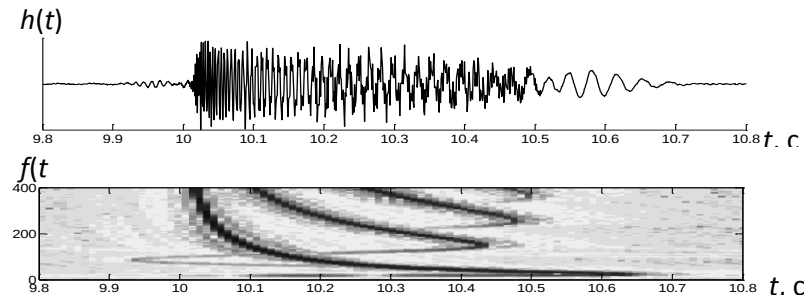


Fig. 2

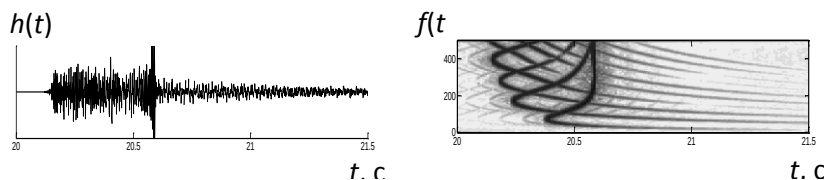


Fig.3.

Fig. 3 shows IR of a waveguide with a minimum on SVP, corresponding to near-surface waveguide and a bottom as a layer 15m thick, with acoustic characteristics of coarse sand, below it – half-space.

A fundamental distinction of refractive waveguide IR from isovelocity waveguide IR – is the inverse order of mode entry, as a result of which a maximum is formed not at the beginning, but at the end of the process, during 1st mode signal entry.

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Аннотация. Горизонтально-слоистый волновод мелкого моря рассматривается как линейный многополюсник. Импульсная характеристика волновода может быть использована для моделирования отклика волноводов на модулированные сигналы. Показана возможность решения обратных задач, например, определения акустических характеристик сред, из которых сложено слоистое дно. Используется метод нормальных волн для вычисления акустического поля в широком диапазоне частот. Приведены импульсные характеристики и спектрограммы для трехслойного изоскоростного волновода.

Ключевые слова: волновод мелкого моря, волновая импульсная характеристика, метод нормальных волн, кинематический момент вступления грунтовой волны, амплитуда и частота грунтовой волны.

Summary. Horizontally layered waveguide in shallow sea is viewed as a linear multipole. The waveguide impulse response may be used for modeling of waveguide response to modulated signals. A possibility of solving inverse problems is shown, for example, determining acoustic characteristics of mediums, which comprise the layered bottom. The normal wave method is used to calculate the acoustic field in a wide frequency range. The impulse responses and spectrograms for a triple-layered isovelocity waveguide are presented.

Keywords: waveguide in shallow sea, wave impulse response, the normal wave method, the kinematic moment of the ground wave entry, the amplitude and frequency of ground wave.

SAFETY ISSUES OF TRANSPORTING BULK CARGO ON SHIPS

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The marine industry plays an essential role in international trade. Ocean going vessels represent the most efficient and often the only method of transporting large volumes of basic commodities, finished products and, of course, bulk cargoes. Each type of cargo transported requires some safety precautions and actions to prevent cargo incidents.

Unfortunately, the issue of piracy and the risks it causes to ships and crew are widely discussed by mass media. However, the rate of crew loss in bulk carriers almost twice as high as that concerned with piracy. It is an average of 24 deaths per year in bulk carrier incidents [1]. Perhaps the shipping industry should pay much more attention to everyday risks, especially, to transporting bulk cargo on ships.

Bulk carriers haul a wide range of products. Some of the most commonly handled dry bulk materials are coal, cement, grain, sulphur, fertilizers, iron ore and sugar, and even some raw construction materials. These products are not packaged separately and transported in large quantities in the hold of a ship. Many dry bulk cargoes are also classified as 'dangerous goods' and require special attention during loading, transportation and discharging. While the carriage of solid bulk cargoes provides potential hazards and thus require efficient and safe stowage and shipment [1]. Taking into account all the above-mentioned factors the safety issues of transporting bulk cargo on ships are actual aspects of the ship's safety and the essential part of good seamanship.

There are some risks involved with bulk cargo transportation. The most common among them are cargo shift, falling cargo from the height, and dust from working cargo, cargo liquefaction and fire [2].

Cargo shift is one of the most common dangers on bulk carriers. This problem is greater for ships carrying grain cargoes. For example, grain settles by about 2% of its volume [1]. Because of this settling, small empty spaces exist on the top of grain surface. These empty spaces permit the grain to shift, and it reduces the stability of any ship carrying it. Sometimes even product carried in bulk may leave empty space in settling, and as the vessel alters her course, this situation could create a hazard for anyone near the cargo if it isn't properly stored or locked down.

Trimming is undertaken to reduce the danger of cargo shifting. As well as using the proper stowage material for securing cargo and checking it at regular intervals are the main steps for preventing cargo shift.

Cargo falling from height is the next common risk aspect. Cargoes like iron ore, quartz and steel scraps are high density cargo. There is a possibility of cargo falling from height during cargo operations. Cargo may either fall from the conveyor belt of the ship-loader or from the discharging grab on to the deck of the ship causing damage to the deck, the ship's equipment or even can hurt crew members.

Cargo operation should always be monitored by responsible officers and should be carried out by special hired personnel or/and by proper instructed crew members. Persons who are involved in the cargo operation should wear protective clothing including hard hats, safety shoes and highly visible vests.

Dust is also one of the most common hazards in bulk carriers [3]. Many bulk cargoes are dusty by nature and it couldn't be avoided. Crew members should only minimize the affect of dust. Dust particles can have disastrous effects on health. Dust can cause sneezing and irritation of the eyes. Protective face masks or/and suitable respirators should be worn. Filters should be renewed when soiled. Deck machinery should be properly protected as they can be affected by dust. This hazard is placed on the third place because it is the most 'popular' cause of the health problems among seamen and workers on bulk carriers.

Cargo liquefaction is a phenomenon in which solid bulk cargoes are suddenly transformed from a solid dry state to an almost fluid state. Many common bulk cargoes such as iron ore fines, nickel ore and various mineral concentrates are examples of materials that may liquefy. Liquefaction makes the cargo slide and shift in one direction reducing the ship's stability. And ship may even capsize in extreme cases. To avoid cargo liquefaction the chief officer should examine shipper's declaration before loading any bulk cargo. The moisture content of the loaded cargo should not exceed the transportable moisture limit. Statistics show that shipper's declaration can be faulty. Spot checks can also be carried on board ships for checking the moisture content.

Many bulk cargoes have a tendency to heat up due to the oxidation process and it can take place during the voyage. Common cargoes like coal, sulphur, cotton, fishmeal are liable to spontaneous heating, especially if left unchecked. Coal also emits methane which is a flammable gas. When mixed with air it can form an explosive mixture. Dust created by certain

cargoes may also create an explosion hazard. Sulphur dust can readily ignite causing an explosion. Friction between cotton bales can cause spontaneous combustion and produce heat. Fire precautions should be strictly observed on bulk carriers.

In conclusion, discussing the safety issues of bulk cargo transporting the IMSBC code and IMO regulations should be consulted for the safe stowage and shipment of solid bulk cargoes in order to prevent accidents and cargo incidents. Both officers and shippers should be aware of the risks of bulk cargo. Suitable precautions and good seamanship should be adopted to minimize and overcome the hazards of bulk cargoes. The mentioned in this article cargo hazards are among the most common and dangerous but not the only ones.

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Аннотация. Перевозка морем навалочного/насыпного груза связана с некоторыми рисками, которые могут повредить судно и его оборудование или угрожать здоровью членов экипажа. Существует пять самых распространенных рисков, которые возникают на балкерах во время грузовых операций, при креплении груза или транспортировке навалочного/насыпного груза. В статье описаны такие опасности, как смещения груза, падение груза с высоты, образующаяся при работе с грузом пыль, пожар. Автор анализирует меры предосторожности, необходимые для предотвращения несчастных случаев на судне.

Ключевые слова: судоходство, безопасность, навалочный/насыпной груз, риски, грузовые операции, меры предосторожности, балкер.

Summary. Bulk cargo transporting on ship is connected with some risks that can damage the ship and her equipment or can endanger the health of crew members. There are five most common risks that happen on bulk carriers during cargo operations, cargo stowage or cargo transportation. Such hazards as cargo shift, cargo falling from height, cargo liquefaction, dust from working cargo and fire are described in this article. Safety precaution measures for preventing cargo incidents and ship's accidents are analyzed by the author.

Keywords: navigation, safety, bulk cargo, risks, cargo operations, cargo transportation, precautions, bulk carrier.

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METHODS OF SURVIVING IN EMERGENCY SITUATIONS ON BOARD SHIPS

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Modern Shipping Industry in spite of attempts to become as safer as possible constantly faces various disasters, hazards, vulnerabilities and risks. In order to survive at sea there are many innovations intended to assist sailors in any emergencies and critical situations. The following inventions aim to keep people alive in different cases of troubles. We propose to look through some of them more detailed to get better perceptions of them [5].

The first and the most common one is *Floating Shelters*. The winner of the 2015 Red Dot Award [2], the shelter can be quickly inflated with its built-in, high-pressure carbon dioxide gas chamber. It has an underwater stem, which contains the gas chamber, which can convert sea water into fresh water as well.

The second one is *Solar-Powered Water Purifier*. Disaster victims may not have access to clean water essential for survival after any destructive event. Recent innovations address this problem by converting sea water into fresh water using solar-powered devices [3].

Drones are flying devices can play a key role in disaster relief efforts. Drones such as the Precision Hawk Lancaster can survey disaster areas and provide visual data to first-responders to determine where victims may be as well as map the best approach for relief and rescue [3].

Flood Barriers. When floods are expected to hit a community, whether by overflowing rivers, lakes, or bays, sandbags have been a common defense mechanism. However, filling bags with sand takes a considerable amount of time and the barrier can only be used once. The Wata-Wall Flood Defense barrier provides an alternative. It's a set of large, hollow cubes that connect, can be filled with flood water, and stacked as a flood wall. Each cube, when filled, weighs about 700 pounds. They can be emptied, stored, and used again.

High-speed navigation device. The invention is intended to save people in the water at the courts accidents or accidents for rescuers, and for being saved, as well as for entertainment and sporting purposes. The device comprises a shaft with blades at the ends and in the middle of the float. Rod and float blades are flat, streamlined, made of materials such as flexible foam or foam type resilient plates. Next to the blades installed additional blades ladle-shaped or funnel-shaped. Provides rescue people in the water due to the rapid departure from the place of the accident, as well as provide high speed.

Stabilizing balon. This method of saving people when falling from a height, in which with the help of jet devices reduce the speed of the fall, the device is put on the back, fix it with respect to the human body, disclose an inflatable stabilizing balloon is oriented falling body, calculate the distance to the water surface, and when the braking height create thrust by means of a jet engine, directed against impingement velocity vectors, thus control the operation of the jet engine depending on the speed of incidence and distance to the water.

Underwater vehicle for the rescue from sunken compartments. The process of saving people from the compartments of overturned ship includes transportation to rescued breathing system having air hose, and the subsequent withdrawal of the saved from the compartment. At the same time the delivery of the respiratory system is carried attached to a hose on the cable remote controlled unmanned vehicles, the bow is permanently placed this respiratory system and device to attach the saved and recent conclusion perform their towing this machine running in reverse. In addition, unmanned underwater vehicles equipped with propulsion and steering system, pointing device, the television complex lighting system, a cable connected to place on the carrier of the device winch and control, cells to accommodate self-contained breathing apparatus, and placed his bow equipment due to the rescues and the means for attaching the unit to the last.

The device to save the fallen overboard. Salvage tool provides floating network with cylinder fixed on opposite sides of the sheet floats and slidably fixed on the perimeter of the network, as well as the lifeline to the buoy, which is associated with the ends of the rod. Floating fit between the cylindrical net floats, together with which is covered with detachable locks cuffs, responsive to contact with water, and after another half inflection split collar fixed with lock responsive to contact with water. When throwing to save the person mentioned locks open and floating network unfolds.

Collapsible velolast. The invention relates to small-sized collapsible flotation devices. Collapsible velolast comprises a frame with float buoyancy belt and straps to secure the frame to the swimmer. Frame serves as the guide for moving the two pairs of clutches associated with the propeller shaft. And a pair of sleeves connected to foot pedals, and the second – with handles for the hands. The technical result is to increase the speed of movement in the water

The valve mover. The valve mover is designed to move an object and to improve its speed of movement. The support portion is attached to the ribs pivotally connected to the base. Connection means between the rods comprises ribs associated with the base axis and freely sleeve mounted thereon. The support portion is made of an elastic material with a concave surface. Pockets are arranged on the support surface of the support portion. Limiter upon expansion mover is the supporting part, and when folded – base.

Aeroballistic rescue system. As a means of transport means of using ballistic and cruise aircraft. Ballistic missile consists of a carrier and the head of the / MS / that companies from body heat, and nested in the automatic machine-winged rescuer / AC /. With the help of the carrier rocket warhead is delivered in a low-altitude area, located on the way to the disaster area, converted to MS level flight at subsonic speed AC output from the heat body, open his wings and start the engine. AC equipped with systems management and appraisal, confinement location to save people or objects in the disaster area on information featured various physical nature, they create in the surrounding background environment. The result of the identification and decision-making subsystems perform descent rescue funds at low altitude with a "soft" landing on the distress people or objects [1].

All crewmembers located on the vessel should have personal protective equipment which helps to keep them safe in emergency situations. There are many innovations intended to help in different disasters. Further perspectives are obvious, as the ships are being modernized and becoming more and more automatically controlled, accordingly, the technologies of rescue at sea will be improved. If all the same it will be possible to introduce these technologies on modern ships, navigation will become more safe and reliable. The introduction of new technologies is very expensive "manipulation", but the human life is priceless treasure.

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Аннотация. В статье ставится задача рассмотреть современные средства спасения, предназначенные для сохранения жизни людей на море. В результате анализа автор статьи предлагает технические средства и изобретения для спасения. Эти средства обладают самыми необходимыми свойствами в случае экстренной ситуации на море. При сохранении жизни важно понимать, что все существующие средства спасения не всегда оказывают должного эффекта, а внедрение новых могло бы увеличить шанс выйти из опасного положения.

Ключевые слова: спасение на море, инновационные методы, инновации, типы спасательных средств, чрезвычайные ситуации.

Summary. The article aims to consider the effect of saving people's lives at sea using innovative means of salvation. As a result of the analysis, the author of the article offers technical means and inventions for salvation. These facilities have the most necessary properties in case of an emergency situation at sea. With the preservation of life, it is important to understand that all the existing means of salvation do not always have the proper effect, and the introduction of new ones could increase the chance to emerge from a dangerous situation.

Keywords: rescue at sea, innovative methods, types of life-saving appliances, emergency situations.

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THE CONCEPT OF STORM AND ITS INFLUENCE ON THE NAVIGATION

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Most of us associate the sea with warm gentle waves, beautiful sandy beaches to enjoy summer vacation. We cannot even imagine how terrible and dangerous it can be not only for ships, but also for humans. The present article is aimed to investigate the concept of storm and its influence on the navigation.

Translated from Dutch a word "storm" means "a gale, strong wind, which is accompanied by the formation of tall, massive waves, threatening shipwreck" [1, p. 24]. The wind speed in storm is more than 19 m/s. In numerous observations conducted by American scientists, it was found that for the areas located in the northern latitudes, the snow storm can be considered a winter storm during which the wind speed exceeds 56 kilometers per hour.

To study any phenomenon it is the most important stage to develop its classification focusing both on the characteristic properties of the studied natural phenomena and the changing characteristics. Storm as weather phenomenon is sure to be extremely dangerous for shipping these days, but in the era of wooden sailing vessels to face it meant almost inevitable death for the ship and her crew.

We cannot but mention that the scale consists of 12 points, based on its development, wind speed and wave height [2, p. 91]. According to the classification, a zero value is assigned to calm windless weather, when the excitement of the sea is virtually absent. We are accustomed to talk about storm if air velocity exceeds 19 m/s, and the wave height reaches 3-4 meters. This storm is considered to be weak and corresponds to 9 Beaufort scale reading.

With the increasing wind speeds up to 27 m/s, and the height of waves up to 6 meters, it is possible to speak of a violent storm. At wind speed of 31 m/s and a wave height of up to 9 meters a storm is called brutal – these figures correspond to 11 points. If the speed of air masses movement is greater than 33 meters, and the waves rise up to 13 meters high, or even higher, such storm receives a 12-point score and is called a hurricane.

Storm for a sailor is one of the most dangerous natural phenomena. Even today, at the present level of shipbuilding development with cutting-edge equipment, getting into a massive storm threatens the ship by damaging ship systems, or by cracking the plating, the loss of vessel and crew being the worst consequence.

Therefore having received a storm warning ships should change the course, if it is possible, and try to go to the nearby harbor to wait till rough weather is over.

The picturesque tropical islands pay for the violence of typhoons and hurricanes with the destroyed and flooded houses, overturned and broken cars, uprooted and broken trees [3, p. 12]. Quite often hurricanes are accompanied by loss of life of those, who did not or could not find a safe haven from the weather.

The frequency of storms in recent years has increased significantly in comparison with the figures of the twentieth century. Scientists explain this fact by global warming, which leads to the atmosphere imbalance and dangerous turbulence [3, p. 35].

The strength of storms observed in the last decade has also drastically increased. Modern seafarers need to be particularly careful and cautious, sensitive to weather forecasts and try to stay away from danger at the slightest sign of a deadly storm.

As for the dynamics of the vessel under agitation it is necessary to distinguish two modes of navigation: the first one is when the ship keeps the direction of movement. If necessary, she reduces her speed to avoid excessive shock waves on the board and flooding, or reduces the amplitude of pitching; the second one, called the storming mode – when sailing safety forces to play it by ear, stopping to proceed in the given direction and instantly selecting courses and speed most favorable for the ship under these conditions, while maintaining a general direction to follow.

The behavior of the ship in rough seas depends on the shape and size (including propulsion and steering system), load, boat speed, wave characteristics and azimuth between the ship and the excitement, wind characteristics, water depth and bottom topography [4, p. 51].

In navigation practice, depending on the azimuth spread of the most significant system of waves, the following types of storming can be distinguished: against the waves, along the passing wave, by a lag (board) to the wave, the excitement “in the cheekbone”, the excitement “in the sink”, as well as pyramidal excitement when it is practically impossible to determine waves direction to the vessel [4, p. 67]. It is worth noticing that when moving in a seaway ship undergoes oscillatory motion in six degrees of freedom: horizontal longitudinal (surging), cross-horizontal (swaying), vertical (heaving), boarding, pitching and yawing.

To sum everything up, consequences of storm phenomena are associated with the ship movement in a seaway in rough seas when ship may experience pitching in all six degrees of freedom, and may also be subject to the following situations: dynamic loads on the vessel hull due to the action of cutting forces and bending moments, reducing speed, wave sweeping, severe damage to the navigational equipment, etc. So, the weather factor being often unpredictable, the safety of navigation depends not only on the constructive features of the vessel and cutting-edge equipment but also on the experience and skills of the crew, which should be highly-trained.

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Аннотация. В данной статье речь идет о том, что моря и океаны являются опасностью для людей и судов. Эта опасность вызвана сильными, сокрушительными штормами, которые способны мгновенно погубить судно и его экипаж. Дается классификация штормов по 12-ти бальной шкале, начиная с нулевого балла, и заканчивая двенадцатым – самым смертоносным. Описываются последствия стихийных буйств. Разъясняется причина их возникновения. Перечисляются меры предосторожности и рекомендованные действия для навигации в штормовую погоду.

Ключевые слова: шторм, экипаж, кораблекрушение, шкала Бофорта, глобальное потепление, азимут, степень свободы, волнение, динамическая нагрузка.

Summary. This article focuses on the fact that the seas and oceans are a great danger to people and vessels. This risk is caused by the strong, devastating storms, which are capable of destroying the ship and her crew immediately. They can be assessed by a 12-point scale, ranging from zero point, and finishing with the twelfth – the most deadly point. The consequences of stormy phenomena are described. The reason of their appearance is analyzed. Precaution measures and recommendations for navigation in rough weather are enumerated.

Keywords: storm, crew, shipwreck, Beaufort scale, global warming, degree of freedom, excitement, dynamic load.

HOVERCRAFT DESIGN FEATURES

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There are a lot of innovations in shipbuilding owing to the fact that the issue of improving the seaworthiness and stability of any vessel has always been very crucial. Nowadays there are different types of hovercraft being produced and used throughout the world. For many centuries man tried to travel over the world's seas at ever increasing speeds. This article is dedicated to the cutting edge technology of Hovercrafts.

Hovercrafts are assumed to be fundamentally new means of water transport, which has high maneuverability and high speed. They can move at a speed of over 200 knots, their operation is possible not only on small rivers with access to a sloping bank, but also in the marshes, over ice, etc.

As for engine powering it provides both the lift cushion and the thrust for forward and reverse movement. It is a true multi-terrain, year-round vehicle that can make the transition from land to water without touching the surface. A Thrust propeller provides forward propulsion and directional control is accomplished via rudders mounted aft of the Thrust Fan [1, p. 88].

Let's consider the air cushion creation technology. The unique mechanism is the following: the lift Fan provides air to inflate the "Skirt" to create a semi-sealed area between the hull and the ground permitting the craft to "hover" over ground surface. Lift is controlled by the lift throttle handle on the left side of the handle bars. This regulates air pressure and volume in and under the skirt. That is why steering is accomplished with moveable rudders mounted behind the thrust propeller. So a horizontal wing acts as an inflight trim system.

We cannot but say that Hovercraft is a vehicle which travels over any surface on a cushion of air which is trapped in a chamber under the vehicle. This chamber is supplied with air under pressure from an axial 4-blade lift fan. The top and bottom of the chamber is formed by the vehicle bottom and the surface over which the vehicle is traveling respectively. The sides of the chamber are formed by the flexible skirt. As it is shown in the fig.1, the simplest skirt is the "C" skirt.

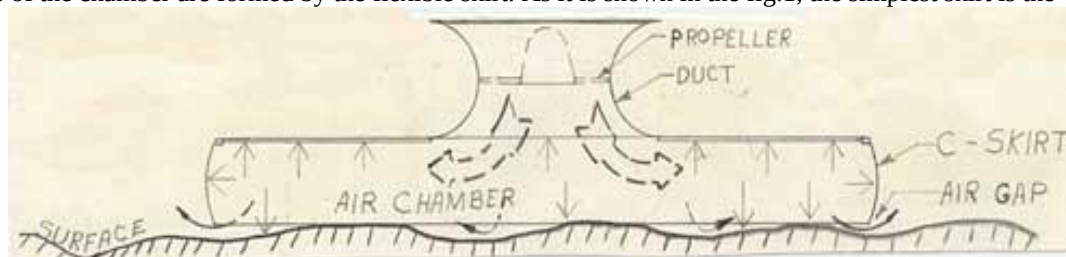


Fig.1 The air cushion creation on the example of "C" skirt

It is evident that a vehicle using a "C" skirt must have a round or nearly round platform shape to enable the skirt inflate and contain the air properly. This skirt should have a maximum height of about 10-15% the diameter of the vehicle. Any greater height will result in less stability. Therefore there must be a sufficient volume of air supplied to the chamber so the air escaping from gaps between the skirt and the surface is replaced. It is worth mentioning that operating over a smooth surface requires less air supply than operating over a rough surface. Operating over grass, especially tall grass requires a much higher volume of air than over concrete or ice respectively.

To ensure the turning ability of small vessels air rudders are usually used. Sometimes the turn is completed only by the machine inclination or deflection of air jets or by change the operating mode of the two propellers of controllable pitch. Braking is performed by air controllable pitch propellers, an inclination of the device or the air flow direction [1, p. 77]. Sufficiently rapid deceleration during the motion of the water surface may be accomplished by stopping the fan motors and propellers.

Despite all advantages being described, one of the main drawbacks of hovercraft is a large splashes formation, which impairs the view from the wheelhouse, especially at low speeds, and increases resistance to movement of the ship [1, p. 90].

To sum everything up according to the article new technologies were introduced in order to make the speed increase possible. Higher speeds were achieved with hydrofoils and air cushion vehicles. The practical maximum speed of all marine craft mentioned so far lies around 100 km/h. But the drawback of the recent trend for high-speed marine craft is ever increasing power requirement and fuel consumption. So it is very unlikely that any "conventional" marine craft will be able to operate at much higher speeds with acceptable fuel efficiency. The excessive power requirement of high-speed marine craft is mainly caused by viscous drag; well over 50% of the drag is caused by water friction. That is why the obvious solution will be to minimize water contact.

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Аннотация. В статье содержится информация о судах на воздушной подушке и их особенностях. Дано упрощенное описание устройства судна. Описан способ создания воздушной подушки. В статье рассказывается о возможностях судна на воздушной подушке, о его высокой проходимости и скорости. Кроме того, уделено особое внимание маневренным качествам судна. Описан способ обеспечения поворотливости и осуществления торможения с помощью воздушных рулей. Анализируются недостатки судов на воздушной подушке, среди которых выделяют брызгообразование и чрезмерное потребление мощности.

Ключевые слова: воздушная подушка, проходимость, скорость, поворотливость, торможение.

Summary. This article states information about hovercrafts and their features. A simplified description of the vessel design is given. A method for creating an air cushion is specified. The article tells about the possibilities of a hovercraft, its multi-terrain possibility and speed. In addition, special attention is paid to the maneuverability of the vessel. The issue discloses a method of providing braking and turning capacity via air rudders. Shortcomings of hovercrafts are analyzed, splashes formation and excessive power consumption being some of them.

Keywords: air cushion, throughput, speed, turning, braking.

UDC 656.612

THE CONCEPT OF GLOBAL MARITIME DISTRESS AND SAFETY SYSTEM AND ITS USAGE

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The concept of safety at sea is obvious to be vital. That is why many systems are being elaborated to provide safe conditions for navigation. The most important one is the Global Maritime Distress and Safety System, which is an international system using on shore, satellite and ship methods of emergency radio communication. It was developed by the members of the International Maritime Organization (IMO). According to International Convention of life safety at sea all ships should meet the requirements of GMDSS. The aim of this article is to specify the concept of GMDSS and analyze what equipment it employs and how it operates.

It is worth assuming that GMDSS assists only in emergency situations at sea. It increases the probability of the fact that SOS signal sent by vessel in emergency will be accepted, simplifying search and rescue of people survived. GMDSS coordinates better life-saving services near the area of incident.

We cannot but tell some words about this systems history. Since the invention of radio (the end of the 19th century), ships have relied on Morse code, invented by Samuel Morse and first used in 1844, for distress and safety telecommunications.

The need for ship and coast radio stations to use radiotelegraph equipment, and to listen to a common radio frequency for Morse encoded distress calls, was stressed after the sinking of the liner Titanic in the North Atlantic in 1912.

So it was in 1979 when a group of experts drafted the International Convention on Maritime Search and Rescue. The IMO requested the experts to create a Global Maritime Distress and Safety System to provide support in the search and rescue communication [2]. Let's learn now, what equipment is used by the Global Maritime Distress and Safety System.

Digital Selective Calling (DSC). This function allows the ships to produce automatically required control on emergency and on-call channels instead of their continuous monitoring by the operator. The receiver equipped by the system of digital selective call reacts only to its unique identifier (Maritime Mobile Service Identity number) and to general call for all ships in communication. After contact between radio voice radio traffic is produced in other frequency channel.

Satellite communications. Satellite system INMARSAT (International Mobile Satellite Organization based in 1979) supplies a global communication with the exception of subpolar regions. INMARSAT A (issued in 2007), B (issued on the

30th of December, 2016) and C terminals are used to transfer SOS signal in zones where communication with search and rescue services by radio stations with selective call is absent.

406 MHz emergency beacons of the system COSPAS / SARTSAT. Satellite system COSPAS / SARTSAT supplies detection of EPIRB (Emergency Position Indicating Radiobeacon), transmitting signals and information of vessel on emergency frequency within the range of 406 MHz. The presence of floating beacons of this system is compulsory for large ships in most countries and is recommended for all small ships. Each beacon is registered by owner of the vessel in the database of COSPAS / SARTSAT beacons [1, p. 31–36].

Search and Rescue Transponder (SART). Radar transponder is a portable device working within the ship radars frequencies range. Having received radar signal the device transmits the series of pulses displayed on the radar screen as the group of points. Radar transponder allows defining the place of undergoing disaster with high accuracy. In this case when the crew abandons an emergency vessel, radar transponder should be displaced to life-saving swimming facility [3, p. 31-78].

GMDSS is known to use three ways of information transmission: to report the ships undergoing disaster, weather forecasts and storm warnings. The first way is the transmission of information with the aid of NAVTEX receivers which provide an entirely automatic reception up to 300 sea miles from coast stations. The second one is INMARSAT-C terminals receive Enhanced Group Call – SafetyNET for zones lying out of the system NAVTEX action. The last way of information transmission is Narrow Band Direct Printing, which is alternative of Enhanced Group Call [2].

Though the transfer of the SOS signal from one vessel to another is one of the main functions of GMDSS, its most important function is to transfer the SOS signal to coast life-saving services. All vessels equipped with GMDSS are capable of passing SOS signal at least by two various ways. And necessary GMDSS equipment aboard vessel is defined by availability of coast receiving stations and the zone of its navigation.

Therefore it's worth to analyze 4 types of GMDSS international sea zones.

1) Sea zone A1 (40 sea miles) is in communication of coast stations equipped with very-high-frequency radio stations with selective call.

2) Sea zone A2 (150 sea miles excluding zones A1) is in communication of coast stations equipped AM (medium waves) frequency radio stations with selective call.

3) Sea zone A3 (70 degrees of Northern latitude are 70 degrees of Southern latitude, excluding zones A1 and A2) is in action of geostationary satellites of system INMARSAT.

4) Sea zone A4 (pole areas) includes territory not covered by the zones A1 – A3 [2].

Thus, GMDSS was equipped by cutting-edge equipment for performance of its tasks. According to International Convention of safety of life at sea all ships should meet the requirements of GMDSS.

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Аннотация. Объектом исследования является Глобальная морская система связи при бедствии, являющаяся международной системой, использующей береговые радиостанции, спутники и судовые радиостанции для обеспечения помощи судам, попавшим в аварийную ситуацию. Целью данной работы является выделение основных задач ГМССБ; ознакомление с историей её создания. Автор предлагает анализ специализации и ограничений по применению разных видов оборудования, применяемого ГМССБ. Рассматривает все способы передачи информации, доступных ГМССБ, а также типы международных морских зон ГМССБ.

Ключевые слова: ГМССБ, код Морзе, ИМО, цифровой избирательный вызов, спутниковая связь, ИНМАРСАТ, система КОСПАС / САРСАТ, поисково-спасательный передатчик, морские зоны.

Summary. The object of research is the International Global Maritime Distress and Safety System which uses coast radio stations, satellites and ship radio stations for supplying aid to the vessels in case of emergency and disaster. The purpose of this work is to define basic objectives of the GMDSS; to get acquainted with the history of its creation; to give detailed analysis of the various kinds of equipment used by GMDSS, its specialization and application limitations. All ways of information transmission applied to GMDSS are analyzed, and the types of international sea zones of GMDSS are learnt in the work.

Keywords: GMDSS, Morse code, IMO, digital selective calling, satellite communication, INMARSAT, COSPAS / SARTSAT system, search and rescue transponder, sea zones.

UDC [656.614.3 : 502.3] = 811.111

**THE INTERNATIONAL PROBLEM OF SEA AND OCEAN POLLUTION
BY OIL AND GARBAGE. MARPOL 73/78**

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It is a well-known fact, that seas and oceans play a vital role for all mankind. They are used to catch most fish species, extract the mining and minerals, transport all types of cargo, build health resorts for people treatment and rest and this is not a complete list of everything the seas and oceans are being used.

As far as we all know, transport by sea is the most profitable and popular among all existing kinds of cargo transportation. At the moment by sea it is transported almost everything, including dangerous for environment goods and liquids, such as oil. Oily products released into the sea could result in serious consequences for the environment and people in general. The present article is aimed to analyze one of the most effective ways of sea protection by far: the establishment of International Convention, namely MARPOL 73/78. It is sure to provide a wide range of measures to prevent accidental pollution of sea, especially by oil products and avoid oil spills in the open water areas [1].

Annex 1 to this Convention includes the severest restrictions for oil vessels with a gross capacity of more than 400 tons and tankers with a gross tonnage of more than 150 tons (Chapter 2, Rule 9-limitation of the discharge of oil), as well as full prohibition in special sailing areas (Chapter 2, Rule 10-methods for prevention of oil pollution from ships navigating in special areas) [2]. Chapter 1 sets out the rules for the inspection of oil tankers with a gross tonnage of more than 150 tons and other vessels with a gross tonnage of more than 400 tons (rule 4-surveys and inspections), followed by issue of the international oil pollution prevention certificate (rule 5-issuance of certificates) [3]. Rules 4, 5 are included to the Convention because of the possibility of oil spills associated with technical malfunctions of vessels neither detected previously nor fixed, that may cause imminent consequences. Thanks to this Convention all conditions were created to exclude accidents involving oil spills at sea. But the crucial thing is that all participants must obey these rules. That is why the severe penalty system was created to punish the companies which neglect or violate these restrictions.

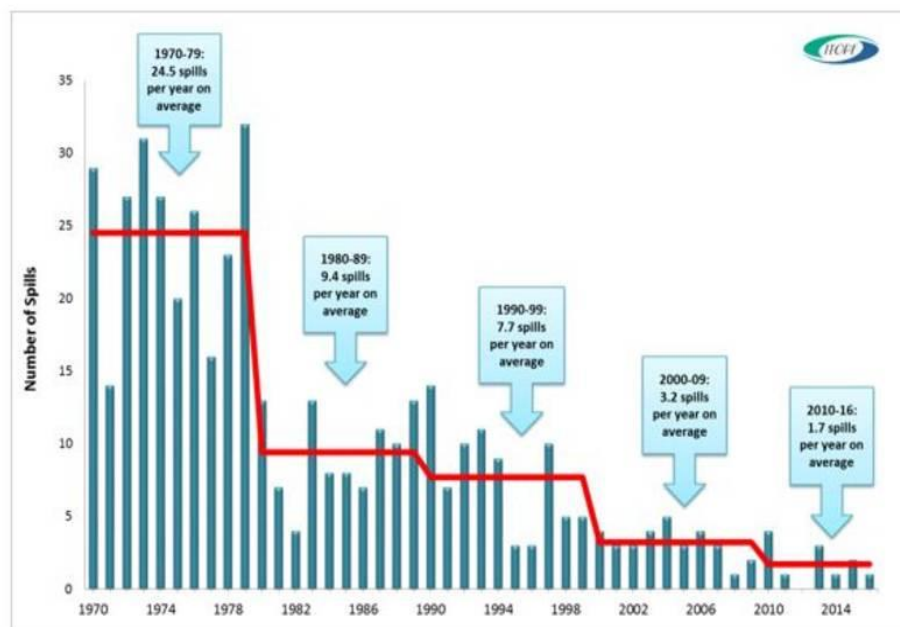


Figure 1. Oil spill statistics from 1970 to 2016

We can refer to the figure 1, which shows statistics of oil spill from 1970 to 2016 [4]. According to the analyzed data, we can conclude that after the Convention establishment the number of oil spills has been reduced in more than five times. So in accord with the figure 1, over the years, the spills accidents can almost disappear if this positive tendency will keep firm.

The other quite vital problem related to pollution of the marine space is release of garbage and other wastes from ships. Unfortunately, this problem applies

not only to foreign, but also to the Russian ships, where this kind of action is very likely to happen. Annex 5 of MARPOL Convention is governed by rules that specify a list of wastes and the distance to the shore, where the emission of wastes is allowed (rule 3 – Garbage outside special sailing areas), as well as a ban on the release of a certain category of trash in special sailing areas (Rule 5 – garbage within special areas) [2]. But not everybody still believes that these rules are applicable to all, and throw out the trash near the coast, beaches, clogging them. What is the result of such actions can be

brightly shown by the example of Vladivostok port, where the wind carries away debris and litter not far from the port along the berths. Unfortunately there are too many examples like this in Russian Federation.

To sum everything up we can conclude that there is a big need for tightening up the penalties related to shipowners who fail to observe the rules of the Convention. It is essential to develop international collaboration and implement other measures to monitor the situation at sea, thinking not only of business interests, but also of the future generations: what we are going to leave behind and try to fix the environmental problems, otherwise it could be too late.

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Аннотация. В статье рассматривается важная проблема, связанная с загрязнением морской среды нефтью и всевозможным мусором. Перевозка по морю является самой востребованной, что увеличивает вероятность аварийных ситуаций с разливом нефти и нефтепродуктов, вследствие чего ставит под угрозу не только жизнь людей, но и экологическое состояние морского пространства. Конвенция МАРПОЛ была создана с целью уменьшения таких аварийных случаев. Настоящий документ также принимает свод правил, регулирующих выброс мусора и других отходов. Данным правилам должны подчиняться все судовладельцы без исключения.

Ключевые слова: разлив нефти, нефтесодержащие продукты, конвенция МАРПОЛ 73/78, особые районы плавания, судовладельцы.

Summary. This article deals with an important issue related to the pollution of the marine space by oil, and all kinds of garbage. Transportation by sea is the most demanded, so this fact increases the probability of accidents with oil spills and oil products, therefore threatening not only lives, but also the ecological status of marine space. MARPOL Convention was created to reduce such accidents. It also establishes the rules, regulating the discharge of garbage and other wastes. These regulations should be followed by all shipowners without exception.

Keywords: oil spills, oil products, MARPOL 73/78 Convention, special sailing areas, shipowners.

UDC 629.5

REVIEW OF THEORETICAL STUDIES OF WATER SURFACE WAVES

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Observations of waves on the sea surface and their relations to the wind have long been conducted. The scientists of theoretical hydrodynamics such as J.-L. Lagrange, G.G. Stokes, and Lord Rayleigh tried to find the main explanations for the properties of a water wave surface. Simple experiments allowed to compare relations between frequency and length of a wave to those predicted by the theory. However, the structure of real waves on the ocean surface turned out to be quite complex, which probably was the foundation for Rayleigh's well-known statement saying that the fundamental law of sea waves is the apparent absence of any law [3]. Irregularity of ocean waves made it difficult to explain their nature in the XIX century. Development of instrumental methods for measuring the characteristics of waves as well as the theory of probability allowed to overcome this obstacle in the first forty years of the XX century. The problem of obtaining function to connect the rate of wave growth and the wind was first formulated by William Lord Kelvin, but no real progress had been achieved by that time [3].

In 1850 Stevenson carried out observations of surface wave in several lakes and got the empirical relationship between maximum wave height and wave fetch – the distance from the windward shore. 75 years later Jeffreys tried to simulate the wave excitation by the wind in the laboratory. Nevertheless, even in 1956 Fritz Ursell reasonably wrote that the wind blowing over the water surface generates waves through physical processes that can not be considered to be known [3]. This statement was due to the fact that the results of observations in the ocean and in the laboratory largely contradicted each other.

Significant advances in the hydrodynamics of surface waves were achieved, as in many other disciplines, because of military needs. Planning for the invasion of continental Europe in 1944 caused a sudden increase of interest in this phenomenon and a willingness to spend considerable financial resources on research. Ships with the troopers were to approach Normandy and to land a huge number of people, equipment and cargo on the coast. To ensure these operations it was necessary to create special floating anchor structures to protect the barriered areas of the sea from waves. The British Admiralty assigned this wave project to a special research laboratory - the secret group "W", from the word "wave". This group subsequently formed the core of the National Institute of Oceanography, which afterwards together with the Institute of Oceanographic Sciences was transformed into National Oceanography Centre (NOC) with two locations in Southampton and Liverpool. Group "W" designed floating piers which were built and towed to the landing sites. However, after a few days all these structures were destroyed by storm waves 4 ... 5 and more meters high, which exceeded the calculated values.

Significant achievements in the field of water surface waves are associated with the name of the Soviet academician V.V. Shuleikin. Thanks to his initiative a unique experimental installation - the storm pool was built in Katsiveli near Simeiz, Crimea. This facility is an annular canal filled with sea water, and powerful fans are installed above the surface of the water along the perimeter of the canal. The pool is equipped with numerous recording facilities, including film and photographic equipment [1].

Long-term wave research was carried out in many expeditions of scientific research vessels in the open ocean, as well as in the coastal zone of the Black Sea. Theoretical study of water surface wave and the development of practical methods to its forecast were carried out by many organizations of the former USSR [1]. The results of this research were used as the basis for the official reference data of the USSR Register under the heading "Wind and Waves in Oceans and Seas".

Thus, the sea surface wave is a rather complex natural phenomenon, which research is going on at present in the framework of many national and international projects. The relevance of the study is also explained by the fact that storm surface waves transfer enormous energy and their impact on engineering structures (ships, drilling towers, pipelines, piers, etc.) should be taken into account to ensure the possibility to apply these objects in the marine environment [2].

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Аннотация. В статье выполнен обзор известных зарубежных и отечественных исследований в области изучения поверхностного волнения с XIX века до настоящего времени. Рассмотрены основные задачи, сформулированные при моделировании поведения волн, а также возможные методы их решения.

Ключевые слова: поверхностное волнение, моделирование, инженерные конструкции, морская среда.

Summary. The paper is a short review of a long-term research on surface wave from the XIX century till the present. Both foreign and domestic studies have been considered. The main problems stated in the field and the methods applied to simulate surface wave behavior have been described.

Keywords: water surface wave; simulation; engineering structures; marine environment.

ROBOTIC TECHNOLOGIES IN MARINE INDUSTRY

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Machines led us to the industrial revolution. The world we are living in now differs a lot from the one where we lived a few decades ago. Though there are several drawbacks, the fact is that machines are sure to have made our lives easier and better. In this new age, robots are contributing a new dimension to this modern world.

Industries around the world are now showing more interest in robotics because it represents the key to future medicine, warfare, better economy and wellbeing. Even maritime industry gets connected to the robotization. With the introduction of a variety of new robotic technologies, the day is not far when robots will carry out the most important jobs both on shore and at sea.

Let's consider 5 of cutting-edge robotic technologies in the shipping industry.

Fire Fighter Robots are known to be one of the most essential on board. Shipboard Autonomous Fire Fighting Robot or SAFFiR, developed by Naval Research Laboratory in collaboration with Virginia Tech and other US universities, is an autonomous humanoid robot capable of detecting and suppressing shipboard fires and working shoulder to shoulder with human firefighters using advanced sensors [1]. The idea stressed is not to replace humans in firefighting but to aid them in fire-fighting operations on ships.

Hull Cleaning Robots are sure to be indispensable in daily routine. With ever increasing consciousness for green shipping, technologies that help in higher fuel efficiency and reductions of carbon-dioxide emissions are in great demand. Hull roughness management using hull cleaning robots can play a vital role in this regard [1].

Robot Ship Inspectors. Traditionally, inspection of huge cargo ships for cracks, corrosion or any wear to ensure that they comply with rising safety standards is a time consuming task for surveyors. Moreover, they have to risk their own safety to climb every nook and cranny of the vessel themselves. Ship Inspection robot is a robotic technology which can save not only much time but also great deal of money for shipowners, improving the accuracy and quality of these important inspections [1].

Anti-Piracy Robots: Recon Scout "throwbot" developed by Recon Robotics, is an anti-piracy robot which will fight against maritime piracy [1].

Robotic Vessels: Recently, Rolls-Royce has put forth the designs of unmanned remote controlled cargo ships. Though some experts doubt that the idea will ever come true, the manufacturer claims to realize the project within a decade using up-to-date technologies [2].

Though robots can perform and assist in many crucial jobs, it would be extremely difficult for them to replace the experience, knowledge and skills which seafarers bring along with them to the voyage. A healthy balance between robotization and seafarers' efforts is the key to enhance the quality and safety of shipboard work for the benefit of the whole industry.

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Аннотация. В статье рассматривается перспективы применения автоматизированных технологий (роботов) в морской индустрии, с целью более продуктивного использования человеческого потенциала. Автор рассматривает пять инновационных автоматических роботов, которые используются в различных ситуациях на море и на судне. Роботизация в морской отрасли может помочь в решении различных важных задач, с большей эффективностью и безопасностью, при условии, что они не влияют на возможности трудоустройства в отрасли.

Ключевые слова: судовая индустрия, роботы-пожарные SAFFiR, роботы для чистки корпуса судна, робот, следящий за состоянием судна, робот по борьбе с пиратством на море, автоматическое роботизированное судно.

Summary. The article considers the use of automated techniques (robots) in the marine industry for the benefit of human being, and a more productive implementation of human potential by the example of 5 cutting-edge automatic robots, which are used in different situations at sea and on board. Robotization in the maritime industry can help in accomplishing a

variety of important tasks with greater efficiency and safety, if they do not affect the employment opportunities in the industry.

Keywords: shipping industry, fire-fighter robots SAFFiR, hull cleaning robots, ship inspector robots, anti-piracy robots, automatic robotic vessels.

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SOCIO-PSYCHOLOGICAL CLIMATE IN CONDITIONS OF LONG TERM VOYAGES

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Social psychology studies the relationship of people in the process of their joint activities, taking into account psychological and social factors that characterize individual and group features. The work activities of sailors are characterized by a diversity of socio-psychological phenomena.

The management of ship's crew should be aimed at achieving and maintaining optimal conditions of vital activity of its members in the course of their work. Working at sea depends on social, domestic, and interpersonal relationships with consideration of personal qualities and characteristics of working at sea. Agitation, elation, anxiety, fear, depression, relaxation may appear under the influence of weather conditions. The increased tension, apprehension, loud conversations occur in conditions of reduced visibility. In some cases, prolonged sickness can be unjustified by flashes of incontinence, and poorly controlled behavior. It is believed that the majority of people, who are absolutely not affected by pitching, are rare (6-8%). The number amounts of seamen unable to adaptation seem to be 2-3%. 80% of accidents in the Navy are due to the notorious human factor, fatigue and inhuman working conditions [2].

The fatigue is a psychological symptom in which there is heaviness in the head, limbs, visual and auditory analyzers, weakness, lethargy, malaise, unusual difficulty in continuing job, the decline of interest in it. Known cases of severe accidents in collisions at sea show that the main causes of the errors and omissions of the captains was just fatigue. The final word here belongs to the power of the motives, thinking, will, responsibility, interests, professional skills and experience [1].

Analysis of maritime casualties (collisions and groundings of ocean-going vessels) proved that the human factor is still dominant in most casualties. To improve this situation, technology has been introduced to marine navigation an integrated navigation system, however, this situation remains the same. Foreign researchers tend to explain the causes of maritime casualties as deficiencies in education, training and ship operating skills. In comparison with their previous analytical studies, a series of maritime casualties that occurred to bulkers, tankers, ferries and passenger ships worldwide. The term perception refers to a person's interpretation of reality. The classification of maritime casualties and their causes emphasis on human error. However, Russian investigations showed that even experience seamen could make mistakes in changing working conditions because of the human factor [2].

In psychology, the term "human factor" refers to the interaction in the framework of the "man-machine system". The modern ship and its crew represent the system "man-machine" type which can be defined on the characteristics of the machine component, on the type of interaction between man and machine.

Working conditions of the sailors are classified as "special" (with the risk of severe forms of acute occupational diseases, injuries, threat to life). In the study of socio-psychological characteristics of the marine crews there are several variables that are necessary to consist: the type of vessel, the number of crew, the duration of the voyage, the vastness of the "geography" of voyage, the frequency of contact with the ports [3].

Social and psychological relationship in the marine crew has specific characteristics, which are caused by the features of factors formed by characteristics of micro and macro climate. These include noise, both natural and artificial light, electromagnetic radiation, vibration, gas air pollution, etc. "Psychological climate" develops in joint work and rest of crew members [3].

In the structure of relationships of members of the crew one can distinguish several areas: rotational service, labor, political, and domestic, as well as an integral part of a system of interpersonal relationships, the interaction between members of the crew during watch duty in everyday working life, involving rigorous performance, labor and socio-political responsibilities and roles. This relationship is formalized in the Charter service, the collective agreement is defined in party documents, the orders, rules and regulations. On the one hand, the most important part of the psychological state of the crew is the collective mood. Enthusiasm, faith in the overall success, passion, elation, mood lifting contribute to the success of the crew. While state of decay, lack of faith in their own strength, sadness, boredom, resentment or discontent on the contrary, impair on the contrary the ability of ship's staff. On the other hand, the following meteorological factors as storms, typhoons, underwater features and surface marine space also influence the human state. These elements imply the impact on the body and the human mentality pitching, jet lag, temperature extremes, sensory deprivation.

The effects of relative social isolation are: the loss of important mental connections, the loss of a number of social roles, the loss of familiar social rhythms, the sharp restriction directly social environment, creates the effect of "violent communication", the absence of significant experiences, psychological "events," the hunger for information, the increased density of contacts, the mixing business and personal affairs, formal and informal spheres of relationships, the contraction of "personal" space.

All the feature of the professional activities of seafarers is a complex of adverse factors of external and internal environment of the ship: the heavy duty work, long separation from home and family, sensory deprivation, rapid change of climatic zones and time zones, the factors of the working area and labor. On this basis, for the proper organization of individual work in the post-trip period, it is recommended to make a "Medical portrait". Medical care of seafarers currently has a number of features. In most vessels there are no doctors. The reduced number of departmental hospitals, an increasing number of workers of sea and water transport is observed and treated (including after the voyage) in open, common, private network hospitals. Activation therapy can be considered as the way of creating and sustaining body functions.

The conditions of relative social isolation apart from the usual coastal environment on a physically confined space of the ship lead to several consequences: marine experts lose some important mental connections (first of all – emotional – with family and loved ones, the second "variety" related to their interests, hobbies, etc.), compared to the "shore", narrows the range of social roles (father, husband, etc.) and, consequently, activity of a person, the lack of the usual social institutions (political, economic, socio-cultural, scientific, etc.); also leads to a narrowing of the spheres of activity, the loss of social "rhythms", after some time clearly defined work and leisure begin to seem monotonous, there is a need for new experiences; the absence of events leads to boredom and monotony, there is a "hunger for information" – lack of information, a sense of dissatisfaction with available information.

Summing up the above, we can draw the following conclusions. The peculiarity of the psychological consistency is that contacts between people are mediated by their actions and deeds, opinions and evaluations. Incompatibility generates hostility, antipathy, conflict, and this has a negative impact on joint activities. Psychological consistency of interacting individuals within the team in jointly performed activities is an important factor in the team, which in turn manifests itself in a favorable psychological climate that leads to optimization, effectiveness and efficiency of the overall professional interaction.

The nature of relations in the group and their impact on the socio-psychological climate may be controlled (e.g., supervisor). It is necessary to know the regularities of formation of climate and implement management activities taking into account the factors affecting socio-psychological climate. The relationship between the efficiency of the organization and its socio-psychological climate is one of the most important problems.

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Аннотация. В данной статье говорится о социально-психологическом климате в условиях длительных морских рейсов. Автор анализирует особенности социальных и психологический взаимоотношений членов судовой команды. В работе подчеркивается, что основными причинами аварийности на борту могут послужить особенности микро- и макроклимата на борту. В современной науке и практике «человеческий фактор» рассматривают как главную причину аварийности на разных видах водного транспорта, что составляет 80% несчастных случаев.

Ключевые слова: социально-психологический фактор, долгосрочный рейс, окружающая социальная среда, психология приспособляемости, социальная адаптация.

Summary. This article says about socio-psychological climate in conditions of long term sea voyages. The author analyzes different specific characteristics of social and psychological relationship of the marine crew. It is emphasized that the main reasons of maritime casualties are caused by the factors formed by characteristics of micro and macro climate onboard. In modern science and practice "human factor" is considered to be the main reason of sea accidents which constitute 80% cases in general.

Keywords: maritime casualties, human factor, mental model, environmental stimuli, psychological capacity, social adaptation.

OPERATING CHARACTERISTICS OF GYROCOMPASSES

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A gyrocompass is one of the basic navigational instruments on board modern ships designed for definition of vessels course and also bearing of oriented direction [1]. Gyrocompasses are widely used for navigation on ships, because they have two significant advantages over magnetic compasses:

Firstly, they find true North as determined by Earth's rotation, which is different from, and navigationally more useful than, magnetic North [1].

Secondly, they are unaffected by ferromagnetic materials, such as in a ship's steel hull, which change the magnetic field [2].

In this article we shall compare the most common used models of gyrocompasses and their operating characteristics affecting on their accuracy, operation and reliability [2]. Among the most frequently used models of gyrocompasses the main ones are:

1. Standart 20 – digital gyrocompass, produced by German company Anschutz;

2. Navigat X Mk1 – the production of American company Sperry Marine;

3. SR – 180 Mk1 – digital gyrocompass, produced by “Litton Marine Systems”, USA.

These three gyrocompasses refer to the double gyro ones with floating via supporting liquid suspension [2].

4. Japanese “Yokogawa CMZ-900” – electronic gyrocompass with two master compasses produced by Yokogawa Denshikiki Co Ltd having unique anti-vibration system and different configurations. [3];

5. Russian “Vega-M” – single-rotor corrected gyrocompass with indirect control and torsion suspension with supporting liquid [4]. It also can operate in directional gyro mode.

The main operating characteristics of gyrocompasses are represented in Table 1. They are the following:

1. Static error (accuracy) is the maximum difference between separate course indications and the average value in one launching on static bottom [3];

2. Dynamic error (accuracy) is the same difference tested on oscillating platform [2]. The abovementioned errors indicate the quality of main details of gyrocompass, namely the gyro unit and stabilization systems (in corrected gyrocompasses) [3].

3. Settling time is the time period, required for gyro sphere to set in direction of true North after launching. According to IMO's requirements, it must not exceed 6 hours [2].

4. Follow-up speed is the speed, which the gyro sphere can reach while following the direction of true North after vessel's maneuver. Actually, it is the “rate of reaction” of gyro sphere [1];

5. Power consumption is the power, consumed by device in startup and run up modes. It is the economical factor;

6. Permissible pitch/roll is permissible angles of trim and heel respectively with guaranteed reliable operation of gyro compass;

7. Mean time before failure (MTBF) is the middle value of time, declared by manufacturer, ensuring reliable and trouble proof operation of gyrocompass.

8. Weight of master compass.

Table 1 – Operating characteristics of gyrocompasses

Model	Standart 20	Navigat X Mk1	SR – 180 Mk1	Yokogawa CMZ-900	Vega-M
Static error	$\leq 0,1^\circ \text{sec}\varphi$	$\leq 0,1^\circ \text{sec}\varphi$	$< 0,4^\circ$	$\leq 0,25^\circ \text{sec}\varphi$	$\leq 0,2^\circ \text{sec}\varphi$
Dynamic error	$\leq 0,4^\circ \text{sec}\varphi$	$\leq 0,4^\circ \text{sec}\varphi$	$< 0,1^\circ$	$\leq 0,75^\circ \text{sec}\varphi$	$\leq 0,5^\circ \text{sec}\varphi$
Settling time, hours	3	≤ 3	≤ 3	≤ 5	0,5
Follow - up speed, degrees per second	75	100	> 100	30	≥ 6
Power consumption, W	Start up 105	80	125	100	400
Run up	30	45	75	60	
Permissible pitch/roll, °	± 45	± 40 (for Navigat X Mk1 mod 10)	± 90		
(mod 10)					
± 40					
(mod 7)	± 40	± 45			
MTBF, hours	25000	40000	40000	> 15000	25000

Weight (Master compass), kg	26	25
(mod 10),		
28		
(mod 7)	18	
(mod 10),		
21,5		
(mod 7)	43	26

Due to the comparison study of the above mentioned operating gyrocompass characteristics; the following results can be made.

The reviewed German “Standart 20” and American “Navigat X Mk1” devices have approximately the same characteristics: the high accuracy with low values of errors, comparatively high speed of gyro sphere “reaction” and small weight. These compasses are recommended for installing on all types of vessels: from pleasure yachts to large ocean vessels [2].

Model SR – 180 Mk1 has the higher values and power consumption. The main advantage is the high accuracy with the least values of errors. The feature of this gyrocompass is ability to withstand large values of pitch and roll operating without failures. It is recommended to use this gyrocompass on all types of vessels especially those operating in areas with heavy-weather conditions [3].

Model Yokogawa CMZ-900 has significant values of dynamic error and follow-up speed, the least guaranteed MTBF and the biggest weight. Nevertheless, the presence of two master compasses and different configurations make it possible for using it on all types of vessels [2]. Russian gyrocompass Vega-M has quick settling mode and low follow-up speed [4]. The feature of this model is the presence of two operating modes: gyrocompass and directional gyro mode while operating in high latitudes, which makes it possible for using this model on vessels operating in polar latitudes (80° and more) without limitations.

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Аннотация. В данной статье рассмотрены рабочие характеристики гирокомпаса – основного прибора для указания направления на истинный меридиан, применяемого на всех типах современных судов. Представлены преимущества гирокомпаса над магнитным компасом. В качестве объектов сравнения использованы 5 наиболее часто встречающихся моделей гирокомпасов. Проанализированы их рабочие характеристики, влияющие на их точность, надежность работы и экономичность. В соответствии с результатами сравнения указаны преимущества и недостатки данных моделей, а также даны рекомендации по их применению.

Ключевые слова: гирокомпас, истинный меридиан, время прихода в меридиан, гиросфера, скорость отработки следящей сферы, основной прибор гирокомпаса, гироазимут.

Summary. This article is devoted to the operating characteristics of gyrocompass, which is the main device for indicating the direction of true North applying on all types of modern ships. The advantages of gyrocompasses over magnetic compasses are overviewed. For comparison five widely used models of gyrocompasses are represented. Their operating characteristics affecting on their accuracy, reliability of operation and economy are examined. According to results the advantages and disadvantages of these models are stated, and also the recommendations for their using are given.

Keywords: gyrocompass, true North, settling time, gyro sphere, follow-up speed, master compass, directional gyro.

THE IMPORTANCE OF MONITORING OF MARINE POLLUTION FROM SHIPS

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Since the start of the industrial revolution in the 19th century environmental pollution has grown into a global problem that affects air, water, soil and ecosystems, and it is also linked directly to human health. The development of society, technology, population growth has led to a massive increase of global production and consumption, with expanding demand for food and energy. As a result continuous amplification of environmental management and pollution occur nowadays.

There is a great number of various forms of pollution. Some of them are: air pollution, the release of chemicals and particulates into the atmosphere. Thermal pollution is a temperature change in natural water bodies caused by human influence, such as use of water as coolant in a power plant. Water pollution, by the discharge of wastewater, untreated domestic sewage, chemical contaminants, release of waste and contaminants into surface runoff flowing to surface waters, waste disposal and leaching into groundwater. Littering: the criminal throwing away of inappropriate man-made objects. Plastic pollution: plastic products in environment that affect wildlife habitat or humans. Light, noise, visual pollution, radioactive and soil contamination are also very common forms of pollution [2].

In this paper we will touch the essential problems of garbage, plastics, air and oil pollution in general and from ships particularly.

First of all, we propose to start discussing mentioned problem from the question of littering and plastic pollution. According to different sources, the amount of trash thrown away by people, depending on a number of factors, varies from 300 kg to 4 tons of garbage per person per year (averaged value is 1 ton per person per year), 15% of that amount are plastics. Only about 30% of the total amount of garbage is utilized [1]. On July 15, 2011, Annex V of MARPOL 73/78 "Regulations for the Prevention of Pollution by Garbage from Ships" was revised and adopted to prevent pollution of the ocean by garbage from ships. It outlines the basic rules and limitations for discharging waste from the ship:

- The discharge of food waste is allowed on route outside of special areas beyond the 12-mile zone or 3-mile zone in the ground form; in special areas only beyond the 12-mile zone in the ground form;
- Cargo residues can be discharged overboard, but only if these substances do not harm the marine environment;
- Discharge of cooking oil, plastics, incinerator ash, operational and domestic wastes at sea is prohibited.

All actions with garbage should be described in the ship's logbook or journal of operations with garbage. By those means, pollution from garbage and plastic from ships is almost excluded, except for emergency discharges in accordance with Rule 7: Exceptions or violation of the requirements of the convention and technology. But there is still questionable influence of anti-fouling paint on a ship's hull on environment [3].

Air pollution leads to such things as: grounding of ozone formation, respiratory issues, acid rains (nitrogen oxides, sulfur oxides). Air is also polluted with toxic carbon monoxide (CO) and provokes the global warming (CO₂), etc.

There are various sources of anthropogenic air pollution: (1) burning of fossil fuels in electricity generation, transport, industry and households; (2) industrial processes and solvent use, for example in chemical and mineral industries; (3) agriculture; (4) waste treatment (incinerator on ships) [2];

According to the brochure "Air pollution from ships" by AirClim and European Environmental Bureau, in 2011, the pollutant emissions from land-based sources are gradually coming down (still far away from harmless amounts), and those from shipping show a continuous increase since 2000. Emissions from ships engaged in international trade only in the seas surrounding Europe were estimated at 2.3 million tons of sulphur dioxide (SO₂), 3.3 million tons of nitrogen oxides (NO_x), and 250,000 tons of particulate matter (PM).

In 2010 the emissions of SO₂ and NO_x from ships have only risen and reached more than 50% for SO₂ and about 40% for NO_x of the total from all land-based sources in the 27 EU member states. Also, in 2011 Global annual emissions of the main greenhouse gas carbon dioxide (CO₂) from ships amounted to more than 1,000 million tons, corresponding to 4 per cent of total global manmade emissions.

That makes world fleet a significant participant in polluting of air. To help it, in October 2008 a revision of Annex VI, IMO member states unanimously agreed to strengthen the emission standards. It was decided that the sulphur content of all marine fuels would be capped at 0.5 per cent worldwide from 2020 (subject to a review in 2018). In a first step, the global cap was lowered to 3.5 per cent as from 2012. The estimated special sulphur emission control areas faced stricter limits of 1.0 per cent from July 2011 and 0.1 per cent from January 2015. NO_x emission standards for new ship engines were also strengthened. In a first step, emissions would be cut by 16-22 per cent by 2011 relative to the 2000 standards, and in a second step by 80 per cent by 2016. The latter limit applies only in specially designated NO_x-ECAs [4, p. 4-5].

Also ships can improve efficiency and reduce emissions significantly by sailing at slower speeds. A 10 per cent reduction in speed will reduce fuel use by about 20 per cent per unit of distance, with a corresponding drop in CO₂ emissions. Moreover, emissions of air pollutants, such as SO₂ and PM, will also come down. However, that's unacceptable for merchant fleet. So, despite straightening of international regulations, technical improvements, etc. the air pollution from ships is still important question [4].

The next point which should be taken into our account is **Oil pollution** being the most common in the world ocean. The largest losses of oil are associated with its transportation from the extraction areas. Emergencies, discharging of washing and ballast waters overboard tankers, all this causes constant pollution on sea routes. Large masses of oil enter the seas by rivers, with household and storm sewage, with industry effluent.

The biggest contributor to oil pollution in the World's oceans (45%) is operational discharges from tankers (i.e. oil dumped during cleaning operations). Approximately 2 million tons of oil are introduced annually by such operations, equivalent to one full-tanker disaster every week. Only 7% of the oil in the sea can be directly attributed to accidents. Land-based sources such as urban waste and industrial discharges, which reach the ocean via rivers, are about 35%. Spills pose a serious threat to the ecology of the World's oceans. The amount of oil spilled annually worldwide has been estimated at more than 4.5 million tons [5].

According to the "Review of maritime transport. Chapter 2: Structure, ownership and registration of the world fleet" by United Nations, 2016, there are about 49 000 passenger and cargo ships (more than 1000 GT), almost 30% of them tankers. That is without the more than 1500 navy ships (the information is unreliable) and not counting all vessels less 1000 GT [6, p. 31, 37]. Even in case of strict obedience to MARPOL 73/78 Annex I "Regulations for the Prevention of Pollution by Oil" its huge total amount of oil in all filtered waters, even more from tankers. Despite strict demands to officers by the SCTW Convention, technical improvements and all measures to prevent oil pollution, according to the Current Awareness Bulletin (218-242) by International Maritime Organization cases of oil spills from ships still occur.

Now it is obvious to everyone that, despite of all projects and regulations aimed at preserving the state of the environment, it keeps getting worse. Danger of consumer strategy is now evidence not only to biologists, but also to ordinary people, who even nowadays face the consequences of pollution. The issue is acute, so the pollution decrease should be one of the main vectors of development. Sea transportation is one of the most effective and widespread methods cargo deliveries. The research has shown that marine shipping plays a key role not only in the world economy, but also in world pollution. The problems of oil and air pollution from ships are especially acute.

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Аннотация. В данной работе говорится об основных причинах, влияющих на критические изменения экологического уровня окружающей среды, в результате непрерывного усиления природопользования и загрязнения. Целью исследования выступает анализ источников загрязнения и выделения из общего числа тех, что непосредственно связаны с судоходством, и последующие изучение важности этих источников относительно мирового состояния проблемы, методов ее предотвращения и ликвидации. Конкретно рассмотрены загрязнение гидросферы нефтью и мусором, в частности пластиком, повышение уровня загрязнения атмосферы.

Ключевые слова: загрязнение с судов, МАРПОЛ 73/78, мусор, пластик, загрязнение воздуха, загрязнение нефтью.

Summary. This paper discusses the main causes that affect critical changes in the ecological state of the environment, as a result of continuous natural resource use and its pollution. The aim of the study is to analyze the sources of pollution and to select those which directly related to navigation, with a subsequent analysis of the importance of these sources with respect

to the world state of the problem, the methods for its prevention and elimination. It is examined the hydrosphere pollution by oil and debris, in particular plastic, and defined the increasing level of atmospheric pollution.

Keywords: pollution from ships, MARPOL 73/78, garbage, plastic, air pollution, oil pollution.

CULTURAL "FAILURES" OF RUSSIA

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Russia is the state with centuries-old history, bright and rich culture. At the present stage of development, the Russian Federation unites its borders multi-million population that members belong to different ethnic groups. However, this association is not a consequence of the existence of certain "boundary lines" in the state for the most part. This association is far outside the country. It is within the people. Despite the fact that the conflicts among the population over significance of their culture is not an exceptional case and they appear often enough, Russia is positioning itself as a state in which a community, belonging to different ethnic groups, coexists peacefully. The cultures also have the right for more detailed study, development and acceptance by other members of the Russian society.

Tracing the course of the history of our state, it must be noted that culture has constantly undergone various kinds of changes in own development. The Soviet period is the most interesting one in the Russian history because of the wars, radical revolutions that cardinally changed the content of political, scientific and technical spheres of people activity (relationship between members of society was also affected). This also led to radical changes of culture in general.

For the objective analysis of an "overall picture" of cultural development, it is necessary to consider both positive and negative aspects of this development. This work will present the negative aspects of the culture of Soviet Russia that emerged under the influence of radical changes in the ruling elite of the state and, accordingly in connection with a new way of life. This will be presented and will be considered further as cultural "failures".

Denoted topic is rather relevant for historians, sociologists, culturologists and psychologists, who based on results of researches, can define a dominating psychological or social "atmosphere" that existed in the country during the studied period time. It can serve also as good data for deeper analysis of causes of various changes in the culture that changed the course of history. No doubt the analyzing of the reasons, why reveal specifics of some transformations led to negative consequences, is prevention to avoid the same effects in the future. Without mistakes in the past, we cannot build a happy future.

The next point in this work must be the introduction of definitions for some of the terms mentioned above. If they are omitted, without saying about authors' understandings these phenomena, misunderstandings and disagreements between the author and the reader may arise. It will arise because everyone will consider any phenomenon from the own point of view and will make some amendments and amendments to the defined terms. So, for instance, the definition of the term "culture" has a huge number of interpretations. However, we take into account the definition given in the textbook "Sociology" by Yuri Volkov. According to him, culture is the system of values, life views, patterns of behavior, norms, a set of methods and techniques of human activity, objectified by a subject, tangible media (means of labor, signs) and transmitted to future generations. This definition is quite complete to understand the basic essence of the concept [1].

As well as a culture of any other country, the culture of Russia had its "ups and downs". In the context of our work it will provide an analysis of the so-called "falls" that means negative experience of the Russian culture, but within the Soviet Union period, especially within the pre-war period; as this time in the history of Russia seems the most interesting and has some examples that describe the phenomenon under our study.

The February Bourgeois Democratic Revolution of 1917 was marked by the overthrow of autocracy and became a landmark event in the history of the Russian state. After the incident, for the first time in Russian history, it was a chance for a democratic way of society development. However, transformations entered by Bolsheviks showed that Soviet people would not "see" democracy. The monarchy replaced totalitarianism, which was firmly and for long entrenched in positions of Russian state system of government. Regarding to the political system of the time, all decisions were made exclusively by the Bolshevik party. The role and the existence of other parties were completely denied [3].

The main philosophical doctrine in a ruling layer was accepted by Marxism-Leninism. The first requirement of the new leadership of the country has become wide spread and introduced this ideology. It was considered as the most correct and the only true. The state and people were put over the individual personality, defining activity of a person in a context "for the benefit of the people". People, who were not agree or did support other philosophy, were removed from leader positions. At worst, these citizens were repressed or they were not allowed to stay in the Soviet Union [3].

The religious culture of Russia during the Soviet era was experiencing the most difficult period of its operation. In general, religion and the church became prohibited and became subjected to severe persecution. Any person who has been

associated with the church could be subject to exile or death. The situation was leveled during the Great Patriotic War of 1941-1945, when for raising the people national spirit, the faith and the Church have been resolved, but it was under the absolute leadership of the ruling party. Marxism-Leninism was the central subject of "worship", but only this had an objective right to exist in the human masses [2].

Strict requirements were also presented of the field of artistic culture. Only representatives of proletariat had the right to create their works. Written works by the intelligentsia with pre-revolutionary views were not distributed, as they were not regarded to be objective and considered to be destructive for the new regime. One of the main tasks of the new government was to complete eradication of "past history" of human consciousness. For what case, we would turn around and follow the traditions of the past if it was possible to direct the efforts to cognitive, and maybe, to improve our future? There is deeper meaning here. In this case, they are right. However, whether it was necessary to deal with the past in this way: massacres? It is an open question for today [2].

In 30 years of XX century "Unions" of people who belong to a particular artistic field were created. The unions of writers, artists, composers, and others had the right to exist only if in their works in large pomposity described by all the doctrine of Marxism-Leninism, a great Soviet state and the great leader. Those, who were above the aspects or experimenting on any different themes in his/her work, were subjected to physical violence [3].

Geneticists have been subjected to the same fate, because it was believed that their science itself is devoid an objective foundation. Only those areas of scientific knowledge and achievements, which can be useful in military science, for example, aero cosmism, physics, organic chemistry and others, had value [3].

The economic culture on scales undertaken reforms did not concede to above-mentioned areas of the culture existing in the Soviet Union at all. The main adverse side of this development includes the need for full admiration for the party, almost absolute eliminates rural culture. It has become a consequence of the fact that the development of new industries was due to ongoing exploitation of village resources. The government did not bother itself to high monetary reward labor of state for professional activities because of lack of Soviet state's economy relations with the world economy [3].

However, we do not argue that the Soviet Union was the period of the Russian history that can be characterized by negative phenomena only and was negative in general. The Soviet state gave the world a huge «galaxy of talented cultural figures: writers, artists, architects, composers, scientists, astronauts and many others. This era was marked by many scientific and technological discoveries. However, a totalitarian regime, widespread ruthless extermination of people, a ban on the practice of religion, and the destruction of the church as a whole, the position of the activity only for the benefit of the society and State and tipped the weight towards the consideration of culture in Soviet Russia of 20-40 years XIX century from the perspective of its negative character.

Summing up the result of our work, it would be desirable to note that the culture has both positive and negative tendencies of development. Russia has not become an exception. That period in the Russia history, which has been selected for the study appeared full of contradictions, because the so-called "cultural failures" go to in parallel with the enough high development of the state. The negative aspects of the development of culture described above are not associated with the lack of genius minds, but it depended on the policy of the persons who led the state at that time. As we have seen from the development of artistic culture, because of the tight compression of the main topics for creativity, and prosecution of those who will come out of this framework, peoples were exiled abroad or they left the country on their own. And what do we see later? In most cases, they remained true to their cause and continued to create, in the shower hoping that one day will be able to return to their homeland and then we will do to its benefit.

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Аннотация. Данные тезисы посвящены анализу причин культурных "провалов" России в 30-е годы XX в. В работе указано то, что автор понимает под культурными "провалами" государства в период довоенного времени. Приведено наиболее оптимальное определение понятию "культура". Особенности различных областей культуры довоенного времени: политической, философской, художественной, религиозной, научной и хозяйственной культур описаны в тезисах. В общих чертах оценены сложности культурной деятельности различных выдающихся личностей, а также рассмотрены особенности их взаимоотношений с новым политическим руководством нашего государства.

Ключевые слова: культура, культурные "провалы" Советский союз, тоталитаризм, марксизм-ленинизм.

Summary. The paper analyzes the causes of cultural "failures" of Russia in the 30-ies of XX century. In this paper it was indicated the author's personal opinion concerning the definition of cultural "failures" of the country prior the war period. The most optimal nomination of the concept "culture" was given. It has been described characteristics of different aspects political, philosophical, artistic, religious, scientific and economic culture of Soviet Union before the war period. The

cultural activities of outstanding personalities and the peculiarities of their relationship with the political elite of our state were evaluated.

Keywords: culture, cultural "failures", the Soviet Union, totalitarianism, Marxism-Leninism.

UDC 908

SEVASTOPOL CITY DURING THE REIGN OF MIKHAIL PETROVICH LAZAREV

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On the 8th October, 1833, Mikhail Petrovich Lazarev officially took control of the Black Sea fleet and ports. Corruption was gaining alarming proportions in the Black Sea fleet during the reign of Nicholas I. Greek and Jewish criminal groups were formed in the Navy and in the Maritime cities. Greek Diaspora which had representatives in the management of the city had great influence. The two financial clans started the war for control of the Black Sea fleet and ports.

But the situation changed with M. P. Lazarev appointment to the post of Chief Commander of the Black Sea fleet and ports who immediately began to restore order in the territories as soon as he had taken his position. He resisted the corrupt elite under the leadership of Admiral A. S. Greig's wife, who was the Chief Commander of the Black Sea fleet and ports [3, p. 115].

In 1834 M. P. Lazarev was appointed a Commander in Chief of the Black Sea fleet and Governor of Sevastopol and Nikolaev by the imperial decree. Immediately just after taking his post Lazarev began to follow a strict control policy of all economic, financial and military issues. Almost all the decisions were directly made by Lazarev. Due to the established control many officials who had abused their power left their posts voluntarily.

M. P. Lazarev fought against corruption rigidly and used all available legal methods. In November 20th, 1829, a decree "On measures for Jews resettlement from Sevastopol and Nikolayev" was issued [1, p. 33]. After that decree had come into force the mass deportation of Jews from the mentioned cities were carried out. Jews were forbidden to build military ships and forbidden to trade on the territories of those cities.

The mass Jews and Greeks deportation caused considerable changes in the economy. The house prices fell, the profits of merchants and craftsmen went up that led to higher prices on a variety of goods. As a result trade fell. Because of all these events Lazarev had to increase the number of the remaining merchants and craftsmen. In his memo, he requested to grant privileges to merchants and craftsmen in those two cities. Thus, benefits were taken and it helped to reduce the city Treasury expenditures. M. P. Lazarev stated that foreigners were not allowed to occupy any high and important positions because they did not know how to serve Russia selflessly and disinterestedly. Therefore he tried to hinder their promotion [1, p. 40].

The necessity to restore order in the higher power echelons of Sevastopol and the fleet as well as to eradicate corruption Lazarev was forced to surround him with people who he could completely rely on. Later all key positions were taken by people who supported his policies. The main criteria for Lazarev to choose the right person were his/her deeds and actions.

M. P. Lazarev conducted a forward-looking policy and often sent applicants to study in England to get responsible marine posts. Thus, Lazarev created the backbone of the Black Sea fleet promoting educated and competent officers to managerial positions. Subsequently many of them obtained the rank of admiral and occupied key positions in the military and public administration [2].

The idea of dry docks in Sevastopol was suggested in 1818 by A. S. Greig who was the previous Chief Commander of the Black Sea fleet. After taking the post of the Chief Commander of the Black Sea fleet and ports Lazarev actively started to implement the project. It was noted that materials and equipment used for construction was of high quality. One of the difficulties they faced was the lack of manpower. It was difficult to find skilled workers for construction of docks so more than 4 thousand soldiers as well as prisoners were mainly involved.

On the 5th December, 1849, Lazarev told Menshikov about the Emperor's desire to see the ships at the docks. Lazarev opposed to that, as the construction works at the docks had not been completed. The fleet had already been introduced at the docks by the 16th of February, 1850. The construction of the docks was finished after the Lazarev's death in 1852 [1, p. 54].

In February of 1835 Lazarev asked Menshikov to petition the king about presenting him the plan and drawings for the construction of new Admiralty in Sevastopol. The report sent by Lazarev was approved and his plan and construction drawings were approved by the Emperor himself. The Admiralty had to be on the Cape, and they had to demolish the mountain for its construction. To do this the Emperor gave order to engage as many Navy officials as possible with the subsequent involvement of land forces.

Despite all the measures taken, the work went very slowly and by 1841 only a sixth part of the planned volume had been done. Then Lazarev decided to turn to contract servicemen. To make transportation easy when dismantling the mountain the contractor made decision to build the first railway in Sevastopol [1, p. 57].

According to Lazarev's calculations he needed 3 791 855 rubles in silver to make the Admiralty arrangement complete [1, p. 43]. Lazarev realized the necessity of additional infrastructure: barracks, hospitals, rope factories and shops. At Lazarev's initiative the stores of foods were built in Sevastopol. A rope factory was erected on the same slope where the Admiralty stood. The Admiralty was built in Sevastopol after the Crimean war. Nicholay I ordered to name the Admiralty after Lazarev.

Primary position taken by Lazarev was a post of a Commander in Chief of the Black Sea Fleet; however he treated the duties of the Governor with the same responsibility. He did a variety of things, dissolved many commercial disputes, imposed and collected taxes and supervised the implementation of some particularly important decisions in the court.

Performing duties of a military governor, M. P. Lazarev often dealt with a lot of different requests, for example, the requests for the allocation of land for gardens and various outbuildings which were in most cases met by the Admiral. Lazarev often made his own decisions and left only executive functions for the City Council. Lazarev wanted to attract private capital since it allowed saving the state money and resources.

Under his leadership the first lifeboat station in Sevastopol was opened and in 1839 the Admiral got permission to build the houses equipped for rescue of drowning on the shores of the Bay. According to the decree of the Senate the statistical committees were set up in Sevastopol and in Nikolaev, which were in charge of the administrative statistics. They collected various statistical and historical data of the cities and their outskirts.

Special attention was paid to the economy. In 1834 in Sevastopol the price for products began to increase in comparison with other localities. The city had very few private shops the owners of which took advantage of the situation and raised prices. A special Committee for price control was established that was responsible for the lowering of prices, the distribution and cost of food supplies.

On the 28th of January, 1842, Lazarev introduced the institution which would monitor the execution of his instructions. He concentrated power in his hands that had a positive effect on the management system. But the system he created had its drawbacks, once the control eased up or stopped the system failed functioning. M. P. Lazarev's policy had a difficult contradictory character.

The main Lazarev's merit was the construction and the development of the port in Sevastopol. Development of the fleet was his first care and furthermore he built the infrastructure he needed. A lot of work was done on the construction of some dry docks and a harbor dock in the port of Sevastopol. The work continued on the construction of the fortress of Sevastopol. All that helped to put the Black Sea fleet in one line with the leading states navies [1, p. 57].

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Аннотация. Предоставлен обзор периода правления М. П. Лазарева в городе Севастополе. Рассмотрены главные направления в строительстве города и порта. Были выделены и указаны основные проекты по строительству, которые способствовали развитию и укреплению Севастополя. Автор анализирует особенности управления, социальную, экономическую и кадровую политику в обозначенный период. В ходе исследования, были выделены документы и письма, которые описывают становление города и положение населения во время правления Михаила Петровича Лазарева.

Ключевые слова: история, Лазарев, Севастополь, военный губернатор, главный командир, флот, управление, строительство, порт.

Summary. The review of the period of M.P. Lazarev's rule in the city of Sevastopol has been given. The main directions in the construction of the city and port have been considered. Main construction projects that have contributed to the development and strengthening of Sevastopol were identified and proved. The peculiar features of Lazarev's control, his social, economic and personnel policy in that period have been analyzed. The documents and letters that describe the development of the city and the situation of the population during the reign of Mikhail Petrovich Lazarev were allocated.

Keywords: history, Lazarev, Sevastopol, military governor, chief commander, fleet, control, building, port.

CRIMEAN LEADERSHIP DURING THE CIVIL WAR: EVALUATION IN THE HISTORIOGRAPHY**Katya Erdokesko**

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There are a number of controversial issues in historiography, related to the topic of the Civil War in Crimea; especially it concerns assessment of actions of those who were in power on the peninsula from 1918 to 1920. The goal of this research is to examine the assessment of Crimean leadership during the Civil War in historiography.

This topic may be considered relevant not only due to the fact that there is still a lot of “white spots”, which are yet to be explored, but also the fact that there are a lot of different opinions concerning the policy of Crimean leadership in historical science. In addition, this year our country marks the centenary of two revolutions and subsequent Civil War in Russia, which makes the work even more relevant. In Crimea during the Civil War there were several governments one after the other: Bolsheviks (who were in power 3 times), two Regional governments, the Denikins and P. Wrangel.

Evaluating Governments of M.A. Sulkiewicz and S.S. Krym, the majority of researchers agree on the point that both leaders were characterized by the lack of independence in their decisions, however, on other points their opinions are often very different. For example, assessing the government of Maciej Sulkiewicz, which was formed in the summer of 1918, a well-known Crimean historian, ethnographer and bolshevik, P.N. Nadinski described it as puppet, ready to carry out the orders of the occupiers, the Germans [4, p. 107]. This is also the opinion of doctor of historical sciences A.V. Ganin, who emphasizes the similarity of the governments of M. Sulkiewicz and P. Skoropadsky and considers that the Germans often tried to use contradictions between the two authorities in their interests, since all contributed to the almost unhindered looting in the territory of Crimea [2]. Another modern researcher A.S. Puchenkov writes that though M.A. Sulkiewicz received a “shortcut” from the hands of the occupying powers (Germans), he tried to defend the interests of the Crimean peninsula at all levels and in all matters [5]. Thus, based on Puchenkov's work, there is another point of view on Sulkiewicz's government, which increasingly shows the internal independence of this authority, while not denying, however, that it was appointed in fact by the occupying authority.

Describing S.S. Krym's “Regional Government” formed in November 1918, a Soviet historian P.N. Nadinski wrote that the power was simply transferred from the hands of the German occupiers into Anglo-French's hands, after all nothing could be decided without external forces, represented by the invaders, [4, p. 127-128]. At the same time P.N. Nadinski pointed the thing in common between the governments of M. Sulkiewicz and S. Krym: the forces that were behind those governments wanted to turn Crimea into their colony [4, p. 129].

The assessment of Denikins' forces activities in Crimea is no less controversial. So P.N. Naginski wrote that with the Denikins coming to power bloody regime was established, distinguished by a large number of executions of people, who sympathized with the Soviet government [4, p.199]. As the example we can take the characteristic given by P.N. Nadinski to J.A. Slashchov's policy that was headquartered in Dzhankoy. The researcher observed a particular atrocity of Lieutenant-General, as well as punishment, which often was “without any trial” [4, p. 219].

It is very appropriate to mention here the characteristic given by A.S. Puchenkov who said that J.A. Slashchov combined the military prowess with “Suvorov-style orders” and the practice of gallows. A. Puchenkov said that all that was associated with only one idea which worried the General, namely, to defend Crimea from the Bolsheviks at all cost [5].

However, perhaps the most controversial in historiography is the historical evaluation of P.N. Wrangel in Crimea. P.N. Nadinski noted that under Peter Wrangel's power ships, the property of the Russian Navy, agricultural products, etc. were sold through so-called “export joint-stock companies” on foreign markets. The researcher said that all of that went along with violence and terror, by which “Black Baron” tried to establish his “authority” [4, p. 228-231].

In brothers A.G. and V.G. Zarubin' work “Without winners. From the history of the Civil War in the Crimea” not such a bleak assessment of Wrangel can be found. Moreover, researchers wrote that Wrangel “was the only one of the White movement leaders who took power, had already a clear program of action for the near future, what is more a detailed program, covering all aspects of life” [1, p. 267]. In addition, the Zarubins indicated that, generally the regime of P. Wrangel could survive only with the help of foreign aid; thus, the army was entirely dependent on it [1, p. 281]. The researchers also note that despite the reforms and the measures taken in Crimea “almost all economic projects of management remained unfulfilled” and therefore there was a further increase of speculation, hyperinflation, etc. [1, p. 290-291]. At the same time, it is worth paying attention to the work of A.S. Kruchinin “White movement. Historical Portraits” in which the researcher said that despite the fact that P. Wrangel found himself in “unfamiliar political life”, where he had not only to restore but also to

strengthen the destroyed rear and front. Wrangel was able to prove himself “a flexible politician, a man who had the rare gift of finding people who were able to manage different areas of economy and social life” [3, p. 365]. The researcher noted that P. Wrangel managed to achieve only modest results in the agricultural policy; financial and industrial area improvements were not achieved at all, so the depreciation of ruble was further observed and the entire industry was working to satisfy the military needs [3, p. 371].

A.V. Ganin has a different opinion about that and wrote in his work that despite the fact that Peter Wrangel managed to improve slightly the discipline in the armed forces through the reorganization of the army, he could not change the basis of that army because by its essence it remained the same. A.V. Ganin wrote, assessing Wrangel's policy, P.N. Wrangel “did not have a steady government, enough time, economic base, sufficient land for the implementation of changes” [2] and consequently it did not bring any significant results.

Thus, summarizing all the above, it can be noted that there is a number of controversial evaluations of governments of 1918 – 1920 in historical historiography. However, if Soviet historiography was dominated by the thought of Regional Governments' failure and their lack of independence, the majority of modern researchers are moving away from this point of view. Nowadays it is widely believed that although most of the governments of that period were appointed by the German occupants, their leaders tried to carry out an independent domestic policy.

However, the activity of P.N. Wrangel remains controversial in the historiography. So, a number of researchers headed by P.N. Naginski characterize P. Wrangel's policy negatively pointing to numerous acts of violence, robbery and terror. Others, including A.S. Puchenvov and A.S. Kruchinin, write that P. Wrangel managed to create a strong government, and restore not only discipline but, what is equally important, fighting spirit in the army. According to these researchers, at the same time all the setbacks in industry's development were related to the fact that all production was for military purposes, so it could barely satisfy population's needs.

Summing up we may say that studying the history of the Civil War in Crimea, the researcher should carefully analyze not only the sources and historiography but also to pay attention where author lived and what principles he was guided by.

History of the Civil War in Crimea is a relevant topic not only among researchers of Crimea but also of Russia and Ukraine, and therefore the introduction of the new data will enable to look into this topic in new ways.

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Аннотация. В данной работе на основе анализа историографии рассматривается вопрос оценки исследователями руководства Крыма в период Гражданской войны. В оценке Краевых правительств Крыма отмечают несостоятельность этих органов власти. Однако выделяют личность М. Сулькевича, характеризуя его как человека, который пытался добиться некоторой самостоятельности на полуострове. Дальнейшие оценки руководства Крыма значительно разнятся, особенно в отношении политики деникинцев, Я. Слащева и П. Врангеля. Автор приходит к выводу, что данный вопрос имеет различные точки зрения, особенно, если сравнивать работы советских и современных исследователей.

Ключевые слова: правительство М.А. Сулькевича и С.С. Крыма, Я.А. Слащев, П.Н. Врангель, советская историография, Гражданская война.

Summary. This paper is based on the analysis of historiography and considers assessment of the Crimean leadership during the Civil War. The author points out that the researchers note the incompetence of two Regional Governments. However, most of them emphasize the role of M. Sulkiewicz describing him as a man who tried to achieve some independence on the peninsula. Further evaluation of the Crimean leadership varies considerably; it concerns the policy of Denikin, Slashchov and Wrangel. The author concludes there are several points of view especially if comparing the works of Soviet and modern researchers.

Keywords: governments of M.A. Sulkiewicz and S.S. Krym, J.A. Slashchov, P.N. Wrangel, soviet historiography, the Civil War.

IMAD AD-DIN ZENGI AND THE CHANGE OF THE IDEOLOGY OF JIHAD UNDER THE INFLUENCE OF CRUSADES

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The relevance of this article is caused by the present political situation in the Middle East. It's no secret that the radical version of the idea of jihad has not disappeared in the Middle Ages, and continues to be significant in the radical Muslim community. In this regard, it is important to identify the origins of the historical sources of that jihad's interpretation, which remains the most dangerous terroristic ideology nowadays.

The purposes of this work are to show how the First Crusade influenced the ideological transformation of jihad ideas into its radical variant, and to identify the role of Imad ad-Din Zangi in the cultivation and the practical realization of this idea.

The period of fragmentation, which the Seljuk State entered at the end of XI century, was a favorable situation for the West, which conditioned the fact, that First Crusade (1096-1099 gg.) had a huge success. The Crusaders reached their main aim and the almost five-hundred-years-old dream of all Christians – they took the Holy Land and formed several Christian states in the Middle East. In the context of the fragmentation, the Muslims – Seljuks could not organize an effective defense of its Levantine possessions and give a fitting rebuff to the Crusaders.

Moreover, the First Crusade became a significant cause of the transformation of the idea of jihad. The first half of the XII century is marked by a colossal work of the teachers of faith – Ulama. They developed such Islamic ideology, which would correspond to the current political realities. Renewal and re-orientation in some ways of the idea of jihad was a reaction to the success of the First Crusade. It is worth mentioning that the original meaning, which Muhammad invested in Jihad idea of "the Holy War", did not concern the "People of the Holy Bible" – the Christians and the Jews. He implied only the fight with the pagans – polytheists. However, armed pilgrimage of crusader knights affected the idea of the Holy War. To begin with, the Seljuks perceived the campaign of the knights for the liberation of the Holy Land as a Christian version of jihad, directed against Muslims [2]. Thus, theorists of Islam directed the jihad vector against Christians.

The first Muslim leader, who realized the creation of theorists of Islam, was atabeg of Mosul, Imad ad-Din Zengi. Arab chroniclers describe him as a leader, who "did not abstain from any cruelty, did not know kindness... They feared him for sudden attack, avoided him because of his rudeness, he was aggressive, impudent – the death of enemies and the citizens" [4].

Changing of Middle East political situation in favor of the Muslim states was due to the rise of Atabek of Mosul, Imad al-Din Zangi. During 1127, he captured the cities of northern Mesopotamia, and from next year until the end of his life, he tried to conquer the whole of Syria.

However, the most significant event for the whole of Christendom was the capture of Edessa, one of the crusader states in the Middle East, in 1144 by Imad al-Din Zangi. In the West, this event was seen as a real disaster. On this occasion, Bernard of Clairvaux, Abbot of Clairvaux monastery, a famous scholar and public figure of medieval France, wrote: "The earth trembles, because the Lord of Heaven loses its land... the enemy of the cross begins to raise its sacrilegious head and devastate with the sword the blessed land, the land of the Covenant" [4]. Seljuk emirs regarded the capture of Edessa as "the triumph of Islam". Naturally the fall of the first Crusader state, if Imad ad-Din Zengi had decided to build on this success, would have threatened not only the nearest neighbor – the principality of Antioch, but most importantly, Jerusalem, and consequently all the Christian domination in the Middle East. However, after seizing Edessa and number of battles in Antioch, Zangi returned to realization of his top target, namely the fight in Syria, where his expansion was directed toward Damascus. He managed to take the outskirts of the city and on several occasions he besieged Damascus, but unsuccessfully. At the siege of a Muslim fortress on the bank of the Euphrates in 1446, he was stabbed by his own Frankish origin servant.

Thus, the Middle East policy from the second quarter to the half of the XII century was defined by military campaigns of Zangi. We can divide his foreign policy into two interconnected areas of interest: the unification of the Seljuks and the jihad against the Franks.

Of course, being an experienced commander, Zangi used the idea of jihad for his own purposes. In an effort to unite all the emirs under his rule, he dressed up his political ambitions in the clothes of jihad against the Christians, for the realicozation of which he agitated to unite under his authority [3, p. 931]. In fact, as it can be seen from the records of the Damascus chronicler Al-Qalanisi [1, p. 24], one-time and, at first sight incoherent attacks on Christian possessions in Levant were a tactical move aimed at gaining a springboard for realization of a more important goal which is unification of Syria and northern Mesopotamia. In other words, in the process of popularization of "renewal" of the idea of jihad, he used this idea as a religious basis of unification of separated Seljuk emirates. Plenty of the titles that Zangi wore, such as "guardian of the world," "Pillar of Faith", "decoration of Islam", "fighter for the faith", "the assistant of the Emir of the Faithful," testify to the

fact that it was precisely the religious doctrine he chose as a basis for the unification Seljuk principalities under his rule [2]. He subordinated the individual battles with the Christian world to this purpose. Moreover, in Zangi's policy, we can see a unique example in the history of the use of the jihad ideology not so much for the external conquest, but in order to overcome the political disunity of the Muslim world in the face of the Christian threat.

Summing up, we can conclude, due to military campaigns of Imad ad-Din Zangi, the idea of renewal of jihad closely entered the Middle East policy and the Muslim religion as a whole. Of course, Zangi was the first Seljuk commander, who gave a rebuff to Crusaders, and adopted a renewed jihad ideology.

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Аннотация. В данной работе рассмотрен вопрос успешности первого Крестового похода, в ходе которого крестоносцы захватили Святую землю и образовали ряд христианских государств на Ближнем Востоке, стал причиной внесения корректив в исламскую идею священной войны - джихада. Теоретики ислама направили вектор джихада на христиан. Автор утверждает, что обновленная идея плотно вошла в ближневосточную политику и мусульманскую религию в целом благодаря военным походам атабека Мосула Имад ад-Дин Занги, который первым оказал решительный оппор крестоносцам.

Ключевые слова: джихад, первый крестовый поход, христианские государства, сельджукские княжества, Ближний Восток, Святая земля, сельджукские эмиры, люди Писания.

Summary. The paper is concerned with the success of the First Crusade in capturing the Holy Land and forming a number of Christian states in the Middle East caused the changes in the idea of an Islamic Holy War – jihad. Theorists of Islam directed the jihad vector against Christians. The author points out that the renewal idea of jihad closely entered the Middle East policy and the Muslim religion due to the military campaigns of Atabek of Mosul, Imad ad-Din Zengi, who was the first Seljuk commander, who gave a rebuff to Crusaders.

Keywords: jihad, First Crusade, Christian states, Seljuk principalities, Middle East, Holy Land, Seljuk emirs, people of the Holy Bible.

UDC 94

THE INFLUENCE OF THE NORMAN CONQUEST ON THE SUBSEQUENT DEVELOPMENT OF ENGLAND

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Despite the fact that on the Christmas day in 1066 William was crowned king, his conquest of England had just begun. It took him five years to subdue England and its inhabitants to his will finally. The Anglo-Saxons put up a long and stubborn resistance to the Normans (especially the Southeast), which they were severely punished for by the new king. The uprisings that took place in 1069 and 1071 testify to the fact that the power of the king was still not strong enough and there was still a strong resentment from the people. The suppression was so bloody that after the rebellion in the North in 1069 a vast territory of the country was completely parched, and York valley was "turned into a desert, which had to be re-populated" [4].

During the uprisings most of the land passed into the hands of the Norman nobility, except for those few who accepted William. By 1086, twenty years after the advent of the Normans, only two of the large landowners and two bishops were Saxon [3].

The reign of William I was marked by a number of major changes conducted by the new king. These modifications significantly changed the face of England, establishing the fully formed feudal system. It is considered one of the main achievements of William, because before his invasion feudalization of the country was rather slow.

First, as it is said above, William took all the land from the majority Anglo-Saxon nobility (who were mostly killed or fled abroad) in order to reward his loyal Norman knights and barons, that's why more than 4000 Saxon landowners were

replaced by 200 Norman ones [3]. However, William was a very shrewd politician and didn't repeat the situation which occurred in France (where many of the nobles gradually became stronger, richer and more influential than the king). He decided to distribute the land in small patches in different parts of England to prevent the desire of the nobility to strengthen its position and to destabilize the situation in the country. Exceptions were only made for a small area along the Northern borders and the border with Wales, where unrest and the threat of invasion forced the king to give the nobility larger lands.

Thus, after the redistribution of the land, William's Royal domain included 1/7 of the entire territory of England and all the forests of the Kingdom, which made him the most powerful man in the country. In addition to the land redistribution, the Norman Conquest accelerated the process of the enslavement of peasantry. The purpose was to increase the population of the estates and to increase the size of taxes and rents [5]. So already by 1086 the number of served peasants was 88 %.

All this information was obtained due to another momentous decision of William, namely, carrying out a total census of the population, which went down in history as the Domesday Book. All the data obtained in the census belonged to three dates: before the conquest of 1066, immediately after the conquest and in 1086. The main goal pursued by William was to learn more about the country and about the amount of taxes and soldiers he could get.

The general population census is a most valuable source of information for the historians of England of that time and as it sheds light on different political, social and economic issues that arise when studying this period.

The influence of the Normans was noticeable in the field of culture. Their conquest marked the beginning of the synthesis of Norman and Anglo-Saxon cultures, which we can observe to this day. For example, modern English combines two principles, namely the French and Anglo-Saxon languages, so it has the most extensive vocabulary [1]. Even now the second most spoken language in England is French, which once again confirms the close relationship between these two countries.

A significant mark left by the conquerors is in architecture. With their arrival in England begins wide construction of castles as strongholds of the king. Thus, the most famous castle in Britain, the Tower of London, was built to ensure the obedience of the inhabitants of London and the personal security of the king. Also the appearance of English churches changed during this period. A more advanced Romanesque style replaced the architecture of England of the Anglo-Saxon's period and radically transformed the English Church. It was also used to build those famous churches and cathedrals, which still delight the residents and tourists of England for example churches at Winchester, Gloucester, St. Albans and many others [2].

Moreover, I would like to express the opinion that during this period when the English king started to possess territories belonging to another state, had emerged the knot of contradictions between the French and English monarchs, which will cause conflicts between them for several centuries and reached its peak during the Hundred Years War. In conclusion it is significant to say that William conducted a number of activities, which modernized and rebuilt the whole system in England before him. So in social terms feudalism was finally formed in the country, in political terms Britain became a country with one of the strongest monarchies in Europe and the synthesis of old English and Norman cultures was more positive factor and largely determined the form in which we see the modern culture of England nowadays.

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Аннотация. Данное исследование посвящено инновациям, реализованные Вильгельмом Завоевателем после его вторжения в Англию. Основными задачами данной работы являются: обзор основных изменений, которые произошли в период с 1066 по 1087 в различных сферах жизни людей и их краткий анализ, чтобы понять, как сильно изменилась жизнь английского народа после воцарения Вильгельма I. Анализ источников показал, что эта тема является актуальной на протяжении многих веков, поэтому многие историки не могут обойти ее в своих исследованиях.

Ключевые слова: Англия, Нормандское завоевание, Вильгельм Завоеватель, одиннадцатый век, преобразования.

Summary. This research is devoted to the innovations carried out by William the Conqueror after his invasion of England. The main objectives of this work are: an overview of the main changes that occurred in the period from 1066 to

1087 in various spheres of life of the people and their brief analysis in order to understand how much changed the life of the English people after the accession of William I. The analysis of sources revealed, that this theme is relevant for many centuries, therefore many historians cannot bypass it in their researches.

Keywords: England, Norman conquest, William the Conqueror, the 11th century, conversion.

UDC 93

THE VIEWS OF RUSSIAN HISTORIANS ON THE INFLUENCE OF TATAR-MONGOL YOKE ON THE CULTURE OF RUSSIA

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One of the greatest challenges for Russia was the Tatar-Mongol invasion. For the first time the Russians faced the Mongols in 1223. There was a famous battle on the river Kalka, where the Russian troops suffered a crushing defeat and these military setbacks marked the beginning of Tatar-Mongol yoke in Russia, which lasted for about two and a half centuries from 1238 to 1480.

Why did Russia get such a heavy blow? The reasons for this defeat lie in several factors. First of all, feudal fragmentation of the Russian state, which at that time was like a "patchwork quilt", as there were a few major principalities, which competed with each other, and did not have even basic troops able to repulse the conquerors. Secondly, we may mention the lack of a unified command and coherence in army management. The high level of military organization, armament and maneuverable cavalry of Tatar-Mongol troops, their huge numbers and the most severe laws of discipline on the example of "Yasi".

We can see the relevance of this topic, as the debate about the impact of the Tatar-Mongol goes so far. You can even hold some Parallels with the ideas of Westerners and Slavophiles, and more modern ideas of Eurocentrism or of Eurasianism in Russia. The object of study is the history of Russia in the 12th – 14th centuries. Subject of research is the historiography of Russian authors on the subject of the Mongol Tatar yoke. The purpose of the work is the research and study in the historiography of the influence of the Mongol-Tatar yoke on the culture and life of Russia [1].

So, we can see pretty major factors that allowed the Tatars to establish their yoke in the Russian lands. But was it indeed a yoke that stopped Russia in its development? Was it a good stimulus for progress? The supporters of the first point of view, recognized the positive impact of invaders on Russia. One of the main and most important advantages that distinguish the proponents of this point of view is the creation of a unified Russian state. For example, M. N. Pokrovsky said that Russia inherited from the Tartars the system of taxation and soshne letters: "Tatars, not content with the old ways of taxation - partly because of the appetite of the taker, and partly due to the resistance of the giver, organized a proper system, which for many centuries outlived the Tatars themselves" [5].

Professor Whipper indicates a positive influence of Tatar-Mongol on the court system of Russia. However, the most important borrowings from the Tatars were in the military sphere. For example, in the army, a special unit was organized by the Tartar pattern "ercol" is sapper unit, which during the campaigns built causeways, bridges, sought out shallower places to cross the river. We can also mention the organization of the Strelety troops, which is very similar to the Janissaries and Crimean archers "tufekci" referred to in the labels of the Crimean Khans.

We can talk about the continuity of cultural customs and traditions such as the custom of going cap in hand to somebody ("chelobitiye"), the custom of choosing the bride or the so-called presentation of a marriageable girl, custom of throwing coins after the wedding. But we can see the most powerful influence in the language. Over the period of the Tatar-Mongol yoke it has absorbed many words and various borrowings. A lot of words primarily related to the trade, everyday life, and luxuries were derived. The Tatar-Mongol introduced into Russian the names of new types of jewelry, elements of clothing, fabrics borrowed from the East [5].

It has been established that the census was taken by the Russians from the Tatars. Developed written record keeping, which constituted a characteristic feature of Eastern cultures in general, also found a broad application in Russia. The Tatar-Mongol, brought to the Russian culture abacus, dumplings, coffee, Muslim science, a large number of Chinese inventions and their administrative art through Russia became the property of the West.

The second point of view recognizes insignificant or negative impact of Tatar-Mongol invasion on Russia. Mostly highlighted is cultural regress of Russia, as most artists and craftsmen were killed or taken away to the Horde. The Tatar-Mongol invasion for a long time showered economic, political and cultural development of Russia. The destruction of cities, the devastation of villages, the destruction of urban handicrafts, as well as a heavy tribute levied by the precious metals strengthened the naturalization of the economy and prevented the development of commodity-money relations, broke the

economic ties between town and country and worsened the terms of trade that undermined the economic conditions of Russia and in general had extremely serious consequences for the country.

All of these negative factors were emphasized by Russian historians. Karamzin in "The Note about ancient and new Russia" claimed that the Russian princes, who received Mongol labels on the dominion, were much more brutal rulers than the princes of the pre-Mongol period [3]. The same negative opinion was expressed by M. S. Gastev, V. G. Belinsky, B. D. Grekov, K. V. Bazilevich and V. N. Bochkarev.

As a result we can see the relevance and ambiguity of this topic, as the debates are still going. We can even find some parallels with the ideas of the Westerners and Slavophiles, and more modern ideas of Eurocentrism or Eurasianism in Russia. As still today we can trace the influence of many other cultures on our culture, life and identity.

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Аннотация. Данная работа представляет собой анализ историографий и работ крупнейших историков на тему влияния монголо-татарского ига на Русь, её культуру, быт, язык, а так же на государственное правление и многие аспекты судопроизводства и военного дела. Автор приходит к выводу, что, несмотря на большое количество трудов по данной теме, она до сих пор не исчерпала себя и остаётся открытой для дискуссий.

Ключевые слова: Монголо-татары, Иго, Русь, культура, влияние

Summary. This work is an analysis of historiography and some works of major Russian historians on the topic of impact of the Tatar-Mongol yoke on Russia, its culture, lifestyle, language, government and many aspects of the judicial and military affairs. The author comes to the conclusion that despite the large amount of literature on this subject, it is still controversial and remains open to debate.

Key words: The Mongol-Tatar Yoke, the Tatar-Mongol, Russia, culture, impact

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O. CROMWELL AS ONE OF THE MOST CONTRAVERSIAL FIGURES IN BRITISH HISTORY

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Nowadays, when we turn to world history it becomes very essential to pay attention to the most important historical figures. For the British Nation one of the most outstanding personalities is sure to be Oliver Cromwell who was a fanatical puritan and enforced the abolition of Christmas. He managed to become a Member of Parliament and one of the most controversial figures in British history.

The scientific novelty of the work provides analyzing the most significant facts of Cromwell's biography. It is known that Cromwell won the first civil war in Britain and was the key figure in the execution of Charles I. Thus it seems actual to find out how a revolutionary who toppled a king, only to become a despot himself, paved the way for parliamentary democracy [1].

It is always hard to give an objective evaluation of great personalities. That is why we tried to explore the life and career of Cromwell to find out what kind of person he was and what he did for Britain. So the aim of the present article is to study the main life steps of Oliver Cromwell, to characterize the personality of Cromwell, to estimate his contribution to British history.

Cromwell was born in a fairly wealthy family of landowners in Huntingdonshire. He was the only surviving son. His father was the younger son of a knight, and so Oliver inherited only scraps of property, barely enough to sustain gentle status [1, p. 264]. His religious beliefs were shaped at school. He was influenced by his teacher, Thomas Beard, who wrote a well-known puritanical book called *The Theatre of God's Judgement*, which portrayed the Pope as the Antichrist. It likely made Cromwell more anti-Catholic. He studied briefly at Cambridge University. After his father's sudden death, Cromwell returned home to take control of the house.

In 1628 Cromwell became a Member of Parliament for Huntingdon. His first term in Parliament lasted less than a year, not enough time to make an impression.

King Charles I didn't recall Parliament for another 11 years and Cromwell remained in obscurity. He became increasingly opposed to the King's interpretation of Protestantism, which was odd for his own puritan outlook.

When the King declared war on Scotland and was forced to recall parliament to raise taxes to pay for it, Cromwell became a leading opposition figure. He encouraged MPs to turn down the King's request. Charles I responded by entering the House of Commons with troops to arrest five rebellious MPs, but they had already fled. A radical group formed with Cromwell as one of the leaders, which responded by demanding the surrender of much royal power to Parliament. Indignantly, Charles I refused. Britain was set on the path to civil war.

It is worth mentioning that later Cromwell proved himself as a brilliant military leader at the Battle of Marston Moor, when Parliament took control of northern England for the first time. His horsemen broke the Royalist cavalry and successfully attacked their troops. Cromwell led from the front, even though he was hurt in the neck. He returned to the battlefield to take part in the Parliamentarians' biggest victory to date.

As we can see, being a supreme tactician, Cromwell helped to establish the New Model Army, for the first time a force recruited on merit, not social class – the basis of today's army [2]. He introduced discipline into his troops, which allowed his officers to better control and direct their men. As never before, the soldiers were paid their wages on a regular basis. The result was a loyal and dedicated army. The most feared section of the New Model Army was the «Ironsides» cavalry. This effective military force made the Royalists' biggest defeat at the Battle of Naseby in 1645. Within a year the Civil War was over and Charles I was under house arrest.

The Royalists regrouped and allied with the rebellious Catholics in Ireland. They aimed to invade Britain and overthrow the parliamentary regime. Cromwell invaded Ireland and attacked a heavily fortified stronghold at Drogheda, on Ireland's east coast. He stormed the city and slaughtered thousands – a bloody act, which he said was retribution for a Catholic massacre of Protestants in 1641. Cromwell returned to England and in 1651 crushed a Scottish invasion led by King Charles I's son at the Battle of Worcester. Cromwell called it his «crowning victory» [4, p. 361]. Now Parliament had full control of the country. For the remaining five years of his life Cromwell served as Lord Protector, refusing all efforts to make him King.

If one mentions the name Cromwell today, a majority of people will have a negative opinion of his personality, even though they most likely know nothing about him or his career. This is due to hundreds of years' negative propaganda that was started by Charles II after Cromwell's death. Since the Royalists were unable to defeat Cromwell during his lifetime, they staged a coward «execution» of Cromwell's corpse as a retribution for the execution of the English monarch, Charles I. The Royalists later displayed Cromwell's rotting corpse and head in public for some time to discourage rebellion.

According to the aim of our paper we tried to define if O. Cromwell was a hero or betrayer in the history of his Nation. In a 2002 BBC poll in Britain, Cromwell was selected as one of the ten greatest Britons of all time. However, his measures against Catholics in Scotland and Ireland have been characterized as genocidal or near-genocidal, and in Ireland his record is harshly criticized [3].

In conclusion we may say that Cromwell remains one of the most controversial figures in the history of the British Isles, considered both a regicidal dictator by historians, but a hero of liberty and a class revolutionary.

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Аннотация. В статье рассматривается важная проблема, связанная с одной из наиболее выдающихся исторических личностей, Оливером Кромвелем, и его вкладом в историю Великобритании. Будучи прекрасным тактиком, Кромвель проявил себя великолепным полководцем и стал создателем армии нового образца. Кромвель жестоко подавил восстания в Ирландии и Шотландии. Как лидер парламентской пуританской коалиции, Кромвель победил короля Карла I. Получив титул лорд-протектора, он начал наводить поистине «железный» порядок, фактически установив личную диктатуру. Из малоизвестного члена парламента Кромвелю удалось превратиться в

одну из самых противоречивых фигур Британской истории – жесткого диктатора, с одной стороны, и героя-освободителя и классового революционера, с другой.

Ключевые слова: пуританский, член парламента, парламентская демократия, лорд-протектор, «Железный» порядок, диктатура.

Summary. This article deals with an important issue related to one of the most outstanding historical personalities, Oliver Cromwell, and his contribution to the history of Great Britain. Being a supreme tactician, Cromwell proved himself as a brilliant military leader and helped to establish the New Model Army. Cromwell slaughtered the Rebellions in Ireland and Scotland. As a leader of Parliamentary Puritan Coalition, Cromwell defeated Charles I. Having become Lord Protector, Cromwell established «Ironsides» regime, in fact, his personal dictatorship. Rising from relative obscurity as an MP Cromwell became one of the most controversial figures in British history considered both a regicidal dictator, and a hero of liberty and a class revolutionary.

Keywords: puritan, Member of Parliament, parliamentary democracy, Lord Protector, «Ironsides» regime, dictatorship.

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NORTH CRIMEA IN THE 13th CENTURY THROUGH THE EYES OF GUILLAUME DE RUBRUC

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Crimea is the world in miniature. In every corner of the Crimea, many ages and cultures intertwined from the earliest times. Over the past two and a half millennia, the Crimea was a conglomerate of the Hellenistic States; for a long time remained divided between Byzantium and the Nomads; the Golden Horde, its vassal the Crimean khanate, and the Ottoman Empire; then it became part of the Tauric region of the Russian Empire.

In our country over the last few years, the interest to the history of our native land has visibly increased. Unknown issues of the past have acquired a special relevance. As studying our history, we are building our future, guided by rich experience of generations that lived many centuries before us.

The study of the history of the Northern Crimea in the 13th century is central to this work. In this regard, we set the following objective: to study of the history of the Northern Crimea in the period of the Tatar-Mongol invasion on memoirs of Guillaume de Rubruk. In spite of the relatively close relationship of the events that occurred in the Northern and Southern parts of the Peninsula, the history of these two regions differs significantly. For example, the Northern steppes of the Crimea are open for free penetration of nomads. Most of them invade the territory of the Peninsula through the isthmus of Perekop up to the 13th century. Part of the population of the Northern steppes assimilated with the newcomers, the other part was exterminated by them. As in the mountainous part of the Crimea the migration was also by sea, this region differed from the steppe by the greater diversity of the population and the predominance of Greco-Roman civilization source [4, p. 22-23].

At the beginning of the 13th century a new page in the history of the Northern Crimea started because of the Tatar-Mongols' invasion. The Tatar-Mongols rapidly conquered China, Persia, Central Asia, North Caucasus, as well as the Volga and the Don steppes. They founded a powerful state of the Golden Horde in this huge area. It is known that Tatar-Mongols invaded the Crimea for the first time in 1223 [6, p. 104].

Cavalry of the Tatar-Mongols raided the town Suhday (modern Sudak) on January 27th, 1223. Other raids followed, after which they left, and the town again came to life: trade revived and trade caravans were sent into the Northern steppes. The Arab writer, a contemporary of the events, Ibn al-Athir, witnessed this. He writes: «When they [the Tatar-Mongols] left it [Sudak] and returned to their land, the path was restored and goods were transported again, as earlier» [3, p. 28].

A very valuable and original material on the Crimea of this period is contained in the work of Guillaume de Rubruk's «Journey to the East». Guillaume de Rubruk was a Franciscan friar. He was Flemish by origin. It is known that he was born around 1220 and he was close to Louis IX. In 1252 Guillaume de Rubruk went to the southern steppe in the headquarters of Batu Khan because of a diplomatic mission on behalf of the French king. The purpose of the journey was quite clear. Louis IX wanted to expand his possession and to strengthen the ecclesiastical power; therefore, he was aware of the impending danger in the face of the Tatar- Mongols. So, he wanted to cooperate with them. However, it is unknown who Guillaume de Rubruk actually was and why the king sent the monk for this diplomatic mission. It is worth noting that he made a significant contribution to the study of not only the Crimea, but also Central Asia. Moreover, he had brought to Western Europe a huge amount of information about China and Mongolia before the expeditions of Marco Polo.

The information of Guillaume de Rubruk about the Crimea is very valuable. Traditionally it is believed that he described only the southern regions of the Peninsula. However, his work contains information about the Northern Crimea as well: «Behind these mountainous areas to the North stretches across the plain, filled with springs and streams, a very beautiful forest and behind that forest lies a vast plain, which stretches for five-day marches to the end of this area in the North; it narrows, with the sea accompanying it from the East and from the West, so that from one sea to another there is one big Perekop (fossatum)» [2, p. 90].

Also Guillaume de Rubruk noted that «...in the North, toward the end of this province are many and large lakes, on whose shores are brine springs, the water of which as soon as it enters the lake is turned into salt as hard as ice. And from these brine springs Baatu and Sartach derive great revenues, for from all Ruscia they come thither for salt, and for each cartload they give two pieces of cotton worth half an yperpera» [2, p. 90-91].

In addition, Guillaume de Rubruk described in detail the life, dwellings, food, and rituals of the Tatar-Mongols. From the late 11th century until the mid-13th century, a large part of the Crimea belonged to the Polovtsians, and other settlements paid them tribute. This is proved by the evidence of Guillaume de Rubruk, who noted that in the Crimea «on this plain before the arrival of the Tatars Cumans [Polovtsians] used to live and forced the above-mentioned cities and castles to pay tribute to them» [2, p. 90]. In Crimea the Polovtsians quickly became settled, erecting entire villages of primitive buildings. They started to trade with the Crimean cities, especially Kherson, delivering products of livestock and captives for sale into slavery. For this purpose, they committed raids on Russian lands [4, p. 28]. Guillaume de Rubruk also noted that in the Northern Crimea, where «there is no forest, no mountains and no rock... Cumans were tending their herds, which were called Capchat» [2, p. 108].

It is considered that in 1239 the Polovtsians suffered greatly from the invasion of Batu Khan [4, p. 29]. Their capture was conducted in the usual Tatar-Mongols' manner – Polovtsians who inhabited the steppes of Crimea were destroyed or conquered [1]. Guillaume de Rubruk wrote: «when the Tatar-Mongols came, Cumans who all fled to the seashore, entered this land in such large numbers that they were devouring each other mutually, the living the dead, as I was told by a merchant who saw this at that time; the living were devouring and tearing with their teeth the raw meat of the dead, as dogs – bodies» [2, p. 90].

In addition, when the Franciscan monk travelled from Soldaia to the headquarters of Sartach, he was surprised by the abundance of the Polovtsian graves. Polovtsian extraordinary custom is to bury all the relatives in one place. It was also depicted in the work of the medieval author. He also described the grave: «The Polovtsians make a large hill over the deceased and erect a statue facing the East and holding a cup in its hands» [2, p. 102]. It is worth noting that this description is fully consistent with the preserved Polovtsian sculptures.

After the events of 1239 Batu Khan led his army into Western Europe, from where he returned in 1242. This date is significant for the Crimea because starting from this period Tatar-Mongols firmly settled here, when they returned from a campaign to Poland and Hungary. After that, Crimea became an ulus of the Golden Horde and was ruled by a Viceroy of the great Khan. This is proved by the seven Mongolian clans that settled here. Each of them had a large land allotment – beylik [5, p. 146-147]. One of the largest beyliks was owned by the clan of Shirin (later became known as Shirinskiye). Their lands stretched from the Northern tip of the Perekop isthmus to the Sea of Azov. In the second half of the 13th century, the Golden Horde got independence from the Mongol Empire. Then inside it intestine strife began, which led to the split of the Golden Horde into smaller khanates. One of them which was called Jamboilutskaya, roamed with 500 carriages. The Horde considered Perekop its main town so Jamboilutskaya Horde was also called «Perekopskaya Horde». It as the mistress of the steppes guarded the overland route leading into the Crimea through Perekop isthmus [4, p. 31].

Thus, it was found out that at the beginning of the 13th century a new page in the history of the Northern Crimea began because of Tatar-Mongols' invasion. Due to the work of a Franciscan monk «Journey to the East», today we have a unique source of detailed information about life, customs, dwellings, food, rituals of the Polovtsians and Tatar-Mongols in Crimea. In addition, he described Polovtsians, who were exterminated by the Mongols during this period and their various rites and burials. Despite the fact that the journey of Guillaume de Rubruk turned out to be of no use for the Louis IX, as the great Khan demanded his formal submission as the basis for cooperation, his excellent data increased awareness about Crimea and Central Asia.

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Аннотация. Данная работа представляет собой анализ информации о Северном Крыме XIII века по материалам сочинения Гильома де Рубрука «Путешествие в восточные страны». Кроме описания быта монголо-татар в статье содержатся факты о половцах, которые занимали данный регион до прихода кочевых племен Золотой Орды. Автор приходит к выводу, что благодаря труду монаха-францисканца «Путешествие в восточные страны» сегодня мы имеем уникальный источник сведений о быте, нравах, жилищах, пище, обрядах половцев и монголо-татар в Крыму. Несмотря на то, что путешествие Гильома де Рубрука не принесло Людовику IX никакой пользы, так как в качестве основы для сотрудничества великий хан требовал его формального подчинения, его превосходные описания намного углубили знания о Крыме и Центральной Азии.

Ключевые слова: Северный Крым, монголо-татары, половцы, Гильом де Рубрук.

Summary. This research is the analysis of information about North Crimea in the 13th century as a case study of the works of Guillaume de Rubruk's "Journey to the East". Besides the description of life of Tatar-Mongols the article contains some facts about the Polovtsians who occupied this region before the arrival of the nomadic tribes of the Golden Horde. The author comes to the conclusion that due to the work of a Franciscan monk "Journey to the East"; today we have a unique source of detailed information about life, customs, dwellings, food, rituals of the Polovtsians and Tatar-Mongols in Crimea. Despite the fact that the journey of Guillaume de Rubruk turned out to be of no use for the Louis IX, as the great Khan demanded his formal submission as the basis for cooperation, his excellent data increased awareness about Crimea and Central Asia.

Key words: North Crimea, Tatar-Mongols, Polovtsians, Guillaume de Rubruk.

THE CURRENT TRENDS IN DIPLOMATIC RELATIONS OF RUSSIA AND JAPAN

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Считается, что дипломатические отношения России и Японии находятся на стадии зстоя. Такое мнение основывается на прошлых военных конфликтах и территориальном вопросе, по причине которого между странами до сих пор не подписан мирный договор. Отсутствие каких-либо шагов по направлению к урегулированию территориальной проблемы, возможно, также объясняется тем, что представители правительства СССР не посещали Японию до 1990 года. Визит Б.Н. Ельцина предшествовал началу нового этапа дипломатических отношений между Японией и СССР, а затем Российской Федерации. Однако, несмотря на то, что правительство Российской Федерации приняло решение серьезно заняться территориальной проблемой и наладить дружественные отношения с Японией, окончательно решить вопрос не удалось. В дальнейшем российско-японские отношения развивались в отрицательном направлении по все той же причине: неурегулированном вопросе о Курильских островах. Например, эта неопределенность стала причиной ряда проблем, связанных с японскими рыболовными судами, нарушающими российскую акваторию. Дипломатические отношения подобного рода делали ситуацию нестабильной, из-за чего было невозможно точно прогнозировать в каком направлении они будут развиваться.

По-настоящему новый этап дипломатических отношений берет свое начало с официального визита Премьер-министра Японии Синдзо Абэ в Россию в 2013 году. В ходе визита лидерами двух государств был принят документ под названием «Совместное заявление», который содержит все важнейшие направления по расширению и укреплению дипломатических отношений и дальнейшего сотрудничества.

Следует отметить, что роль Японии на международной политической арене возрастает. В 2008 году в странах АСЕАН был проведен опрос на тему: «Какую страну вы бы назвали наиболее удобным партнером?» Большинство – 30% опрошенных – назвали таковым Китай, 28% высказались в пользу Японии, а 23% ответили, что это США. Новый опрос в 2014 году на ту же тему показал, что Япония находится на первом месте, на втором – США, и только 5% респондентов назвали Китай [2].

Премьер-министр Японии г-н Абэ посетил Россию снова 6 мая 2016 года. 15 декабря 2016 года президент России Владимир Путин посетил Японию. Встречи прошли в городах Нагато и Токио. В ходе визита лидеры двух стран обсудили дальнейшие перспективы отношений России и Японии в целом, сферы безопасности и экономики, международную ситуацию, а также поставили цель решить проблему мирного договора, территориальный вопрос, а также совместную хозяйственную экономическую деятельность на островах.

Говоря о темах, поднятых в ходе обсуждения во время визита подробнее, следует выделить некоторые важные аспекты. В. Путин и С. Абэ обсудили вопрос касательно обменов оборонными ведомствами и совместного сотрудничества в Управлении безопасности на море Японии и Пограничной службой ФСБ России, что, по словам С. Абэ, должно стабилизировать обстановку и гарантировать мир в Азиатско-Тихоокеанском регионе. Премьер-министр С. Абэ представил конкретизированные шаги «плана сотрудничества» из восьми пунктов, ранее презентованного им на встрече на высшем уровне, проведенной в Сочи. Также, между участниками встречи было принято решение о развитии сотрудничества в сферах обмена между предприятиями малого и среднего бизнеса, сотрудничества по вопросам энергетики, организации экспортной базы на Дальнем Востоке, развития сельского хозяйства, инфраструктуры, науки, промышленности России и усилению ее производительности, защите окружающей среды, а также взаимному культурному обмену.

Говоря о культурном обмене между Японией и Россией, следует заметить, что 2016-2018 года также станут новым этапом развития и для культурных отношений между странами. На 11-м фестивале российской культуры в Японии, заместитель председателя правящей Либерально-демократической партии Японии Масахико Комура заявил, что подобные мероприятия сближают народы России и Японии. В рамках визита президента В.В. Путина в Японию в декабре 2016 г. стороны пришли к единому мнению о проведении в 2018 г. в качестве одной из мер по расширению японо-российских гуманитарных обменов «Года Японии в России» и «Года России в Японии». Стороны подписали межправительственный меморандум о проведении перекрестного года.

В связи с проведением «Года Японии в России» в 2018 г. в России будут реализованы разнообразные мероприятия в широком спектре областей, таких, как политика, экономика, культура, наука, образование, молодежные обмены, спорт, обмены между муниципальными образованиями и т.д. Ожидается, что данные мероприятия внесут вклад в дальнейшее развитие японо-российских отношений.

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Аннотация. В работе анализируются перспективы двусторонних российско-японских дипломатических отношений. Поиск сильных партнеров определил курс на сближение с правительством Российской Федерации. В свою очередь, сильное политическое лидерство России предоставляет редкую возможность для прорыва в отношениях обеих стран. В рамках визита президента В.В. Путина в Японию в декабре 2016 г. стороны пришли к единому мнению о проведении в 2018 г. в качестве одной из мер по расширению японо-российских гуманитарных обменов «Года Японии в России» и «Года России в Японии».

Ключевые слова: дипломатические отношения, культурный обмен, «Год Японии в России», «Года России в Японии», гуманитарные обмены.

Summary. The potential of Russian-Japanese diplomatic relations is under analysis. The strategic search of strong political partners for Japan defined its course of strengthening relations between Japan and the government of the Russian Federation. In its turn, a strong political leadership of Russia provides a rare opportunity to advance mutual diplomatic relations for both states. During the President's Putin visit to Japan in December, 2016, the both parties came to the mutual agreement to announce "Year of Japan in Russia" and "Year of Russia in Japan".

Key words: diplomatic relations, cultural exchange, «Year of Japan in Russia», «Year of Russia in Japan», humanitarian exchanges.

UDC 340

DOUBLETS IN LEGAL ENGLISH

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The aim of this article is to examine such lexical feature of legal English as using doublets, to find possible reasons for them to appear in the language, to analyze some examples and present alternatives if any.

Legal English is the style of English used by lawyers and other legal professionals in the course of their work. The most important difference that sets off legal language from ordinary language is its lexicon. Lexical peculiarities of the language of law in modern English include the use of terminology, borrowings from Latin and French, archaic words, doublets and triplets [4]. In this article we will regard doublets in detail.

There is a curious historical tendency in legal English to string together two or three words to convey what is usually a single legal concept. Examples of this include *null and void*, *perform and discharge*, *dispute*, *controversy* or *claim*, and *promise*, *agree* and *covenant*. These are often called 'doublets' or 'triplets'. These should be treated with caution, since sometimes the words used mean, for practical purposes, exactly the same thing (*null and void*); and sometimes they do not quite do so (*dispute*, *controversy* or *claim*).

Modern practice is to avoid such constructions where possible and use single word equivalents instead. For example, the phrase *give*, *devise* and *bequeath* could be replaced by the single word *give* without serious loss of meaning. However, the pace of change in legal usage is slow, and as a result it is still quite common to see certain typical doublets and triplets in certain legal documents [3, p. 34].

David Crystal explains a stylistic influence upon English legal language. This seems to be one of possible reasons for using doublets and triplets as well. During the Medieval period lawyers used a mixture of Latin, French and English. To avoid ambiguity lawyers often offered pairs of words from different languages. Sometimes there was little ambiguity to resolve and the pairs merely gave greater emphasis, becoming a stylistic habit. This is a feature of legal style that continues

to the present day. Examples of mixed language doublets are: "breaking and entering" (English/French), "fit and proper" (English/French), "lands and tenements" (English/French), "will and testament" (English/Latin). Examples of English only doublets are: "let and hindrance", "have and hold" [1].

Now let's consider some doublets in detail. The word combination *aid and abet* is one of the best known doublets in the language of law. These verbs are most often used to define secondary participation in crime. The word "aid" derives from Old French *aider* and Latin *adjutare* meaning to help or assist. "Abet" comes originally from Old French *abeter* meaning "to lure on, entice" and *bouter* meaning "to encourage or set on" and the Saxon *bedan* and *beteren* "to stir up or excite an animal".

The phrase *aid and abet* is often linked with "counsel and procure". These four verbs are found together as early as a statute of 1547. However, over the centuries other words have been used to define secondary participation in crime such as "help", "assist", and "command".

Judicial consideration of the meaning of the phrase has focused on:

- active steps taken ... by word or action",
- presence at the time of planning or commission of the offence, and
- issues of knowledge and intention.

Judges have spent considerable time working out what the four words mean. "Aid" has rarely been considered on its own, but is seen to have the general meaning of help or assist. "Abet" has an overlapping meaning of "to assist or encourage as an accomplice in the commission of an offence". The distinction between *aid and abet* and "counsel and procure" is whether the defendant was present but not participating, or absent. "Any act which would amount to aiding and abetting if done while present at the crime would amount to 'counseling and procuring' if done while absent."

While aid and abet remains in statutes, it must be used. However, the Law Commission for England and Wales recommended replacing the old phrase by "assist or encourage or procure" [2, p. 10-12].

Another word combination to be considered is *goods and chattels*. The word *chattel* derives from the Latin *catalla* that meant cattle. Old French preserved it as *chatel* or *chapel*. It referred to cattle but also meant any moveable goods. *Goods* is derived from the Old English *god* that is in turn related to the Old Norse *gothr* and the Old High German *guot*. The phrase *goods and chattels* occurs as early as the reign of Henry VI (1422-1461). Mellinkoff suggests that the phrase arose because around that time both Anglo-Norman and English were spoken. Lawyers habitually used synonymous words from both languages to help readers.

In most law dictionaries *goods* is a term of variable meaning. It may include every species of personal property or it may be given a very restricted meaning". *Chattels* is one of the widest words known to the law in relation to personal property. The meaning of the phrase *goods and chattels* is very broad. Turner LJ believes that unless controlled by the context, the phrase comprises all the personal estate of whatsoever nature or description."

Are the words synonyms? *Chattels* includes everything meant by *goods*. *Chattels* can also include interests in land less than freehold and in some contexts, choses in action, but *goods* cannot. M. Duckworth and A. Spyroe consider that the word *goods* is an adequate substitute for the usual meaning intended by the phrase *goods and chattels* [2, p. 34-36].

One more phrase we are going to analyze is *fit and proper*. *Fit* is possibly derived from the Old English *fitta* meaning an "adversary of equal power". Its origins are obscure with its earliest recorded use as an adjective meaning "suitable" in 1440. *Proper*, on the other hand, has its origin in the Latin *proprius* meaning "belonging to oneself". This original sense of ownership survives in *property* and *proprietary*. It was adopted into French as *propre* in the 11th century.

This combination of Old English and French synonyms is a classic example of a doublet. As Mellinkoff explains, doublets originally came about when French declined and English took over as the language of law. Lawyers were reluctant to choose between the French and English word and sometimes kept both.

It is difficult to work out exactly what *fit and proper* means. Many law dictionaries do not define this expression, so it is not a "term of art". Others that do call it a "worthless redundancy". Hudson labels the use of *proper* as "profoundly ambiguous". He notes that *proper* also has a moral sense, rarely used, that has developed from the sense of 'suitable' or 'correct'. Other commentators have implied that *proper* could add to the meaning of *fit* by including the condition of legal eligibility. M. Duckworth and A. Spyroe believe that where *fit and proper* is used, *fit* on its own is an adequate alternative [2, p. 24-26].

Let's sum up. We have considered such lexical peculiarity in the language of law as doublets. They should be treated with caution, since sometimes the words used mean, for practical purposes, exactly the same thing; and sometimes they do not quite do so. There were some reasons to use doublets and triplets in legal English. During the Medieval period lawyers spoke a mixture of Latin, French and English. To avoid ambiguity lawyers often offered pairs of words from different languages. Besides, they habitually used synonymous words from both languages to help readers. In addition, lawyers were reluctant to choose between the French and English word and sometimes kept both. The examples presented show that the meanings of words and phrases can change a) over time, b) in legal context. Modern practice is to avoid such constructions where possible. However, the pace of change in legal usage is slow, and as a result it is still quite common to see certain typical doublets and triplets in certain legal documents.

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Аннотация. В статье рассматривается такая лексическая особенность юридического английского, как использование дублетов. К подобным фразам следует относиться внимательно, потому что не всегда используемые слова означают одно и то же. В статье представлены возможные причины появления дублетов. Приводимые примеры показывают, что значения слов и словосочетаний могут меняться с течением времени и в юридическом контексте. Однако изменения в юридическом английском идут медленно, поэтому дублеты до сих пор используются в юридических документах.

Ключевые слова: дублеты, юридический английский, синоним, лексический, значение.

Summary. In this article such lexical feature of legal English as using doublets is regarded. These phrases should be treated with caution, since sometimes the words used mean, for practical purposes, exactly the same thing; and sometimes they do not quite do so. Possible reasons for doublets to appear in the language are discussed. The presented examples show that the meanings of words and phrases can change over time and in legal context. However, the pace of change in legal usage is slow. So it is still quite common to see certain typical doublets in legal documents.

Keywords: doublet, legal English, synonym, alternative, lexical, meaning.

UDC 340

WHY I DECIDED TO BECOME A LAWYER

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It is very important for everyone to choose the right career. The greatest part of the adult life is connected with work. It's ideal when it brings nothing but pleasure. Some people claim that they wanted to be a lawyer since they were quite young, but most struggled with this decision up until the time they applied to law school. In fact, many law students and even recent graduates still don't feel sure that they have made a right decision.

As for me, I made up my mind to be a lawyer because I want to protect honest people. It wasn't easy to choose what I want to become. However, my main occupation should be more serious and solid. Besides, my parents are both from the law sphere, so I think it's the best choice for me. In my opinion the sphere of law and justice is very important in modern society. I know that the job of a lawyer is a well-paid and highly demanded one, but money is nothing. Seeing the results of your job and grateful attitude of your clients is much more important. A good lawyer should have analytical and research skills on the first place. Besides that, he should have good interpretational and speaking skills. I'm working hard on these aspects and I even attend a special eloquence course to feel more confident when speaking on public.

Two vital skills of a lawyer are the following ability to speak and write in a clear, articulate manner. Since a lawyer's job is to solve problems, the key to success is the ability to convince others in the correctness of one's analysis of the factual problem, the requirements of the law, and the best result that can be reached for all concerned parties. A lawyer must be able to educate and convince his or her clients, other lawyers, juries, judges or mediators. He or she must have the ability to perform this task equally well by speaking or writing. One may be a genius, but it will be useless if others can not understand what he or she is saying. The skill and art of verbal communication is an important key to success of becoming a competent lawyer [1].

A lawyer's personal satisfaction must come from helping others achievement of the desired result or amelioration the consequences of a difficult situation. A lawyer must provide the client with sufficient information concerning all possible alternatives to allow the client to make an informed decision. Ultimately, the client must decide what is best for himself or herself. The lawyer must be able to accept and advance the client's decision, even if he or she would not have personally chosen the particular course of action, so long as the attorney stays within the ethical parameters of the Code of Professional Responsibility. Whether one is writing a will, negotiating a contract, litigating a lawsuit, or settling a divorce, a lawyer is

advocating the personal needs, desires, and goals of the client. One should not be flamboyant or overreaching to be an excellent lawyer, only capable of persuasively articulating concrete positions [2].

The practice of law is a jungle filled with pockets of quicksand for the sloppy, lazy lawyer. The law has made great strides in eliminating unnecessary requirements of form to allow cases to be resolved on the merits rather than by one's ability or failure to follow rules of procedure. However, rules of form, practice and procedure are necessary for the orderly conduct of business within the law. A lawyer must pay strict attention to facts and detail, for detail work is a significant aspect of the practice of law.

A lawyer never stops reading the law. From the day one enters law school until the last day before retirement, a lawyer must keep abreast of the ever-changing law. Whether these are statutes, agency rules and regulations, or court decisions, a lawyer may never assume the law remains static. Each and every competent lawyer must dedicate a significant number of hours on a regular basis to educating himself or herself. This study time may be added on top of the many hours spent in the law library completing legal research on very specific issues of law pertaining to particular cases.

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Аннотация. В данной статье рассматривается проблема выбора профессии юриста. Данный вопрос является актуальным в современном обществе. Выбор специальности, посредством которой человек планирует зарабатывать деньги - дело ответственное и серьезное. Выбираемая сфера деятельности должна быть интересна для выпускника школы. Профессия должна быть востребованной на рынке труда. К тому же, выбранный род деятельности должен соотноситься с имеющимися возможностями.

Ключевые слова: юрист, студенты правовых факультетов, присяжные, судья, переговоры, контракт, судебное разбирательство, развод.

Summary. The problem of choice of the profession of the lawyer is considered in this article. This issue is very acute nowadays. The choice of the profession, by means of which a person plans to earn money, is a responsible and serious matter. The choice of the sphere of activity should be interesting for the school graduates. The profession must be in demand at the labor market. The chosen activity should be related to available opportunities.

Keywords: a lawyer, law students, jury, judge, negotiation, contract, litigation, divorce.

UDC 340

FACADE OF THE LAW

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It is no wonder, that rights are kind of special substance, which penetrates in every sphere of our everyday life. Even if you spend several days or weeks in search of a range without submission to the laws and rights, you will find yourself wasted your precious time. Just think about that: right now you are sitting, breathing, listening or anything like that just because you have a right, which is given by your body. You came here, entered this building and this room because you have fixed right to move freely. This was, kind of, natural side of the rights.

For centuries another side of the law has been growing, improving and becoming stronger. The history of the law includes several ages and epochs, because it is quite hard to create massive list of instructions, prohibitions and permissions for whole civilization! And again we face the picture once mentioned – law penetrates our social life in every direction. We are allowed to have our freedom (article 22 of Russian Constitution); we have free labor and right for the rest (article 37 of Russian Constitutions) and so on.

However, as it often happens, every blessing carries its own curse. In our case, it is also referred to people, who create law and work in the sphere of it. Just imagine – such an important (or even vital) part of our life has become spoilt by unskilled and unprepared people, who reached their position with help of money, not mind and knowledge. Moreover, some

people with help of power and influence lobby sometimes laws in search of making their life easier, but they forget about other people. Actually, it creates natural chaos in the society, in the states, or even in the entire civilization.

As you see, this theme is rather essential, because we see everything we are going to discuss day by day. So let us unveil the Facade of the law.

To begin with, we must pare your attention on article 134 of Russian Constitution. You can see it. It seems to be correct, but who can be a member of this group? Are they qualified specialists? Are they lawyers at all, or just people, who once formulated a title of the retirement age – "terms of survival"? To the point, it is "juridical term" I am sure, not only I think that it is terrible term to the life of the aged people. Let us restate – life of the aged people! Did they fight nearly 70 years ago in order to people, they protected, named their life "terms of survival" in the world saved by them?! Well, let us return to the article 134 of our Constitution – still we have some group of people, no matter, how they prepared and ready to make a proposal for Constitution correction. I would like to remind you one more time – Russian Constitution! The most important, the strongest law in our country!

Another point – what is happening with our education. You must be informed about paid education in schools and great number of discussions over it. And it is no wonder, because not all families can pay studies in the university for their children. On the one hand, they have over 17 years to save money, but on the other, it is easy to say, but rather difficult to do. I am not an expert in it, but such words I have heard several times from people, who stuck between possibilities and wills. But paid education in schools, I think, is a reason, why children will be born in families, where both parents are 35 years old and even more!

Don't You think, that it is just a destruction of the right for education, however it is fixed in article 43 of Russian Constitution? You can see it right now.

What can we see? Are people, who are to improve our legal system, are destroying it? As far as I now, the law is created to be a material to build an order and there is no sense at all to use law to plunge society in chaos!

Another juridical stupidity happens in USA. The fact is that some laws there seemed to be ridiculous, not strange or incorrect.

There is a law in Florida, which forbids to divorced women to jump with parachute on Sundays. Also in Indiana Pi is equal to 4. State California – it is forbidden there to wash your car with help of dirty clothes. In Nebraska, where there is no shoreline, it is forbidden to catch the whales and so on. As far as I know, the law should control, permit, forbid, inform, punish, but amuse – in no case.

Lobbying of laws can be mentioned in USA. It is forbidden in Alaska to wake a bear to take a photo of them. Otherwise, Insurance Company must pay. Who would like to pay for dullness of the human, who have decided to wake a bear? One more case – it is forbidden for firefighters to save naked women, otherwise he will touch her naked body and she will bring an action in court. Why has the law become something to protect only some group of people, not whole nation?

Taking into account all the mentioned above, we can say, that despite huge influence of law on our lives, it is spoilt by people, who were protected by it. Once law was used to save us from iniquity and mess, now it is used to create those iniquity and mess. People looking forward to the legal system improvement, achieve opposite things, and start worrying, spread their thoughts, dissatisfaction grows and state of chaos is almost achieved.

The lesson, we should take from this situation is perfectly said in one song. It is called Consign to Oblivion and was written by Dutch music collective – Epica:

Selfishly we're venomous
But you know the time tells us
There is more to life than our
Higher positions, race for perfection
Better, faster
We must return to the laws of the nature
Free ourselves from madness! [4].

The Facade of the law lies originally in creation and maintenance of the order in our society and country, so let us follow this rule. Really, our fathers and grandfathers have given us almost all and we need only to follow and improve, not to destroy and to return to the state, we were in several thousand years ago.

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Аннотация. С самого образования право начало входить в жизнь людей, постепенно приобретая новые формы, силу, особенности. С учетом того, что прогресс без порядка в сферах человеческой деятельности невозможен, постепенно право охватывало всё больше и больше областей повседневной жизни человека. Так право стало таким массивным, как оно есть сейчас. Но этот массив, при всей важности и необходимости, носит в себе и угрозу, которую порождают те, кто творят нашу правовую систему. Порой, правотворчество становится лишь инструментом получения прибыли в руках влиятельных лиц, порой – является источником юридического абсурда и правового разбоя.

Ключевые слова: право, закон, правовая система, права, порядок, юридический термин, Конституция.

Summary. The law has been becoming part of our life from the very beginning of its creation. Gradually it has been obtaining new forms, power, and particular qualities. In addition to it, any progress without order is impossible. Little by little law has comprised new areas of our everyday life. So, the law has become so massive, as it is now. However, this array carries a great menace, despite its' necessity and importance. Moreover, this menace is created by people, who create our legal system. Occasionally, lawmaking is nothing, but a tool for making money, in other cases – it is a source of juridical nonsense and legal robbery.

Keywords: law, act, legal system, rights, order, juridical term, Constitution.

UDC 340

EMPLOYMENT CONTRACT AS A DOCUMENT REGULATING LABOUR ACTIVITY OF THE PERSON

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“Money makes the world go round” as the famous proverb says. It’s the money that is paid for the people’s labour and, in order not to be deceived it is necessary to have such a document as a Labour Contract. Labour Contract is an employment contract concluded between the employee and employer, which sets their mutual rights and obligations. The agreement between the employee and the employer according to which the worker agrees personally to perform work on a specific job corresponding to his skills and qualifications.

As a result of work activities going on, on the one hand, the saturation of the market of goods, services, cultural values, which have already formed a definite need, on the other – the progress of science, technology, production leads to new needs and their subsequent satisfaction. Furthermore, technological progress provides growth of productivity and efficiency.

In the period of Russia's entry into the market economy the role of labour Code has grown, its social function aimed at protection of labor rights and welfare of the employer have also uncreased. The most important document controlling the relationship between both parties is an Employment contract.

Labour contract as a written document in accordance with the Labour code of the Russian Federation is a mandatory document, drawn up and signed by the parties of the employment contract at its conclusion.

As established in article 67 of the Labour Code of the Russian Federation, a Labour contract "is in writing, made in two copies, each of which is signed by the parties. One copy of the employment contract is transferred to the employee, the other is kept by the employer. The employee’s obtaining of the copy of the labour contract shall be confirmed by signature of the employee on the copy of the contract held by the employer [2].

Human needs are diverse. They are divided into material or natural (food, clothing, and shelter) and cultural, or social, associated with the acquisition of knowledge, studying the Sciences, with introduction to religious and artistic values and demand for labor, communication, public recognition

Needs inevitably arise and accompany every person in his life, it’s something that is common for different people, but at the same time is individual for everyone. Need is the sensation of physiological, social or psychological discomfort, lack of something, it is a necessity that you need to create and maintain normal living conditions and human functioning. It is legitimate and the interpretation of needs as the state of disequilibrium, the deficit, the elimination of which is directed by human actions.

It is possible to allocate following basic needs: material (cash or in kind) remuneration for work as it is a source of livelihood; meaningful, interesting work that gives scope for self-realization; social usefulness of work, for everything spent in the form of the physical and mental energy must be transferred to the person to whom it is required; to achieve appropriate representation of a person's social status (respect, recognition, career management); spiritual human activity which involves not only intellectual (education, training, etc.), but also other activities which are generated by the internal state of the individual (enjoyment of cultural heritage, aesthetic education); security; a certain level of intensity of labor. These types of needs have a certain commonality, summarized, and can be represented as the sum of the three major groups of needs: material, labor and status.

In human consciousness needs present an interest or motive that induces a person to a specific target action. Motive not only encourages people to action, but also determines what should be done and how it will be implemented by this action. After the amendments to the Labour code of the Russian Federation to the Federal law from June 30, 2006 N 90-FZ came into effect, the labour contract has become a universal instrument for regulating the mutual obligations of the parties, allowing to meet the needs of each party by meeting the interest of the other party, giving rise to the common interest of the parties in the conclusion and proper execution [3]. So, if we turn to the Constitution of the Russian Federation - the basic source of constitutional law, it may be noted that the employment contract is named in the article. 37 as the basis of state guarantees of the right to rest to employees. Working under the labour contract, stated in article 37 of the Constitution of the Russian Federation shall be guaranteed the statutory working hours, weekends and holidays, and paid annual leave. This means that the subject of the employment contract includes not only the private interests of employers and employees [1].

Labor relations, public interests and social relationships arising between the parties of the employment contract and the state which controls, regulates and protects them, these relationships establish social guarantees, including paid vacation, retirement pension, sickness, loss of breadwinner, the payment of temporary disability (illness, pregnancy, childbirth), the possibility of combining work with training, etc [4].

Therefore, the labour contract as a legal contract is not only the method and form of an agreement between the employer and the employee, but rather the operational means of communication between the parties to the employment relationship, able to facilitate the necessary balance between supply and demand on the labour market, the saturation of the labour market by those professionals that meet the needs of employers and contemporary society. With the help of an labour contract with its participants formed a confidence in the stability of their social status, which in turn cannot help but have a positive impact on the development of entrepreneurship, economy, to increase individual and social welfare.

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Аннотация. В статье говорится о том, что трудовой договор, выполняющий функцию трудовых правоотношений, призван индивидуализировать трудовые правоотношения применительно к личности работника и конкретного работодателя. Именно посредством трудового договора осуществляется включение гражданина-работника в трудовой коллектив организации, на него полностью распространяется трудовое законодательство и действие локальных правовых актов нормативного характера, принятых в этой организации. Юридическое значение трудового договора служит основанием существования и развития трудового правоотношения.

Ключевые слова: трудовой договор, трудовая деятельность, работник, работодатель, гражданский кодекс, трудовой кодекс.

Summary. The article is concerned with the employment contract which performs the function of labor relations. It is designed to individualize the employment relationship towards an individual employee and a particular employer. Due to the employment contract, the inclusion of the citizen-worker into the labor collective of the organization is usually occurred. Local legal acts of a normative character adopted by the organization influence the employee. The legal significance of the labor contract is the basis of existence and development of the employment relationship.

Keywords: employment contract, labor activity, employee, employer, civil code, labour code.

ANTI-DOPING DIVISION IN CAS

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Court of Arbitration for Sport (CAS or Tribunal arbitral du sport, TAS) is international judicial body for sport arbitration. The headquarters are in Lausanne (Switzerland) but courts located in Lausanne, Sydney (Australia), New York City (the USA) and in Olympic host cities (ad hoc division).

The court consists of two chambers: arbitration and appeal. There is also Ad hoc division works only during Olympic Games (host city must grant) and Anti-doping Division, created in 2016 before Rio 2016 Olympic Games.

Anti-doping Division is based on Rule 59.2.4 of the Olympic Charter [4]; this allows IOC (International Olympic Committee) Executive Board delegate its power to a disciplinary commission. Special division was created 1st April 2016 because of the big amount of doping cases in the past.

CAS Anti-Doping Division (CAS ADD) has its own President and Deputy President; all arbiters are chosen from special list of Court Office. CAS ADD has rules [1] that are without prejudice to Olympic Charter or to Code of Sports-related Arbitration [3].

CAS ADD and Ad hoc worked independently and nobody can influence work of any divisions even President of the CAS. Ordinary CAS procedure took about 6 – 12 month, Ad hoc – 24 hours, CAS ADD several days

During Rio 2016 Olympic Games were registered 12 cases:

- AD 16/008 International Olympic Committee (IOC) v. Chagnaadorj Usukhbayar (Mongolia, Weightlifting) – DQ, Accreditation is withdrawn;
- AD 16/007 International Olympic Committee (IOC) v. Izzat Artykov (Kyrgyzstan, Weightlifting) – DQ, Accreditation is withdrawn;
- AD 16/006 International Olympic Committee (IOC) v. Kleber Da Silva Ramos (Brasilia, Cycling) – violation of rules;
- AD 16/005 International Olympic Committee (IOC) v. Xinyi Chen (China, Aquatics) – DQ;
- AD 16/004 International Olympic Committee (IOC) v. Silvia Danekova (Bulgaria, Athletics) – Accreditation is withdrawn;
- AD 16/003 International Olympic Committee (IOC) v. Kleber Da Silva Ramos (Brasilia, Cycling) – DQ, Accreditation is withdrawn;
- AD 16/002 International Olympic Committee (IOC) v. Tomasz Zielinski (Poland, Weightlifting) – Accreditation is withdrawn;
- AD 16/001 Pavel Sozykin & Russian Yachting Federation (RYF) v. World Sailing (WS) & International Olympic Committee (IOC) (Russia, Sailing) – non CAS ADD case.

There were only 8 cases in CAS ADD, and 7 of them concluded with violations of doping rule, almost all of them were disqualified and their accreditation were withdrawn. However there was the case where CAS ADD had not disqualified an athlete (case AD 16/006). Almost every case has IOC as an Applicant and an athlete as Respondent.

During Rio 2016 Olympic Games was worked CAS ADD which aim was to deal with all doping cases; however, some disputes were made to Ad hoc:

- AD 16/025 World Anti-Doping Agency (WADA) v. Narsingh Yadav & National Anti-Doping Agency (NADA) (India, Wrestling) – a four-year ineligibility period;
- AD 16/023 Ihab Abdelrahman v. Egyptian NADO (Athletics) – application dismissed;
- AD 16/021 Elena Anyushina & Alexey Korovashkov v. International Canoe Federation (ICF) & Russian Canoe Federation (RCF) (Russian, Canoe) – dismissed;
- AD 16/019 Natalia Podolskaya & Alexander Dyachenko v. International Canoe Federation (ICF) (Russian, Canoe) – dismissed.

Several athletes who were disagree with their national or international Anti-doping agencies files cases to Ad hoc because they could not filed to CAS ADD or did not know about this possibility. All Ad hoc doping cases were before Opening ceremony and CAS ADD cases were during Olympic Games.

During Rio 2016 Olympic Games were 28 cases and 12 of them were about doping, it is 43% of all cases. All doping cases had similar conclusion – DQ, withdrawn accreditation or dismissed application. There is no case where CAS ADD conclusion in athlete side. There is no case in all CAS history when doping case was solved in athlete side. Since its

established it had very strict and sometimes strange interpretation of principles (principle “tempus regit actum” and principles of good faith and “venire contra factum proprium” [2]).

CAS ADD implicitly believes to WADA (World Anti-Doping Association) and always support their decision to suspend athlete.

2016 was the first year to CAS ADD and they have standard procedures for appealing to this Division and result is predictable. Next 2017 year this Division may have more cases because of trial Olympic completion in South Korea and International Athletic Competition in London. Despite the fact that CAS ADD is a new body in CAS structures has its own history and some remarkable cases.

However, creation of ADD CAS cannot solve all problems. ADD CAS collaborates with WADA and WADA can dictate some solution or gives unchecked date (i.e. McLaren Report, CAS admitted lack of evidences). To avoid any vague apprehension ADD CAS must have its own independent laboratory that can check doping test. The laboratory must have independent workers in order to avoid any influence from countries and other structures. The works must have the same conditions as judges (list of ADD laboratory works by nationality). WADA and National Anti-Doping Agencies must follow CAS ADD solutions and cannot retort. Today the situation is direct opposite; WADA can dictate what to do, even without any significant evidence (i.e. suspension of whole Russian Paralympic team).

ADD CAS judges must represent all recognized countries and must be chosen from countries that are not parties in dispute. Judges must have legal education and sport education in order to be more confident and to understand the issue. ADD must have own judges course which must be obliged to all people who want be a ADD CAS judge.

It would be great when ADD CAS functions not only during Olympic Games but between Games. Division must have permanent place, it can be other place, not Lausanne. It would be wiser to establish court near countries that have big problem with doping or even establish several divisions in all parts of the world. European and Asian divisions will be the biggest because of the countries that now have doping problems.

The cost must be lower in order to give possibility to every athlete to protect their honor and reputation. Today price is extremely high in case when CAS representatives must travel and there the idea of local division sounds very wise. I hope this year we will have more information about this division because it shows its potential and capabilities.

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Аннотация. В последние несколько лет допинг стал самой актуальной проблемой. Спортивный арбитражный суд, международный арбитражный орган, создал у себя новое подразделение, занимающееся только делами о допинге. Неизвестно как будет развиваться данное подразделение, поскольку ранее такого никогда не было. В этой статье представлена статистика первого года работы подразделения, анализ текущей ситуации и предположения по дальнейшему развитию в следующие несколько лет.

Ключевые слова: спортивный арбитражный суд, антидопинговое подразделение, Ад хок, дела о допинге, АДП, судьи, юридическое образование.

Summary. Recently doping has become one of the most important and vividly discussed problems. Court of Arbitration for Sport, the main international court follows the problem and creates new division that deals only with doping cases. Nobody knows how this division would develop for there was no such example. In this article one will find the statistics of first year Anti-Doping Division existence and the analysis of current situation and speculations about possible future expansion in future.

Keywords: CAS, Anti-Doping Division, Ad hoc, doping cases, ADD, judges, legal education.

THEORETICAL ASPECTS OF FINANCIAL LOGISTICS

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The globalization of the world economy leads to a significant complication of the funds movement, which requires the development of new science-based techniques, which would give the opportunity to effectively organize and manage financial flows. Precisely, financial logistics, as a new scientific and practical approach provides such opportunities.

The financial logistics is the least explored area. It can be explained mainly by two reasons. Firstly, the transition to a market ideology has lasted for too long in Russia, when the understanding of the most important role of finance in the logistics system comes to scientists and practitioners gradually as the market develops. Secondly, cash flow management requires high professionalism and involves considerable risks for each enterprise or company [3].

In the transition to a market economy, increasing production and sales efficiency of production determines the need for isolation and study the logistics of financial flows, which are in the process of moving from one business entity to another may be regarded as a relevant product stream. Moreover, its motion is due to the implementation of a number of logistics operations.

Financial logistics is a management system, planning and control of financial flows on the basis of information about the organization of material flow. Financial flow is the directed movement of financial resources associated with the movement of material, information and other resource flows, both within the logistics system and outside it. Financial flows arise when reimbursement of costs and logistics costs, funds from sources of funding, the monetary compensation of sales and services rendered by the supply chain participants.

The purpose of the financial logistics is the complete and timely provision of volume, timing and sources of funding. To achieve this objective, financial logistics must solve the following tasks:

- explore the financial market and forecast funding using marketing techniques;
- identify funding needs, choose the sources of funding;
- monitor the interest rates on bank loans and securities;
- construct financial models use of funding sources and the algorithm of future cash flows from financing sources;
- establish the sequence of movements of funds within a project;
- create operational systems for information processing and financial flows.

Let us consider the basic requirements to the parameters of financial flows in logistics systems [1]. For a complete and timely provision of logistics activities adequacy requirement should be carried out, which means that financial resources should be available in the desired volume and timing of demand for them. To fulfill the requirements of compliance with the parameters of flow in the development of financial plans the time and the amount of costs for the purchase and transportation of equipment and materials, standards of warehousing and production, marketing and distribution technologies should be taken into account. Another important requirement is the reliability of the sources of resources and the effectiveness of attracting finance. To monitor compliance with its situation on the financial markets (interest rates on loans and deposits, the market of corporate and government securities), selected sources minimum cost and risk, determining the sequence of the inclusion of funding sources, identify possible problems of resource mobilization. Cost optimization is a fundamental requirement of any activity, which is achieved by rationalizing and allocating resources [2].

Supporting financial policy functions aimed at creating favorable conditions for its implementation of integrated logistics activities. They cover the process of monitoring, analysis and cash flow planning. The implementation of these functions makes it possible to assess the state of the cash flows of the company, to fix problems in their motion, identify causes and develop measures to address the problems through the implementation of the key functions. Basic functions include the financial performance of logistics operations related to the provision of cash flows, including the steps to prepare payment documents, determining forms of payments, collection of cash and other. All the functions of financial logistics are interrelated and cannot be performed separately from one another. Their composition, classification and hierarchy of complexity correspond to the philosophy of total control the money in the enterprise.

The structure of the financial and banking logistics includes logistics, aimed at optimizing the cash flow of bank customers by forming a special organizational and functional structure. At the same time, banking and logistics covers the balance of external banking relationships through the use of quantitative and qualitative indicators of the banking market.

In conclusion it should be noted that financial logistics is a combined product of logistics and financial services such as flow processing, financing, logistics evaluation, monitoring, asset management and financial advice [4]. Nowadays, many

enterprises need to improve the financial logistics system by implementation of innovations. Financial logistics not only offer customers high-quality and high-value-added logistics and processing services, but also improve the overall supply chain performance and business customers, and capital efficiency for clients of the financial services directly or indirectly. Finance and logistics integration concept consists in the fact that they form methodology basis of financial flows management. They allow management companies to increase the quality of management of financial flows in the direction of reducing costs and speeding up capital turnover.

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Аннотация. В статье рассматривается финансовая логистика как новый научно-практический подход к управлению финансовыми потоками. Описывается поток денежных средств как основная составляющая финансовых услуг логистики. Рассматриваются характеристики и основные задачи финансовой логистики как системы управления финансовыми потоками. Описывается структура финансовой и банковской логистики. Дается оценка внедрению инноваций в целях улучшения финансовой логистической системы предприятий. Анализируется роль финансовой логистики в условиях глобализации.

Ключевые слова: финансовая логистика, управление денежными потоками, финансовые услуги, финансирование, финансовые модели.

Summary. The article is devoted to financial logistics as a new scientific and practical approach to managing financial flows. Cash flow as a main component of the logistics financial services is described. The characteristics and main tasks of the financial logistics as the management system of financial flows are examined. The structure of the financial and banking logistics is considered. The implementation of innovations to improve the financial logistics system at enterprises is assessed. The role of financial logistics in the context of globalization is analyzed.

Keywords: financial logistics, cash flow management, financial services, funding, financial models.

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THE PECULIARITIES OF AMERICAN CHRISTMAS COMMERCIALS: THE RACE ON CHRISTMAS EVE 2016

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Nowadays advertising becomes a phenomenon of human culture and comes out of a frame of economic sphere. A quantity of commercials in our world, a skill of its creation, particularity of promotional style and its influence on recipients catch not only linguists' attention, but also that of the representatives from other scientific spheres. Such researchers as Verevkina U.O., Diakova E.U., Sonin A.G., etc. have been referring to characterization of commercial texts, though their researches as a rule are based on printed texts [1].

In the modern world commercials demand is growing more and more. It has become such a key part of our everyday life that we do not even tend to notice them. Almost every person runs across a commercial at least once a day. This happens due to existence of different forms of advertising, such as billboards, flyers, radio commercials, ads in newspapers, ads on the Internet, TV commercials, etc.

We see advertisements so often that we have learned to ignore them. That is why companies are driven to find new ways of reaching potential customers. In doing so companies have started looking into psychology and learning their best to attract people to their commercials and keep their attention.

After some time of commercials existence certain norms and rules have formed. And following these norms is believed to enable a company to create an ideal commercial.

First and foremost, a company should not impose its product otherwise it is probably to discourage the target audience.

Moreover, a commercial should appeal to the customers' values, such as kindness, empathy, freedom and others. A viewer must feel that a commercial is directed towards him/her. A commercial should make them feel surprised, capture their attention, and then try to touch them emotionally or bring a smile to their faces.

In addition to this, audio text should be short and precise, as a TV commercial needs fewer words than a radio one. A minute long commercial is to contain an average amount of approximately 70-100 words. When containing 130 words or more, the commercial's appeal drastically decreases.

A month before Christmas various US companies do their best to create eye-catching and fascinating TV commercials. They invest huge time and financial resources into creating these commercials to attract more buyers than their competitors do by producing a perfect commercial that will probably touch viewers to tears. Americans say that huge world-known companies even have hidden competitions in creating the best Christmas commercial of the year.

Considering this fact, we have chosen and analyzed five most popular American TV commercials of December, 2016. They are:

1. Duracell – *How the Rebels Saved Christmas*

2. Temptations – *Kitty Christmas*

3. Apple – *Frankie's Holiday*

4. Coca-Cola – *A Coke for Christmas*

5. Hallmark – *Extraordinary Cards*

Duracell's «*How the Rebels Saved Christmas*» commercial featuring footage from *Rogue One: A Star Wars Story* and a battery-powered R2D2 gift for a girl in hospital touched Americans' hearts. The ad lasts 1:09 and contains 54 words, which does not overburden it. An obvious connection with the world-known film series attracts the attention not only of children, but also of adults. Children, who spend their holidays in hospital and request for donations make people empathetic and touch their feelings.

The next commercial reflects a problem that almost every cat owner has, namely omnipresent cats that cannot but pull the decorated place apart. And the only way to keep them busy, says this commercial, is to feed them with cat treats «*Temptations*». The commercial lasts 1:15 and has no words pronounced, only a slogan on the screen «*Keep them busy this holiday season*», that undoubtedly demonstrates its uniqueness and thus attracts people's attention.

Apple's «*Frankie's Holiday*» commercial shows Frankenstein singing to children in a snowy square. At first people are afraid and laugh at him except one little girl, who sings with him a Christmas song and shows that everyone should be respected and loved. The ad lasts 2 minutes and contains no words, as everything is said with the help of Christmas songs and people's conduct. The spot ends with the line "*Open your heart to everyone.*"

Following the traditions, a Coca-Cola company takes 30 seconds, a cheerful Christmas song and fills them with joy, kindness and happiness. It is enough for the viewers all over the world to enjoy these drinks.

The last but not the least commercial is Hallmark's «*Extraordinary Cards*». Incredibly, but it lasts only 32 seconds and contains 42 words. Nevertheless, it does not spoil the commercial otherwise it makes it more down to earth. Questions and videos of ordinary people's happy moments are well-balanced, so that the ad is not overburden. The pleasant voice of a woman appeals to our feelings, getting us to recollect people who make our life happy.

Summarizing all mentioned above we have made a rating of popularity of chosen commercials on the YouTube channel. «What is YouTube from the point of view of company or commodity promotion? It is a powerful means that enables to convey information to a plenty of users, intrinsically it is a mass communication. And in order to make it efficient it is necessary to think over the variants of interaction with the audience» [2].

Thus, the most viewed commercial is Duracell's «*How the Rebels Saved Christmas*» with its 18 105 776 views. Then comes Temptations' «*Kitty Christmas*» with 2 985 964 views, Apple's «*Frankie's Holiday*» with 8 603 985 views and Coca Cola's «*A Coke for Christmas*» with 247 567 ones. On the last stage is Hallmark's «*Extraordinary Cards*» having counted only 15 276 views. There is no wonder of such results, as *Duracell Company* has chosen a plot connected with ubiquitous film series *Star Wars*, which brought them largest target audience. *Temptations* has captured viewer's attention due to unusual plot and creative idea, while *Apple Company* is attractive because of its world-known name and high-quality commercial. *Coca-Cola Company* has attracted less viewers because it has more than one Christmas commercial, adapted to enormous amount of countries all over the world. Finally, we consider that *Hallmark Company* has so little viewers as this company is smaller than the others and its name and products are not so world-known. Not to mention the fact that in modern fast-passing world people prefer to send messages via the Internet with variety of smile images, rather than to send hand-written letters.

Summing up one should say that advertisers are talented and creative people, especially if they are able to create a touching and moving commercial, that lasts 2 minutes and has no words, although a perfect commercial does not mean that a video will be on the top level among others. A name of a company and its popularity not over the country, but mostly all over the world play their role in final attractiveness of a commercial.

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Аннотация. Данная статья посвящена теме рождественской рекламы в Соединенных Штатах Америки и негласной гонке ведущих компаний мирового уровня за пальму первенства в этой сфере. За месяц до Рождества на телевидении и в интернете начинается показ видеороликов, в которые инвестируется огромное количество времени и средств. В нашей работе мы постарались выделить несколько критериев и норм, следуя которым можно создать идеальный видеоролик, проанализировать несколько американских рождественских реклам и составить рейтинг выбранных реклам согласно количеству просмотров на канале YouTube.

Ключевые слова: реклама, рекламные ролики, Рождество, США, брендовые компании, рейтинг просмотров.

Summary. The given article is devoted to the theme of Christmas video commercials in the United States of America and to the hidden race for a garland among some companies of the world level. A month before Christmas there begins a wide demonstration of video commercials on the Internet and on TV that requires serious time and financial investments. In our work we tried to distinguish several rules of creating a perfect commercial, analyze several American Christmas commercials and make a rating of chosen commercials on the base of the quantity of YouTube channel views.

Keywords: advertisement, video commercials, Christmas, USA, brand companies, viewers rating.

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SMM PROMOTION OF STUDENTS' PROJECTS

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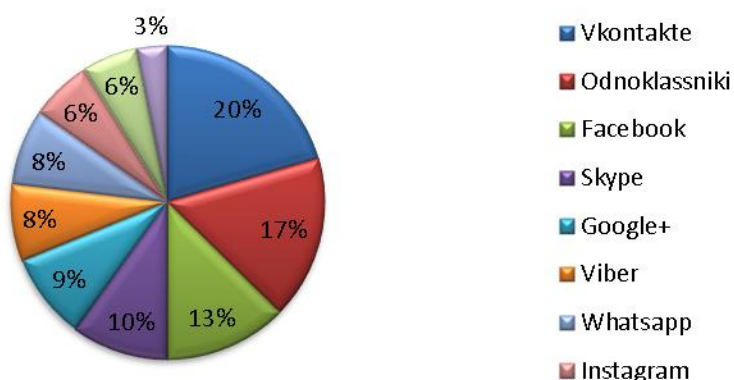
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Social media play a great role in our life. The Internet and especially social media cover almost all spheres of human life. The role of the mass media in the contemporary society is difficult to overestimate. They report about various aspects of life, form and affect public opinion.

One of the latest marketing trends is **Social Media Marketing (SMM)**. **SMM** is a process of attracting people and their attention to a brand, a good or a service with a help of Social Media platforms [1]. The word "Marketing" in abbreviation is not exact, because it more implies "Promotion". SMM is widely spread in Western countries. Companies address range stakeholders through social media marketing including current and potential customers, current and potential employees, journalists, bloggers, and the general public. Nevertheless after the economic crisis in 2010 the penetration of Social Media in Russia increased for 21.5% [2]. According to the information of the site pro-smm.com the activity of Russians in Social Media is very high [3]. There is a diagram where we can see the most popular Social Media in Russia for the 2016:

Internet Users 16-24 years old



SMM is rather young method; it originates in 2009, and is keeping on developing.



Beqiri Gonxhe, PhD. Candidate European University of Tirana: "Social Media strategy is not about targeting as much people as possible, but to understand their needs and demands in order to create suitable services and offers for them."

In the given paper we would like to show how one can use the principals of SMM in his university activities. A student can know the basics of SMM, for example, to promote a student's forum.

First of all, it is necessary to create a "brand" of the event. It must be bright, simple, original and remarkable. In addition it takes to indicate the partners and sponsors on this label. For example:

Then, one should create hashtags (it is extremely important). The users will search photos, news by these unique hashtags. They also should be remarkable and short. One can create some communities in different Social Media/ For example, if one want attract young people, students, he should create a community in

"Vkontakte", if he wants to attract local authorities, sponsors, it is better to do on "Facebook". The content of the group should be interesting, substantial, and, of course, unique. The administrator of the Social Media community should make two or three posts a day. It may be news, quizzes, on-line games, quests, photos and videos. The modern tempo of life does not permit to read long posts, so the post should content three or two sentences an certainly a visual effect to attract the user's attention.

According to the survey of GfK (Gesellschaft fur Konsumforschung) Group, from 26.01.2017, 70.4% of Russians use the Internet, most of them use social media.

There was a real revolution in Russia in the field of social networking over the past ten years. Today, it is a powerful communication channel with a monthly audience of more than 50 million people. In addition to the potentially broad coverage, promotion in the Russian social networks has flexibility of audience targeting. Content marketing today is the basis of promoting brands on social networks. There are many opportunities to spread your content in the Russian social networks: the development of thematic groups, banner ads, ad posts in communities, spread of viral videos. They use different content formats: articles, interesting facts, humor, contests, webinars, etc. So we can see, that in Russia SMM just starts to develop, but it has very radiant future.

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Аннотация. В работе исследуется вопрос роста интереса к продвижению проектов, продукции в социальных сетях с помощью Social Media Marketing (SMM). Это новый метод рекламы, который получил распространение благодаря большой активности пользователей в социальных сетях. Также рассматривается перспектива развития SMM в России и в мире в целом, показатели популярности социальных сетей в России, и то, каким образом можно

использовать данный метод для продвижения своей студенческой инициативы. Даны практические рекомендации по продвижению проекта в молодежных социальных сетях.

Ключевые слова: Продвижение, социальные сети, SMM, онлайн -платформа, студенческая инициатива, проект.

Summary. In this paper the question of growing interest to the promotion of projects, goods in Social Media with the help of Social Media Marketing (SMM) is under analysis. It is a new method of advertising that was spread thanks to the users' great activity in Social Media. Also we examine the future trends for developing of SMM in Russia and in the whole world, the index of users' activity in Social Media in Russia, and how a student can use this method to promote the project. The practical recommendations for promoting students' projects are given.

Keywords: Promotion, Social Media, SMM, online platform, student initiative, project.

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DECEPTION IN ADVERTISING

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Deception in advertising influences people since the beginning of the 21st century. This question is a subject of close consideration, due to the fact that it cannot be ignored because it is known that the unbelievable advertising is out of the place in a market.

In many cases advertising substitutes worldview, ethical and moral principles of the Russian society with mass consumption ideology [1]. Consumption in turn causes the addiction to one or another good. There are a lot of examples of kleptomania that in turn classified as a psychological disorder caused by advertising statements. Advertising surely cannot be the only thing to cause it.

It can be stated that deceptive person has a clearly stated aim (likely – deriving profit) and surely plans the communication process (chooses the most appropriate lexical units paying attention to the recipient and the situation). It means that deception can be viewed as a speech strategy [4]. Advertising managers often use this term among themselves that cannot be neglected. A speech strategy is the main action of realization in the sphere of industrial market and technologies. It can be changed in the cases of shifting the effect on the customer in the reversed direction from the chosen strategy.

A deception concept, which source is the inconformity of juridical, scientific and generally accepted deception definitions, became a point of disagreement. In terms of law the statements are seen as deceptive, if they are important in buying decision making. According to advertising companies, deception is viewed as a behavioral construction, that is realized when the advertising creates to customer an impression and belief, that are different to those that he might have had if he knew all the information, and these impression and belief do not coincide with the reality and can misinform a person. An advertisement is deceptive if it [3]:

- Contains a believable statement that in fact is a transparent deception;
- Contributes in mismatch between the information that is stated in the advertising, from the point of view of the buyers or people who are making the decision, and the reality;
- Induces the person or the dial who makes a decision about buying to rely on erroneous believes formed earlier, having the aim to form one or more erroneous believes.

Deception in advertising can be seen as misinforming or manipulating having the aim to persuade the customer to buy the goods mentioned in the advertisement [4]. In this case it is the customer, who has the right to decide which classification it belongs to. Even if the deception was unintended, consumers can react negatively to the advertisement content, if they have an impression of deception.

In order to deceive the customer about the best product logos, artwork and figures of speech are used. Philosophical resultant force of the advertising process is pragmatism – influence on people's behavior to impel them to make a decision.

If consider it in details, one can understand the deception concept in advertising. People buy not goods, but their wishes and plans fulfillment, problem solving, future, dreams, life style. In other words they raise their social status. Because of this in advertisement design and assessment one should understand and see the general direction and tempo of changes that customers undergo in time length, and should not try to get the definite result with the help of reckoning. Changes in society claim new advertising solutions, new approaches new creativity.

Unfortunately, people do not pay an appropriate attention to the studying of the federal advertising law. In advertisements a lot of articles and points of law are neglected.

Nowadays everybody has seen under age people under pressure. Their rights are often infringed in advertising texts and advertising in general. On the subconscious level advertising influences the young generation, which in many cases does not

understand the implicit meaning of messages in advertising texts. A lot of people conceive the information contained in advertisements as a truth that in many cases does not coincide with the reality. According to federal advertising law to protect the under-age people from abusing their trust and lack of experience it is not permitted in advertising:

- To create the false impression of under-age people about the product availability for families with any sufficiency level;
- To create the false impression of under-age people, that owning of the advertising product ranks them at a higher position comparing with equals in age;
- Forming the inferiority complex among under age people, who do not own the advertised product.

These three points show the discrepancy between the articles of the law and reality. The legislation cannot regulate the limits of deception in advertising, that means that while the deception phenomena exists, there will be people whose rights are infringed.

But the most important thing is to remember the following contention of the federal advertising law: «advertising should be conscientious and authoritative. Unconscientious and unauthoritative advertising is not permitted» [3].

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Аннотация. Невозможно представить современный мир товаров и услуг без достойной рекламы для их распространения. То, как развивается общество, показывает, как развивается характер рекламных лозунгов и как трансформируется поведение маркетологов. В данной статье рассматриваются характеристики, указывающие на ненадежную рекламу, которая не вызывает доверия. Приводятся виды рекламного обмана. Приводятся пункты ограничения рекламы для представителей несовершеннолетнего возраста. Резюмируется понимание современной рекламы.

Ключевые слова: реклама, обман в рекламе, маркетолог в рекламе, нормы маркетинга, воздействие рекламы на несовершеннолетних.

Summary. It is impossible to imagine the modern world of goods and services without a decent advertisement for their distribution. Society development shows how advertising changes. This article reviews features of unreliable advertisement. There are kind of deception in advertising described. There are kinds of advertising restrictions for under-aged people. The meaning of modern advertisement is resumed.

Keywords: advertisement, deception in advertising, marketer in advertising, rules of marketing, advertisement influence on under-aged people.

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FEDERAL DISTRICTS OF RUSSIA IN INTERNATIONAL COMPARISONS

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In the conditions of globalization the problem of determining Russia place and potential in global space is becoming particularly urgent. Russia has been compared with other countries on various socio-economic development indicators. However, the validity of such comparisons is questionable. It's difficult to imagine that the results taken from all Russian regions called "Russian general" can be equally applicable to both Moscow and the North Caucasus republics. Current practice considers gross domestic product per capita (GDP) as the most common measure of economic development.

In this article we have tried to compare the gross regional product per capita (GRP) data in the federal districts of the Russian Federation with information about the world's GDP. The information on the GRP from the digest, 2014 "Regions of

Russia" [3] and data on the world's GDP in US dollars by purchasing power parity (PPP) [1] published by the International Monetary Fund were taken as initial data in our research. Before proceeding to analyses it's necessary to point at a number of methodological complexities. Firstly, according to an established practice, the comparison of economic development level of the country is carried out after GDP conversion from national currencies to the US dollar. Since the current exchange rates are formed under the influence of various factors, method of national currency calculation by PPP has been used since the late 1960s. Secondly, the calculation of the GRP in Russia has been carried out since the middle of the 1990s. "In its economic content GRP roughly corresponds to the index of GDP calculated by production method at the federal level. GRP is defined as the amount of value added resident units of the region" [2]. However, the GRP has some significant differences from the GDP. GRP is evaluative because it is impossible to distribute the gross domestic product throughout the territory of the Russian Federation completely due to the existing method of calculations. The calculation of GRP doesn't consider a number of elements that GDP includes: public administration, defense, trade, banking, etc. Therefore the total GRP of all regions of Russia is less than the country's GDP. In this regard we can assume that those parts of the GDP which are not accounted for by regions are distributed among them in proportion. Third, because the conversion of GDP from national currencies to the US dollar by PPP takes into consideration the level of prices in the country, we thought it appropriate to make a correction in the GRP price ratio – "the cost of a fixed consumer basket" given in the same digest "Regions of Russia."

Indicators of GRP in US dollars have been calculated using the following formula: $GRP(D) = (GRP(R) / C * 100) / (GRPR(R) / GDP(D))$, where: GRP(D) – Gross regional product in US dollars by PPP, GRP(R) – Gross regional product in rubles (according to the State Statistics Committee), C – the cost of a fixed basket of consumer goods and services at the end of the year (in percentage, nationwide price level – 100%), GRPR(R) – average gross regional product of Russia in rubles, GDP(D) – Russia's gross domestic product in US dollars by PPP.

For example, we introduce the calculation of Central Federal District GRP in US dollars. GRP per capita – 535,430.5 rubles. The cost of a fixed basket of goods – 111.9% to the national average cost. The average GRP per capita in Russia – 403,178.9 rubles. Russia's GDP per capita by PPP – 26688 dollars. Thus, the gross regional product in US dollars in the Central Federal District is: $(535430.5 / 111.9 * 100) / (403,178.9 / 26688) = 31667.1608$ US dollars by PPP. The results are shown in Table 1.

Table 1. GRP per capita in US dollars by PPP in Federal Districts of Russia (considering price ratio)

Federal District of Russian Federation	GRP in USD by PPP	The indicators of the closest countries' GDP per capita by PPP		
		GDP in US dollars	Country	Country's place in the rating (185 countries)
Central	31667,16	31922	Cyprus	35
		30432	Czech Republic	37
<u>North West</u>	26873,58	25286	Poland	44
		25200	Hungary	46
South	19448,34	19827	Romania	58
		19637	Turkey	60
<u>Northern Caucasus</u>	12011,21	12124	Peru	90
		11948	Mongolia	91
Volga	22235,34	20806	Panama	55
		20965	Croatia	56
Ural	42987,83	43913	Iceland	20
		43105	Belgium	22
Siberia	22390,04	23559	Latvia	50

		23025	Chile	54
Far East	27010,09	27406	Lithuania	41
		27220	Portugal	42
Crimean	6074,05	6061	India	122
		5766	Nigeria	123

Ural Federal District is the most successful region. It is not surprising because it includes the Tyumen Oblast, where 59% of the regional product is created in the oil and gas production. Moscow performs the Central FD as industrial and main financial center. Branch structure of its economy (78.1% – services, 21.9% – industry, 0% – agriculture) is similar to other regional financial centers, that have been recently considered mainly as newly industrialized countries: Hong Kong (88 % – services 12% – industry), Singapore (65% and 35% – respectively). As for less developed regions such as the Northern Caucasus and Crimean FD they are at the end of the list. These are mainly the regions, which were slightly affected by industrialization in Soviet times and preserved a predominantly agricultural specialization.

Why after such a difficult way to catch up with developed countries, we have found ourselves in the middle of the road between the richest and the poorest? The idea of creating a Russian inter-regional division of labor may be offered as the possible solution to this problem. Russian regions have one major advantage if being compared with most developing countries, - a huge domestic market, where there are no barriers to movement of goods and resources on the whole space. The deepening of Russian regions internal specialization based on their competitive advantages together with the development of domestic demand (without isolation from the outside world) will presumably give additional impetus to the development of Russian economy.

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Аннотация. В статье освещена проблема определения места и потенциала России в мировом пространстве. Предпринимается попытка сопоставить данные о валовом региональном продукте на душу населения в федеральных округах Российской Федерации со сведениями о ВВП стран мира. Представлены рекомендации по увеличению экономического потенциала регионов России.

Ключевые слова: показатели развития, регионы, ВВП, ВРП.

Summary. The article highlights the problem of determining the place and potential of Russia in the global space. An attempt to compare the data on the gross regional product per capita in the federal districts of the Russian Federation with information on the GDP of the world has been made. Practical recommendations to increase the economic potential of Russian regions have been presented.

Keywords: development indicators, regions, GDP, GRP.

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RUSSIAN FEDERATION UNEMPLOYMENT RATE

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Unemployment is a socio-economic phenomenon, the essence of which is that part of the economically active population wishing to work, cannot find any job [1, p. 165]. In the Russian Federation officially registered unemployment had a steady downward trend during past several years. But the economic crisis forces enterprises to revise the existing personnel policy. Producing a decrease in the number of existing units in the state, it cuts working hours, salaries, stimulates sending employees on unpaid leave.

However, it is worth noting that the official statistics does not change and it is based on the "sampling" of the population, excluding all Russian citizens. So, the statistics doesn't include the fact of the Crimean peninsula entrance into the country. By the way in Russia there are many citizens, who do not have formal employment, and data about them either do not exist at all, or it is not accurate. ROSSTAT (Federal State Statistics Service in Russia) being the main governmental statistics agency in Russia, does not count in their reports just mentioned facts and can make the distortion of the real situation of unemployment in the country [4]. Thus, the data of official statistics and the actual data on unemployment differ significantly, which demonstrates the relevance of the problem in our country. It is confirmed by the number of requests the word «job» and the number of responses to these requests of the largest search resource Yandex.

Biennium statistics shows a definite increase in overall activity of job searching by the Russian Federation citizens. There is a need to study the problem of unemployment, as it is one of the key indicators to determine the overall state of the economy, the standard of living of population, efficiency of economic activities of the state. In economic theory reasons of unemployment are considered to be the following excessive demands of the workers towards the employer concerning raising the minimum wage; the inflexibility of the labor market, which declares the needs of those people who are looking for work and the needs of employers willing to provide jobs; changes in the demographic structure of the population; structural changes in the economy, according to introduction of new technologies and equipment, leads to a reduction in surplus labor [6].

In Russian Federation educational level, ages of people looking for job and work experience are the main reasons of unemployment. Degree of the jobless unoccupied population significantly differs on age categories. The largest age category among unemployed people is 25-29 years old and the lowest level of the unemployed is between the ages of 60-72 years old. This is due to the fact that retired people because of a various reasons look for the "governmental support", and the largest group of temporarily unemployed ones, that is people aged 25-29, remains unemployed because employers don't want to hire people who haven't got any necessary experience yet [2].

Also statistics show that the majority of the temporarily unemployed are people with vocational secondary education training program for skilled workers, and those who have secondary vocational, secondary general education, while the highest share of unemployed people with secondary (full) general education exists [2]. Thus, it is possible to draw a conclusion about the necessity of getting higher education.

On the basis of the main and secondary causes and reasons for unemployment, in economic theory there are three main species. Structural unemployment is a type of unemployment that is associated with the change in the demand for labor in various occupations and professions and it occurs when the number of seats available for employees of certain specialties is much less than the number of unemployed persons with these specialties. Frictional unemployment is a type of unemployment that is often voluntary in nature, it is connected with expectation and job search and arises from the fact that the worker is dismissed from his company or leave on their own and he needs some time to find a new job. In general, the causes of this unemployment are geographical displacement, change of professional interests, retraining, marriage, birth of children, etc. Cyclical unemployment is an unemployment caused by the recession phase of the economic cycle. This type of unemployment is occurring in a country experiencing economic recession. The recession reduced industrial activity, close individual plants, and, consequently, rising unemployment. Cyclical unemployment is a negative economic phenomenon [5].

Currently, in the Russian economy there is structural unemployment, supplemented by cyclical unemployment. The main reason for this situation is the lack of competitiveness of many types of domestic goods compared to foreign ones. Industries producing consumer goods, have great potential for development, but are unable to realize this potential because of lack of funds.

To normalize economic situation in the country and combat unemployment, the government uses a kind of methods and mechanisms. Thus, the state employment policy represents a system of measures of state direct and indirect impact on the labor sector to achieve the goals, namely the establishment and maintenance of such a labor market condition that require solutions, solving the challenges currently problems.

In Russia the basic measures to combat unemployment are: the stimulation of government investment in the economy, which is the main condition for the creation of new jobs; organization of training and retraining of structurally unemployed; the development of employment services and labor exchanges; the promotion of small-scale and family entrepreneurship; government incentives (fiscal and legislative measures) the provision by employers of jobs that certain groups – the young, the disabled; assistance, if necessary, the change of residence for employment; the creation of jobs in the public sector [3]. While maintaining the same vector of combating unemployment and in case of financial shock absence next year, improvement into employment growth and development will be more obvious and fundamental.

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Аннотация. В данной статье автор анализирует проблему безработицы в Российской Федерации и ее влияние на экономику страны. Показаны основные особенности динамики безработицы, рассмотрены ее базовые виды. Дается сравнение реальных сведений о безработице и данных официальной статистики. На основе анализа динамики российской безработицы определяется эффективность экономической деятельности государства. Особое внимание в статье уделяется анализу причин существования безработицы в России. Автор дает обобщенную характеристику государственного регулирования безработицы и государственной политики в области занятости.

Ключевые слова: безработица, официальная статистика, государственная политика, занятость, Российская Федерация, незанятое население.

Summary. In this article the author analyzes the problem of unemployment in the Russian Federation and its impact on the economy of the country. The main features of the dynamics of unemployment are shown; the basic types are considered. The author compares real-time data on unemployment and official statistics. Based on the analysis of Russian unemployment dynamics, the efficiency of the economic activities of the state is determined. Special attention is paid to the analysis of the reasons of the current problem in Russia. The author gives a generalized characteristic of state regulation of unemployment and state policy in the field of employment.

Keywords: unemployment, official statistics, public policy, employment, the Russian Federation, unemployed population.

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INNOVATIONS IN RUSSIA: STRENGTHS AND WEAKNESSES

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The experience of developed countries has shown that it is the effectively functioning National Innovation System (NIS). It increases the scientific and technological potential and provides higher competitive position of the country. Russia's Economics is now characterized as developing, based mainly on imported technologies, but its NIS is not functioning effectively.

The aim of the research is to analyze the peculiarities of NIS functioning in Russia, its strengths and weaknesses, and also to work out recommendations on its improvement. In order to achieve this it is important to answer the following questions:

1. What are the peculiarities of Russian NIS?
2. What are the main components of Russian NIS and their conjunction?
3. How can the State initiate innovation processes?

Therefore, in this article we will pay more attention to the business sector of Russian NIS as the key element and indicator of the whole NIS effectiveness.

Before we start analyzing the strengths and weaknesses of Russian NIS, let us review the problems and difficulties, which originate from the Soviet period and still have effect on the NIS. These are:

1. underdeveloped infrastructure of innovation activity, disconnection between science and industry, which appeared as a result of planned economy;
2. everything was controlled by state authorities so there was no independence in innovation activity, because of the state monopoly on foreign trade;
3. starting private business wasn't allowed. Huge state industrial enterprises dominated in the country's economy;
4. undeveloped telecommunications in Russia;

5. science is excessively concentrated in big scientific and industrial centers;
6. there are no high qualified specialists to manage innovation processes and financial institutions;

Russian NIS consists of:

1. structures that use technological innovations (private and state enterprises, corporations);
2. R&D system (scientific organizations that create innovations including scientific research institutes, universities);
3. institutional structures that formulate policy and monitor its results and NIS development;
4. infrastructure of innovational activity (institutions that transfer technologies, technoparks, business-incubators, business centers, financial institutions, patent institutions);
5. institutions that support innovational activity (professional unions and associations, various funds).

All these groups exist and interact in a certain context which includes market needs, macroeconomic trends, etc. Enterprises, companies, corporations compose the main block of any NIS and their innovation performance plays a very important role in the whole NIS effectiveness. From the point of view of the innovative orientation of the economic activity, the companies with a mixed property type are the most effective: the proportion of innovative companies of this type is 18.4 times higher than, for example, private companies. Quite moderate innovation activity is observed in foreign and joint venture enterprises. The distribution of organizations involved in R&D activities in various sectors of science in Russia: entrepreneurial sector of science composes the biggest part of scientific-technical system in Russia – 48% of firms and almost 50% of employed people participate in this sector. On the second place is the state sector – 36% of organizations and 33.5% of employees; the higher education sector accounts for 15% of organizations and 5.34% of R&D personnel. Russia's entrepreneurial sector of science is characterized by quite a high proportion of state property. The State owns 2.9 thousand of scientific organizations. From those 1.8 thousand are state sector organizations and higher education sector. So, the other 1.1 thousand of state owned organizations belong to entrepreneurial sector of science, which forms 50% of all enterprises and businesses in Russia.

Russia's NIS strengths and weaknesses

There are the examples of successful innovation activity in our country. In the city of Ekaterinburg the system of intellectual resources commercialization is being built; this system is aimed at reviving the alliance between academic

Strengths:	Weaknesses:
1) strong positions or leadership in many areas of fundamental science; 2) developed system of R&D institutes in various R&D spheres; 3) strong positions in the world market in some technological areas as aero-space industry, metallurgy, energy; 4) improved positions of higher education sector of Russian NIS in comparison with previous years.	1) low legislative activity; 2) underdeveloped market of innovation intermediaries; 3) weak interconnections between elements of NIS; 4) insufficient motivation of R&D personnel producing innovations; 5) high export and import taxes; 6) lack of long-term industrial policy aimed at producing competitive products; 7) ineffective system of bank loans, lack of experience in management of innovations.

science and industry. In 1998 the non-commercial partnership “Center of innovations and technology “Akademicheskyy” was created; it acted as a business incubator, which connected the potential of scientists with demands of real sector of economy and then “packed” the results into commercial projects. Then The Urals Venture Fund was created. These two subjects support all stages of innovation process with participation of regional budget and private investors.

Another example of successful innovation policy is the scientific cluster of Dubna, a town in Moscow region. This town was the first in Russia to get the status of “*naukograd*” – “the town of science” as over one third of the town inhabitants are involved in science. The main developments are in nuclear power and its applications in medicine.

This article gives an overview of Russian NIS peculiarities. We explored mainly the issues of building the institutions and legal system for Russian NIS business sector. So, to overcome all the problems, the government should create better climate for innovations, to support start-ups, to create venture funds and to low the taxes, to invest in the development of R&D, and to stimulate the purchasing of hi-tech products. In the long run the NIS development in any country will increasingly depend on the development of other countries' NIS and their successful interaction will be able to contribute to all the participants of the global innovation environment. Therefore, joint research and knowledge exchange in the field of NIS of various countries is nowadays especially important. How to build the NIS that could easily integrate into the world innovation environment? This issue is also to be studied.

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Аннотация. Роль знаний в области экономики была усилена процессом глобализации и технологической революцией. Инновация, как правило, представляет собой направление научного и технического прогресса и процесс, связанный с практическим применением результатов исследований и разработок. Однако значение понятия «инновация» гораздо шире. Инновации должны быть рентабельными и отвечать особым нуждам. Автор статьи рассматривает основные проблемы и перспективы инновационного развития, а также исследует Национальную инновационную систему России (НИС).

Ключевые слова: инновации, развитие, бизнес, современные технологии, НИС.

Summary. The role of knowledge in Economics had been reinforced by the globalization and the technological revolution. Innovation is traditionally represented as the direction of scientific and technical progress and the process associated with the implementation of the R&D results into practice. But the meaning of the concept of "innovation" is wider. Innovations should be cost effective and meet a specific need to be called so. The author observes in the article the main challenges and prospects of the innovative development and studies the Russian NIS.

Keywords: innovations, development, business, modern technologies, NIS.

SUPRAMOLECULAR COMPLEXES OF IVY AND LICORICE SAPONINS

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Today the molecular complexation of saponins and different biologically active molecules is widely studied. The great interest to these supramolecular products is first and foremost caused by the possibility of new drugs composition by means of drug dose reduction, bioavailability and decomposition resistance increasement, the action prolongation, and expansion of biological activity spectrum of pharmacones [3; 4].

Triterpene glycoside glycyrrhizic acid (3-O- β -D-glucuronopyranosyl-(1 $\rightarrow$ 2)-O- β -D-glucuronopyranoside of 18 β -glycyrrhetic acid, GA) is the main triterpene saponin of licorice roots *Glycyrrhiza glabra* L. [2]. Monoammonium glycyrrhizinate (glycyram, GC; see Fig. 1) is an anti-inflammatory and antiallergic drug, and is used in medical practice [1].

α -Hederin (hederagenin 3-O- α -L-rhamnopyranosyl-(1 $\rightarrow$ 2)-O- α -L-arabinopyranoside, glycoside 1; see Fig. 2) and hederasaponin C (hederagenin 3-O- α -L-rhamnopyranosyl-(1 $\rightarrow$ 2)-O- α -L-arabinopyranosyl-28-O- α -L-rhamnopyranosyl-(1 $\rightarrow$ 4)-O- β -D-glucopyranosyl-(1 $\rightarrow$ 6)-O- β -D-glucopyranoside, hederacoside C, glycoside 2; see Fig. 2) was discovered in representatives of most species of the ivy genus *Hedera* L. [2].

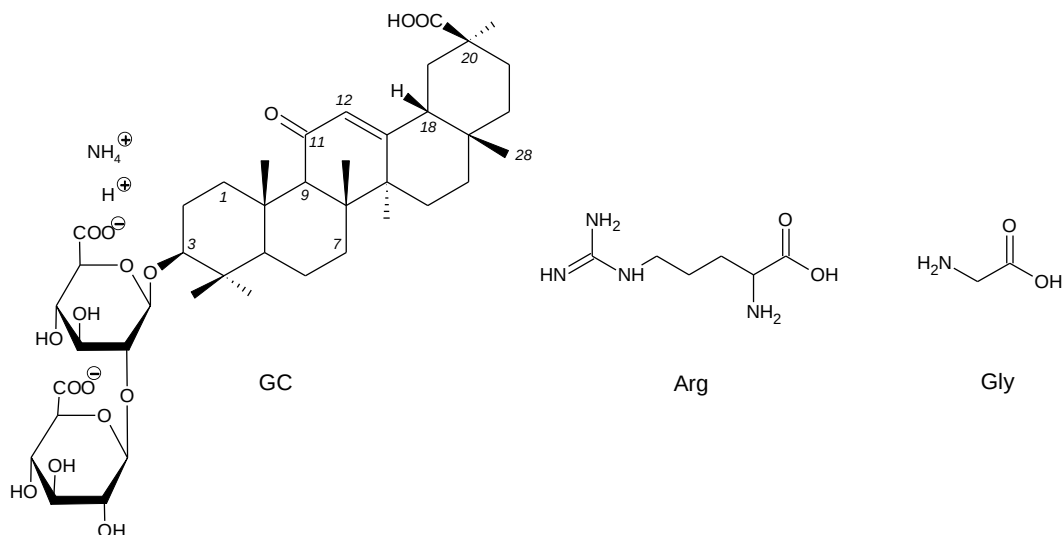


FIGURE 1. Chemical structures of GC, Arg and Gly.

The amino acid glycine (Gly; see Fig. 1) is prescribed for disorders of cerebral circulation. It is also used for treating alcoholism and muscular dystrophy. Arginine (Arg; see Fig. 1) is used for the treatment of diseases of the cardiovascular system, liver and other. In clinical practice for the treatment of allergies and diseases of the liver used drugs Stronger Neo-Minophagen C and Glycyron, which include GC and Gly [1]. It is known that GA and Arg have hepatoprotective action, so

they are a part of various biologically active compositions. In particular, the food supplement Viusid includes GA, Arg and Gly.

Particular intermolecular interactions of GC with Gly and Arg in aqueous solutions have not been studied. We prepared molecular complexes of GC with amino acids Arg and Gly in aqueous solutions at pH 7.2 (phosphate buffer). Using a method of spectrophotometry, the complexation of GC with amino acids was investigated for the first time. GC forms complexes with Arg and Gly in the 1:1 molar proportion (see Fig. 3). The complexation has been investigated by FT-IR spectroscopy.

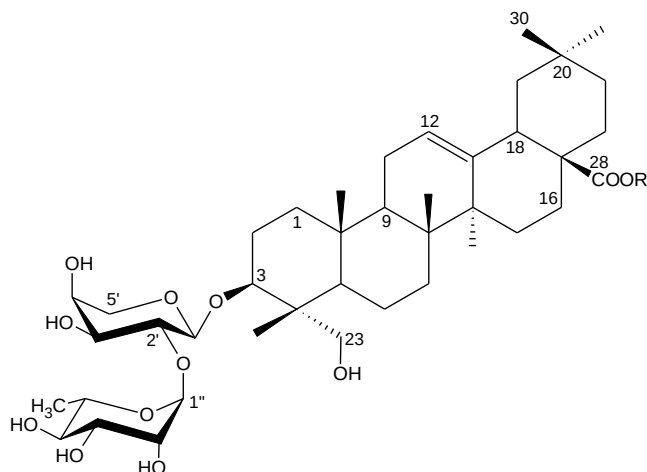


FIGURE 2. Chemical structures of α -hederin (glycoside 1; R=H) and hederasaponin C (glycoside 2; R=-bGlc_P-(6-1)-bGlc_P-(4-1)-aRhap).

Absorption spectra of isomolar series for mixtures of GC with Arg has isobestic point at 292 nm, and with Gly – at 290 nm. The presence of isobestic point indicates on forming only of one type of complex. Stability constants for complexes $K_{GC \times Arg} = 2.72 \times 10^4$ и $K_{GC \times Gly} = 1.00 \times 10^4$ M⁻¹ were determined.

The molecular complexes of glycosides 1 and 2 with cholesterol (Chol) were also prepared. The complexation has been investigated by FT-IR and UV spectroscopy. It was shown that the complexation is provided by intermolecular hydrogen bonds with COOH group of carbohydrate part of glycoside 1 and OH groups of carbohydrate parts of glycoside 2 with OH group of Chol. Chol forms complexes with glycosides 1 and 2 in the 1:1 molar proportion.

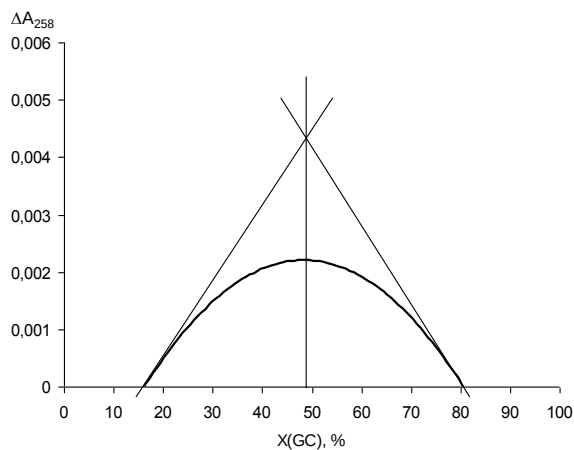


FIGURE 3. Graph of optical density ΔA against c in isomolar series under $\lambda = 258$ nm: $c(GC) = 10^{-4}$ M, $c(Arg) = 10^{-4}$ M, pH 7.2.

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Аннотация. Получены молекулярные комплексы тритерпеновых гликозидов а-хедерина (3-*O*-а-*L*-рамнопиранозил-(1®2)-*O*-а-*L*-арабинопиранозид хедерагенина) и хедерасапонина С (3-*O*-а-*L*-рамнопиранозил-(1®2)-*O*-а-*L*-арабинопиранозил-28-*O*-а-*L*-рамнопиранозил-(1®4)-*O*-b-*D*-глюкопиранозил-(1®6)-*O*-b-*D*-глюкопиранозид хедерагенина) с холестерином. Супрамолекулярные комплексы глицирама (моноаммонийной соли глицирризиновой кислоты (3-*O*-β-*D*-глюкуронопиранозил-(1®2)-*O*-β-*D*-глюкуронопиранозид глицирретиновой кислоты) с аминокислотами *L*-аргинином и глицином состава 1:1 были получены в водных растворах при pH 7.2. Комплексообразование исследовано методом ИК-Фурье- и УФ-спектроскопии.

Ключевые слова: тритерпеновые гликозиды, холестерин, *L*-аргинин, глицин, супрамолекулярный комплекс.

Summary. Molecular complexes of triterpene glycosides a-hederin (hederagenin 3-*O*-a-*L*-rhamnopyranosyl-(1®2)-*O*-a-*L*-arabinopyranoside) and hederasaponin C (hederagenin 3-*O*-a-*L*-rhamnopyranosyl-(1®2)-*O*-a-*L*-arabinopyranosyl-28-*O*-a-*L*-rhamnopyranosyl-(1®4)-*O*-b-*D*-glucopyranosyl-(1®6)-*O*-b-*D*-glucopyranoside) with cholesterol have been prepared. 1:1 Supramolecular complexes of glycyram (monoammonium salt of glycyrrhizic acid (18β-glycyrrhetic acid 3-*O*-β-*D*-glucuronopyranosyl-(1®2)-*O*-β-*D*-glucuronopyranoside) with amino acids *L*-arginine and glycine were prepared in aqueous solutions at pH 7.2. The complexation has been investigated by FT-IR and UV spectroscopy.

Keywords: triterpene glycosides, cholesterol, *L*-arginine, glycine, supramolecular complex.

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GLOBAL PROBLEMS OF THE WORLD OCEAN POLLUTION

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Almost three-quarters of the population live in the coastal zone, the World's oceans are subject to the large-scale pollution. The human activities affect on the environment. Over 80% of marine pollution comes from land-based activities [1]. The tidal zone disappears due to the construction of such facilities as plants and factories, port facilities, and tourist attractions. The waters are constantly polluted with domestic and industrial wastewater, pesticides, and hydrocarbons. Heavy metals have been found in the body of the deep-sea fish and the Arctic penguin. Annually about 10 billion tons of waste is brought by rivers to the ocean. The scientists and the environmental experts warn us about such pollution consequences as the obliteration of lakes, the soil drying and the ocean bloom. Each environmental problem requires its own solution.

There are some types of pollution that are the most common ones. They are water pollution, oil pollution, dangers from sewage and toxic chemicals.

Water pollution. Because of the pollution the ocean waters reduce their environmental values and functions of their biosphere due to the influence of some harmful and toxic substances. It leads to the organoleptic changes (transparency, color, taste, and smell) and the changes of the physical properties.

Several international investigations show that the world's ocean waters have in large quantities such dangerous substances as nitrates; sulfates; chlorides; heavy metals; radioactive elements, bacteria etc.

In addition, you should be aware of the fact that each of above-mentioned pollutants significantly reduces the dissolved oxygen [1].

Oil pollution. Oil spills cause huge damage to the marine environmental. But it should be mentioned that in fact oil spills are responsible for only around 12% of the oil entering the seas each year. According to a study by the US National Research Council, 36% comes down drains and rivers as waste and runoff from cities and industry [2].

Plastic waste. Plastic waste is the most well-known problem not only in the prevention of the world's ocean pollution but also one of the most dangerous troubles of our everyday life. Solid garbage makes its way to the ocean. Plastic bags, balloons, glass bottles, packaging material and even shoes almost everything can reach the sea if it is not correctly disposed. Plastics are not soluble, and it decomposes very slowly. Plastic waste is on the sea surface like "garbage island" and threaten marine life. The biggest garbage island is in the Pacific Ocean. It reaches an area of 1 760 000 square kilometers. The vast majority of debris has a coastal origin (80%), the rest is waste from ships and fishing nets (20%).

Plastic waste is often mistaken for food by marine animals. Plastic bags block the breathing passages and stomachs of many marine species, including whales, dolphins, seals, turtles and seagulls. Under the action of the sunlight plastic waste is

crushed/broken down to the size of plankton and, thus, it is involved in the food chains [3]. The plastic waste can also come back to shore, where it pollutes beaches and other coastal habitats.

Sewage disposal and fertilizers. In many parts of the world sewage flows untreated or under-untreated to the ocean. For example, 80% of urban sewage discharged into the Mediterranean Sea is untreated [2].

For coastal areas fertilizer runoff from farms and lawns is a huge problem. The extra nutrients cause water flourishing (ocean blooming), the water's dissolved oxygen reduction and all these factors lead to dead zones creation in several parts of the world, including the Gulf of Mexico and the Baltic Sea [2]. Sewage can cause human disease and lead to beach closures.

Almost every marine organism, from the tiniest plankton to whales and polar bears, is contaminated with chemicals used in common consumer products. For example, many used by us detergents consist of very harmful to the marine ecosystems substances such as: sodium silicate; sodium polyphosphate; calcined soda; bleach; fragrances etc.

Toxic chemicals. Some chemicals provide the greatest danger to the ocean. They are mercury, cadmium and lead. Their ions are accumulated in the marine food chains and cause massive mutations, disease and even death. Tiny animals at the bottom of the food chain such as plankton in the oceans absorb the chemicals as they feed. The chemicals accumulate in these organisms, becoming much more concentrated in their bodies than in the surrounding water or soil. These animals are in their turn eaten by larger animals, which can travel large distances with their even further increased chemical load. People become also contaminated by eating contaminated seafood and animals' fats.

The above-mentioned problems are the most common but not the only ones. The researches show that besides the different conventions, conferences and campaign that are carried out by the scientists, the ecological experts and the ecologists we should participate in this problem-solving process. People should realize that the world's ocean pollution endangers our today's life.

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Аннотация. В статье раскрыты некоторые проблемы загрязнения мирового океана. Автор приводит примеры самых опасных загрязнителей акватории. Влияние загрязнителей и возможные последствия для мирового океана также описаны. В работе делается акцент на негативном влиянии химического состава вредных веществ на здоровье человека и окружающую среду. Предлагаются методы предотвращения загрязнения мирового океана, а также всевозможные меры и способы сохранения жизни всей подводной биоты.

Ключевые слова: Мировой океан, загрязнение, окружающая среда, химические вещества, сточные воды, мониторинг, риск, активность.

Summary. The article deals with some problems of the World's ocean pollution. The most dangerous pollutants of the waters are given in this article. Also, the pollutant's influence and the possible consequences for the World's ocean are described. This work highlights the influence of the chemical composition of some pollutants that affect human health as well as the environment. The methods that can prevent contamination of the World's ocean, as well as various measures and ways of preserving the life of all underwater biota are presented.

Keywords: The World Oceans, pollution, environment, chemicals, waste water, monitoring, risk, activity.

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HEALTHY EATING AS A GUARANTEE OF HEALTH

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Recently subjects of a healthy lifestyle become urgent. All Internet is hammered with such articles, councils and hints on healthy nutrition, diets and various sports exercises, but not all of them can be useful. Some on the contrary will do much harm to health. With approach of heat of the girl begin to search the Internet in search of similar diets, to exhaust itself with starvation and active occupations. After similar actions at many problems with health begin, and no heat can please them [2]. Really healthy food doesn't mean starvation and an exhaustion of the organism. It is necessary to know when to stop and

adhere to it. As it is possible to call healthy nutrition guarantee of health and cheerfulness it is necessary to adhere to some councils which are the main:

- The minimum heat treatment of products, differently they lose a set of useful substances. It will be much more useful to steam food or to cook.
- Not use or minimize the use of harmful products, such as chips, croutons, sweet and sparkling water, alcohol, "fast food" and so forth.
- In day it is necessary to drink a certain amount of liquid, but it has to be water, but not juice, tea or coffee. It will help to clarify and reconstruct of an organism.
- Observe a measure in food because the overeating strongly damages a figure and health. It is better to eat often, but in the small portions.
- It is desirable to spend meal at the same time. So the organism gets used to timely consumption of food and processes everything eaten in energy, but doesn't postpone in fats.
- It is necessary to eat in a quiet state, sitting, and also to concentrate on process, not to be distracted by foreign things, such as the TV, phone.
- Divide the diet on several; it is the best of all 4-5, meals. Eat with small pieces, carefully chewing.
- Add more fresh vegetables to the menu and fruit – they contain a large amount of useful vitamins and cellulose.

Balance of food, first of all, reflects compliance of caloric content of food to that how many energy of people spends. The important role in healthy food is occupied by compatibility of products. It is also necessary to remember that maintaining a "unhealthy" way of life can have negative consequences, for example, of a problem with health, unhealthy appearance, bad condition of a figure [1].

Generally all internal processes of an organism are shown on skin. It sensitively reacts to what we eat on non-compliance with a day regimen, on stresses. Greasy, salty and spicy food – all this is displayed on it in the form of reddenings, spots and a greasy luster. It will be especially serious to sweet teeth and those who got used "to jam" a stress. Such people are often subject to risk of an obesity which can become the reason of other serious diseases. Larger clumps of fat squeeze internals, interfering them with work. At such people a cholesterin is raised that can promote emergence of a diabetes mellitus or lead to a stroke. Scientists have proved that impact of food on our organism very difficult. Many of them contain a large amount of useful substances, vitamins and minerals. But is also such which will do harm to our health. It depends on that, what is the time you use them in food. The longer, the result will be worse. Thus you have to understand as it is better to balance your food allowance. The small, but correctly picked up portions will be well affect yours health.

It is necessary to think of what we eat, not for nothing Hippocrates told "You there is what you eat", the healthy nutrition is a basis on which the general health of the person, good mood and external beauty easily is under construction.

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Аннотация. В данной статье рассмотрены принципы здорового питания. Приведены основные правила и особенности. Рассмотрены и проанализированы положительные и негативные влияния на здоровье, последствия (плохое самочувствие, ожирение, инсульт, сахарный диабет и пр.). Отдельно рассмотрено влияние питания на кожу. Автор делает вывод, что придерживаясь таких советов, как сбалансированное питание, правильное приготовление пищи и отказ от вредных продуктов можно всегда оставаться здоровым и иметь красивый внешний вид.

Ключевые слова: питание, здоровье, приготовление пищи, организм, полезный.

Summary. In this article the principles of healthy delivery are considered. The basic rules and features are provided. Positive and negative impacts on health, consequences are considered and analyzed (feeling sick, obesity, a stroke, a diabetes mellitus and so forth). Influence of a delivery on a skin is separately considered. The author draws a conclusion that adhering to such councils as the balanced delivery, the correct cooking and refusal of harmful products it is always possible to remain healthy and to have beautiful appearance.

Keywords: food, health, cooking, organism, useful.

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