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СЕКЦИЯ «АКТУАЛЬНЫЕ ПРОБЛЕМЫ ЯЗЫКОЗНАНИЯ»

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VARIETÄTEN DER DEUTSCHEN SPRACHE IN DEN BUNDESLÄNDERN

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Die deutsche Sprache gilt als Staatssprache nicht nur in der Bundesrepublik Deutschland, sondern auch in Österreich, der Schweiz sowie in Liechtenstein. Darüber hinaus besitzt sie als Minderheitensprache öffentliche Gültigkeit in Teilen von Italien (Südtirol) und Belgien (Ostbelgien). Ebenso wird sie in gewissen Lebensbereichen in Luxemburg, in Frankreich (Elsaß, Lothringen) sowie von Minderheiten in einigen osteuropäischen Staaten, besonders in Ungarn, Rumänien und dem ehemaligen Staatsgebiet der Sowjetunion verwendet.

Bis zu den 80er Jahren des 20. Jahrhunderts wurde die deutsche Sprache als monozentrisch angesehen. Wenngleich die Existenz sprachlicher Besonderheiten innerhalb des deutschen Sprachraums nicht verkannt wurde, galten diese Besonderheiten doch nicht selten als fehlerhafte Abweichungen von der Norm, die sich am nord- und mitteldeutschen Sprachgebrauch orientierte. Diese Ansicht wurde in entscheidender Weise durch den Germanisten Michael Clyne durchbrochen, der dem monozentrischen Konzept mit nur einer Norm eine plurizentrische Auffassung gegenüberstellt, nach der die deutsche Sprache mehrere gleichberechtigte nationale Varietäten besitzt [1 c.60]. Demnach verfügt die deutsche Sprache über drei nationale Varietäten, die der Verbreitung entsprechend als österreichische, schweizerische sowie binnendeutsche Varietät bezeichnet werden. Eine Nation, die über eine eigene Varietät einer Sprache verfügt, wird als nationales Zentrum einer Sprache bezeichnet.

Diese Ansicht setzt voraus, dass man die eigenen Sprachformen nicht für allgemeingültig hält, sondern diejenigen Sprachformen, die in anderen Nationen als standardsprachlich gelten, respektiert. Als standardsprachlich gelten diese Sprachformen, wenn sie "kodifiziert [sind]. Dies bedeutet, dass ihre Formen in einem 'Sprachkodex' niedergeschrieben sind, in Wörterbüchern, Grammatiken und dergleichen." Daher werden sie auch an Schulen, in Behörden sowie in der öffentlichen Kommunikation verwendet. Sie stellen somit einen Gegensatz dar zu den nicht kodifizierten Sprachformen, den Nonstandardvarietäten, zu denen insbesondere die Dialekte gehören. Diese sind regional begrenzt und werden nur in der nicht öffentlichen Kommunikation gesprochen.

Jeder Österreicher gebraucht «*je nach Herkunft, Alter, Geschlecht, Stand, Bildung, Gesprächspartner und Situation unterschiedliche Formen der gesprochenen und geschriebenen deutschen Sprach.*»[1 c.18]. Welche Sprachformen in den jeweiligen Situationen gewählt werden, wird von gesellschaftlichen Konventionen

bestimmt. Wiesinger beschreibt zur Darstellung dieser Sprachformen ein vierstufiges Modell. Dabei stehen sich die Schriftsprache mit ihrer mündlichen Realisierung als Standardsprache, welche volkstümlich als Hochdeutsch bezeichnet wird, sowie die normalerweise nur mündlich gebrauchten Dialekte gegenüber. Als Basisdialekt bezeichnet er die «*örtlichen bis kleinräumigen Sprachformen [...], die heute als Landdialekt von der alteingesessenen traditionellen Dorfbevölkerung [...] im alltäglichen Gespräch untereinander und mit jüngeren Familienangehörigen*» [1 c.19] gebraucht werden. In Städten entspricht diesem der Stadtdialekt, der von den unteren und mittleren sozialen Schichten gesprochen wird. Die jüngere Schicht der Landbevölkerung spricht hingegen den Verkehrsdialekt, der aufgrund der wirtschaftlichen und verkehrstechnischen Verflechtungen zwischen Stadt und Land ein modernes, stadtbestimmtes Gepräge aufweist und somit zur Überwindung der sprachlichen Unterschiede zwischen Stadt und Land beiträgt. Die Angehörigen der höheren Sozialschichten, so beispielsweise Bankangestellte, sprechen zumeist die Umgangssprache. Diese kennzeichnet dialektale Eigenschaften und besitzt daher aufgrund ihrer im Vergleich zu den bisher genannten Sprachschichten schriftsprachennäheren Formen vermittelnde Funktion zwischen dem Dialekt und der Schriftsprache. Die Standardsprache stellt schließlich die regionale Umsetzung der Schriftsprache dar. Sie wird unter anderem von Rundfunk- und Fernsehsprechern gebraucht.

Nach Wiesinger trifft man die dargestellten Sprachschichten, dargestellt an einem Beispielsatz, im Gebiet nördlich von Wien an. Das Ereignis des abendlichen Eintreffens des Bruders wird im Basisdialekt durch die Worte *Heint af d'Nocht kimmt mei Bruider hoam* ausgedrückt. Sprecher des Verkehrsdialektes kündigen das Ereignis durch die Worte *Heit auf d'Nocht kummt mei Bruader ham* an. In der Umgangssprache zeigt sich durch die Verwendung der Ausdrücke *Heit ab'nd kommt mei Bruder z'Haus* eine wesentliche Annäherung an die Schriftsprache, die letztendlich in der Standardsprache mit den Worten *Heut ab'nd kommt mein Bruder nach Haus* umgesetzt wird.

Nach einer 1984/85 durchgeführten Umfrage der Universität Wien bezeichnen sich in Österreich 78% als Dialektsprecher, während dies 22% verneinen. Jeweils 49% der Sprecher geben ihre Alltagssprache als Dialekt sowie als Umgangssprache an. Lediglich 2% bezeichnen sich als Sprecher der Standardsprache [1 c.19].

Die als Austriazismen bezeichneten Sprachformen, die in Österreich als standardsprachlich gelten und vom binnendeutschen Sprachgebrauch abweichen, werden durch das ÖSTERREICHISCHE WÖRTERBUCH kodifiziert. Dieses ist als lexikographisches Nachschlagewerk für die österreichischen Schulen verbindlich. Die darin festgehaltenen Austriazismen sowie die Markierung von in Österreich ungebräuchlichen Ausdrücken der Standardsprache in Deutschland besonders mittel- und norddeutscher Herkunft belegen, dass "die deutsche Sprache in Österreich eine eigene Varietät bildet."

Die Antwort auf die Frage, warum die verschiedenen Standardvarietäten zur selben Sprache gehören, ergibt sich durch die Bestimmung der linguistischen

Ähnlichkeit. Diese wird durch den Vergleich des Phonemsystems, der Lexik, der Grammatik sowie der Pragmatik ermittelt. Sind bei einer Gegenüberstellung zweier sinngleicher, möglichst übereinstimmender Texte die Mehrzahl der Wörter identisch, zeugt dies von einer großen linguistischen Ähnlichkeit, wodurch der Erweis erbracht ist, dass die beiden Varietäten zur selben Sprache gehören.

Die verschiedenen Varietäten sind also durch ihre spezifischen Varianten gekennzeichnet. Unter einer Variante versteht Ammon eine einzelne Einheit, unter einer Varietät jedoch das System. So wird die Frucht, welche die binnendeutsche Varietät als Aprikose bezeichnet, in der österreichischen Varietät als Marille benannt.

Als nationale Varianten bezeichnet man Sprachformen, "*die Bestandteil der Standardvarietät mindestens einer Nation, aber nicht der Standardvarietät aller Nationen der betreffenden Sprachgemeinschaft sind. Sie müssen zudem Entsprechungen in den übrigen Standardvarietäten der betreffenden Sprachgemeinschaft haben. [...] [Diese Definition] schließt jedoch nicht aus, dass die nationalen Varianten auch in anderen oder sogar in allen Nationen der betreffenden Sprachgemeinschaft verwendet werden. Sie dürfen nur nicht in allen Staaten Bestandteil der Standardvarietät sein, sondern müssen dann in mindestens einer dieser Nationen nonstandardsprachlich sein*" [1 c.59].

Die Anzahl der nationalen Varianten ist allerdings im Vergleich zur absoluten Anzahl der sprachlichen Einheiten gering, da es zahlreiche konstante sprachliche Einheiten gibt, aus denen sich gar keine Auswahl treffen lässt. Außerdem wählen die unterschiedlichen Varietäten aus manchen Variablen die gleiche Variante aus. Dies begründet die geringe Zahl der als Austriazismen bezeichneten lexikalischen Varianten des österreichischen Deutsch von etwa 4000 Wörtern. Durch den Vergleich mit Dudens "Großem Wörterbuch", das über 200.000 Einträge verzeichnet, ergibt sich der prozentuale Anteil von etwa 2%.

Das Problem der Zuordnung der entsprechenden Sprachformen zur Standardvarietät des österreichischen Deutsch wird bei der Betrachtung der Verbreitung deutlich, denn als Austriazismen werden nicht nur Sprachformen angesehen, deren Verbreitungsgebiet sich mit dem Staatsgebiet deckt.

Als oberdeutsches Sprachgebiet grenzt sich Österreich gemeinsam mit weiten Teilen Süddeutschlands vom norddeutschen Sprachraum ab. Begründet durch die gemeinsame bairische Dialektprägung und –herkunft zeigen Bayern und Österreich viele Übereinstimmungen, von denen Maut, von binnendeutschen Sprechern als Wegzoll übersetzt, sowie Kren, dem binnendeutschen Sprecher als Meerrettich bekannt, als Beispiele dienen sollen.

Ammon, der den Versuch unternimmt, die österreichischen Varianten aufgrund ihres Verbreitungsgebietes zu typologisieren, bezeichnet Varianten, deren Verbreitung nicht auf ein nationales Zentrum der entsprechenden Sprachgemeinschaft beschränkt ist, sondern auch in einem weiteren Sprachzentrum als standardsprachlich gilt, als unspezifische Austriazismen.

Das österreichische Deutsch kennt diesbezüglich nicht nur Varianten, die außer in Österreich auch in Süddeutschland verwendet werden, sondern zeigt auch Übereinstimmungen mit der Schweiz. So wird der Vorgang beim Fußball, einen Ball mit dem Kopf zu spielen, sowohl in Österreich als auch in der Schweiz als köpfeln bezeichnet. In Deutschland ist dieser Vorgang als köpfen bekannt. Varianten, die sowohl in Österreich als auch in einem weiteren nationalen Zentrum und außerdem in einem Teilgebiet des dritten Zentrums verwendet werden, bezeichnet Ammon hingegen als sehr unspezifische Austriazismen. So wird der Ausdruck Staubzucker, deren binnendeutsche Entsprechung Puderzucker lautet, sowohl in Österreich als auch in der Schweiz sowie in Süddeutschland verwendet.

"*Die eigentlichen Austriazismen als bloß in Österreich geltende Bezeichnungen umfassen einerseits die amtssprachliche Terminologie der staatlichen Einrichtungen und Verwaltung, [...] und andererseits den Verkehrswortschatz, der sich zum Teil erst in den letzten Jahrzehnten allgemein durchgesetzt hat und Österreich von Bayern unterscheidet*" [1 c.62]. So wird lediglich in Österreich das Wort Obers anstatt des in Deutschland und der Schweiz verwendeten Ausdrucks Sahne verwendet.

Innerhalb Österreichs zeigt sich eine deutliche Teilung zwischen Ostösterreich, dem bairischen Dialektbereich, und Westösterreich, dem alemannischen Dialektbereich, der sich allerdings auf die westlichsten Bundesländer Tirol und Vorarlberg beschränkt. Folglich kennt das österreichische Deutsch Varianten, die nicht im gesamten Bundesgebiet verbreitet sind. Ammon benennt diese Wörter als "Austriazismen einer Teilregion seines Zentrums", womit er für die Gültigkeit der nur in Westösterreich verwendeten Ausdrücke plädiert. Als Beispiel kann der Fisch Zander angeführt werden, der sowohl im übrigen Bundesgebiet Österreichs als auch in Deutschland und in der Schweiz diesen Namen trägt, aber in Westösterreich als Fogosch bezeichnet wird.

In manchen Fällen tendieren die Sprecher in Westösterreich zur Nutzung der binnendeutschen Variante. So wird insbesondere in Vorarlberg nicht die österreichische Variante Paradeiser genutzt, sondern die binnendeutsche Entsprechung Tomate verwendet. Um beide Formen standardsprachlich zu kodifizieren, schlägt Ammon die Bezeichnung "austauschbarer Austriazismus" vor.

Alle Wortgruppen werden, sofern ihr Gebrauch für Österreich charakteristisch ist, aus österreichischer Sicht als Austriazismen angesehen, obwohl ihre Gültigkeit teilweise über die Staatsgrenzen hinaus reicht beziehungsweise innerhalb des Staatsgebietes begrenzt ist.

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PHRASEOLOGY

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In linguistics, phraseology is the study of set or fixed expressions, such as idioms, phrasal verbs, and other types of multi-word lexical units in which the component parts of the expression take on a meaning more specific than or otherwise not predictable from the sum of their meanings when used independently.

Phraseology is a scholarly approach to language which developed in the twentieth century. The basic units of analysis in phraseology are often referred to as phrasemes or phraseological units which are considered to be stable word-groups with partially or fully transferred meanings. Phraseological units are word-groups that cannot be made in the process of speech; they exist in the languages as ready-made units. They are compiled in special dictionaries. The same as words phraseological units express a single notion and are used in a sentence as one part of it.

There are three classification principles of phraseological units. The most popular is the synchronic (semantic) classification of phraseological units by V.V. Vinogradov. He developed some points first advanced by the Swiss linguist Charles Bally and gave a strong impetus to a purely lexicological treatment of the material. It means that phraseological units were defined as lexical complexes with specific semantic features and classified accordingly. His classification is based upon the motivation of the unit that is the relationship between the meaning of the whole and the meanings of its component parts. The degree of motivation is correlated with the rigidity, indivisibility and semantic unity of the expression that is with the possibility of changing the form or the order of components and of substituting the whole by a single word though not in all the cases.

According to Vinogradov's classification all phraseological units are divided into phraseological fusions, phraseological unities and phraseological combinations.

1. Phraseological fusion is a semantically indivisible phraseological unit which meaning is never influenced by the meanings of its components. It means that phraseological fusions represent the highest stage of blending together. The meaning of components is completely absorbed by the meaning of the whole, by its expressiveness and emotional properties. Examples: *once in a blue moon* – very seldom; *to cry for the moon* – to demand unreal; *under the rose* – quietly; *to show the white feather* – to act in a cowardly manner, etc. In these word groups the meaning of the whole expressions is not derived from the meaning of components.

Sometimes phraseological fusions are called idioms under which linguists understand a complete loss of the inner form. To explain the meaning of idioms is a complicated etymological problem (*tit to tat* means "to revenge", but no one can explain the meaning of the words tit and tat).

2. Phraseological unity is a semantically indivisible phraseological unit the whole meaning of which is motivated by the meanings of its components. In general, phraseological unities are the phrases where the meaning of the whole unity is not the

sum of the meanings of its components but is based upon them and may be understood from the components. The meaning of the significant word is not too remote from its ordinary meanings. This meaning is formed as a result of generalized figurative meaning of a free word-combination. It is the result of figurative metaphoric reconsideration of a word-combination. Examples: *to come to one's sense* – to change one's mind; *to come home* – to hit the mark; *to fall into a rage* – to get angry; *to loose one's heart to smb* – to fall in love, etc.

Phraseological unities are characterized by the semantic duality. One can't define for sure the semantic meaning of separately taken phraseological unities isolated from the context, because these word-combinations may be used as free in the direct meaning and as phraseological in the figurative meaning.

3. Phraseological combination (collocation) is a construction or an expression in which every word has absolutely clear independent meaning while one of the components has a bound meaning. They have a certain degree of stability. It means that phraseological combinations contain one component used in its direct meaning while the other is used figuratively. Examples: *to make an attempt* – to try; *to make haste* – to hurry; *to offer an apology* – to beg pardon; *to have a bite* – to have a small meal; *to fall in love* – to have a strong feeling of affection, etc.

Some linguists who stick to the general understanding of phraseology and refer to it communicational units (sentences) and winged words, define the fourth type of phraseological units.

4. Phraseological expression is a stable by form and usage semantically divisible construction, which components are words with free meanings. Phraseological expressions are proverbs, sayings and aphorisms of famous politicians, writers, scientists and artists. They are concise sentences, expressing some truth as ascertained by experience of wisdom and familiar to all. They are often metaphoric in character and include elements of implicit information well understood without being formally present in the discourse. Examples: *East or West, home is best; Marriages are made in heaven; Still waters run deep, etc.*

Phraseological units can be classified as parts of speech. This classification was suggested by I.V. Arnold. Here phraseological units are classified into the following groups:

1. nominal phrases or noun phraseologisms denoting an object, a person or a living being: *bullet train; the root of the trouble*;

2. verbal phrases or verb phraseologisms denoting an action, a state or a feeling: *to sing like a lark; to put one's best foot forward*;

3. adjectival phrases or adjective phraseologisms denoting a quality: *as good as gold; red as a cherry*;

4. adverbial phrases or adverb phraseological units, such as: *from head to foot; like a dog with two tails*;

5. prepositional phrases or preposition phraseological units: *in the course of; on the stroke of;*

6. conjunctional phrases or conjunction phraseological units: *as long as; on the other hand;*

7. interjectional phrases or interjection phraseological units: *catch me!; well, I never!*

In I.V.Arnold's classification there are also sentence equivalents, proverbs, sayings and quotations: *"The sky is the limit", "What makes him tick", "I am easy"*. Proverbs are usually metaphorical: *"Too many cooks spoil the broth"*, while sayings are as a rule non-metaphorical: *"Where there is a will there is a way"*

Alongside with separate words speakers use larger blocks functioning as whole (consisting of more than one word). In any language there are certain restrictions imposed upon co-occurrence of words. They can be connected with linguistic factors or the ties in the extra-linguistic reality. There are three types of lexical combinability of words:

1. Free combination – Grammatical properties of words are the main factor of their combinability. Free combinations permit substitution of any of its elements without semantic change of the other element Examples: *I'm talking to you. You are writing, etc.;*

2. Collocations – partly or fully fixed expressions that become established through repeated context-dependent use. Examples: *strong tea, bread and butter, blue sky, etc.* They are the habitual associations of a word in a language with other particular words. Speakers become accustomed to such collocations. Very often they are related to the referential & situational meaning of words. Sometimes there are collocations, which are removed from the reference to extra-linguistic reality. Examples: *to be green with jealousy, Red revolution, etc.*

3. Idioms – also considered to be collocations, because they consist of several words that tend to be used together, but the difference – we can't guess the meaning of the whole idiom from the meanings of its parts. This criterion is called the degree of semantic isolation. In different types of idioms – it is different. Examples: *to cry a blue murder* – to complain loudly; *piece of cake* – a job, task or other activity that is pleasant; *let the cat out of the bag* – to reveal a secret, etc.

It must be pointed out that the vocabulary of a language is enriched not only by words but also by phraseological units. The English language is full of idioms (over 15000). Native speakers of English use idioms all the time, often without realizing that they are doing so. Semantically idioms are divided into three classes:

1. Pure idioms are those which can't be translated word by word, they are non-literal. For example: "spill the beans" has nothing to do with real beans.

2. Semi idioms are phraseological units with two phraseosemantic meanings: terminological and transferred. For example: *on the contrary; Happy New Year.*

3. Literal idioms – In the traditional analyses, words in literal expressions denote what they mean according to common or dictionary usage: *on foot, one day,* out *on a limb.*

Specialists in phraseology deal with a number of problems. Such specialists determine the extent to which phraseological units may be reduced to systems, and to

this end they study the markers of phraseological units. They describe the synonymity, antonymity, polysemy, homonymy, and variants of phraseological units, and they determine the specific features of words and word meanings in phraseological units. Specialists in phraseology also define the correlation of such units with parts of speech, determine the syntactic role of phraseological units, and study the formation of new word meanings in relation to phraseological context.

Phraseological unit is a non-motivated word-group that cannot be freely made up in speech but is reproduced as a ready made unit. Reproducibility is regular use of phraseological units in speech as single unchangeable collocations. Idiomaticity is the quality of phraseological unit, when the meaning of the whole is not deducible from the sum of the meanings of the parts. Stability of a phraseological unit implies that it exists as a ready-made linguistic unit which does not allow of any variability of its lexical components of grammatical structure.

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DIALECTS OF ENGLISH

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It is natural that the English language is not used with uniformity in the British Isles and in Australia, in the USA and -in New Zealand, in Canada and in India, etc. The English language also has some peculiarities in Wales, Scotland, in other parts of the British Isles and America. Is the nature of these varieties the same? Modern linguistics distinguishes territorial variants of a national language and local dialects. Variants of a language are regional varieties of a standard literary language characterized by some minor peculiarities in the sound system, vocabulary and by their own literary norms. Dialects are varieties of a language used as a means of oral communication in small localities, they are set off (more or less sharply) from other varieties by some distinctive features of pronunciation, grammar and vocabulary. Close inspection of the varieties mentioned above reveals that they are essentially different in character. It is not difficult to establish that the varieties spoken in small areas are local dialects. The status of the other varieties is more difficult to establish. It is over half a century already that the nature of the two main variants of the English language, British and American (Br and AE) has been discussed.

Some American linguists, H. L. Mencken for one, spoke of two separate languages with a steady flood of linguistic influence first (up to about 1914) from Britain to America, and since then from America to the British Isles. Still more questionable is the position of Australian English and Canadian English. The differences between the English language as spoken in Britain, the USA, Australia and Canada are immediately noticeable in the field of phonetics. However these distinctions are confined to the articulatory-acoustics characteristics of some phonemes, to some differences in the use of others and to the differences in the rhythm and intonation of speech. The few phonemes characteristic of American pronunciation and alien to British literary norms can as a rule be observed in British dialects.

The variations in vocabulary, to be considered below, are not very numerous. Most of them are divergences in the semantic structure of words and in their usage. The dissimilarities in grammar like AE gotten, proven for BE got, proved are scarce. For the most part these dissimilarities consist in the preference of this or that grammatical category or form to some others. For example, the preference of Past Indefinite to Present Perfect, the formation of the Future Tense with will as the only auxiliary verb for all persons, and some others. Recent investigations have also shown that the Present Continuous form in the meaning of Future is used twice as frequently in BE as in the American, Canadian and Australian variants; infinitive constructions are used more rarely in AE than in BE and AuE and passive constructions are, on the contrary, more frequent in America than in Britain and in Australia.

Since BE, AE and AuE have essentially the same grammar system, phonetic system and vocabulary, they cannot be regarded as different languages. Nor can they be referred to local dialects; because they serve all spheres of verbal communication in society, within their territorial area they have dialectal differences of their own; besides they differ far less than local dialects (e.g. far less than the dialects of Dewsbury and Howden, two English" towns in Yorkshire some forty miles apart). Another consideration is that AE has its own literary norm and AuE is developing one. Thus we must speak of three variants of the English national language having different accepted literary standards, one spoken in the British Isles, another spoken in the USA, the third in Australia. As to CnE, its peculiarities began to attract linguistic attention only some 20 years ago. The fragmentary nature of the observation available makes it impossible to determine its status.

The United Kingdom is probably the most dialect-obsessed nation in the world. With countless accents shaped by thousands of years of history, there are few English-speaking nations with as many varieties of language in such a small space.

Here is a list of the most important types of British English. While this is not a complete list.

Received Pronunciation is the closest to a “standard accent” that has ever existed in the UK. Although it originally derives from London English, it is non-regional. You’ve probably heard this accent countless times in Jane Austen adaptations,

Merchant Ivory films, and Oscar Wilde plays. It emerged from the 18th- and 19th-Century aristocracy, and has remained the “gold standard” ever since.

The cockney dialect is an English dialect spoken in the East End of London, although the area in which it is spoken has shrunk considerably. It is typically associated with working class citizens of London, who were called cockneys, and it contains several distinctive traits that are known to many English speakers, as the dialect is rather famous. Some students of linguistics have become concerned that the cockney dialect may fall out of spoken English, due to the influence of multicultural immigrants in London who have added their own regional slang and speech patterns to the dialect.

The term “cockney” comes from a Middle English word, cokenei, which means “city dweller.” It is probably derived from a medieval term referring to the runt of a litter or clutch of eggs, which was used pejoratively to refer to people living in the then crowded, disease ridden, and dirty cities. The distinctive accent of working class Londoners, especially those living in the East End, was remarked upon by observers as long ago as the 17th century.

Cockney speech can be extremely difficult to understand, especially for Americans, as it is littered with word replacements thanks to rhyming slang, cultural references, and shifts in vowels and consonants which can render words incomprehensible to the listener. Like other unique dialects, a thick cockney accent can seem almost like another language. Care should also be taken when attempting to mimic it, as the cockney dialect can be very slippery, especially when it comes to the use of rhyming slang, and native users may be confused or amused by the attempts of a non-native.

Geordie is both a regional nickname for a person from the larger Tyneside region of North East England, and the name of the English-language dialect spoken by its inhabitants. Depending on who is using it, the catchment area for the term "Geordie" can be as large as the whole of North East England, or as small as the metropolitan borough of Tyneside.

In most aspects, Geordie speech is a direct continuation and development of the language spoken by the Anglo-Saxon settlers of this region. They were mercenaries employed by the ancient Brythons to fight the Pictish invaders after the end of Roman rule in Britannia in the 5th century; the Angles, Saxons, and Jutes who thus arrived became, over time, ascendant politically and – through population transfer from tribal homelands in northern Europe – culturally over the native British.

What, then, can be considered truly Geordie words? The following do seem typical of the area, although it may well turn out that they are known outside the area as well.

dunsh 'push,bump'
bowk 'belch'
ket 'rubbish'
marra 'friend,mate'
bait 'food'

bubble 'weep'
hoppings 'funfair'
hacky 'dirty'

- The main lexical differences between the variants are caused by the lack of equivalent lexical units in one of them, divergences in the semantic structures of polysemantic words and peculiarities of usage of some words on different territories.

- The so-called local dialects in the British Isles are used only by the rural population and only for the purposes of oral communication. Local distinctions are more marked in pronunciation, less conspicuous in vocabulary and insignificant in grammar.

- The British local dialects can be traced back to Old English dialects. Numerous and distinct, they are characterized by phonemic and structural peculiarities. The local dialects are being gradually replaced by regional variants of the literary language, by a literary standard with a proportion of local dialect features.

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CROSS-CULTURAL COMMUNICATION: THE INFLUENCE OF ENGLISH ON OTHER LANGUAGES

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A side effect of globalization is the way that languages influence one another and evolve thanks to increased foreign exposure. Languages can be enriched by such cross-linguistic contact. Numerous research works show that languages' influence on other languages can result in exciting linguistic developments, creating a richer lexicon and more dynamic speech. It can ultimately create an intriguing link between languages. The fact is languages are in a constant process of evolution and our vocabulary is like a lexical fashion show in which words compete for popularity. New words appear every day often making our languages more colourful.

The English language offers excellent proof of the diversity and richness that other language influences can bring to a language. It is necessary to point out that

nowadays the English language has definitely become a global lingua franca. It makes it possible to communicate with people all over the world and from many different cultures. The English language, unlike other languages, is considered the worldwide language. While many other languages are valuable, important and widely spoken, acquisition of the English language is becoming an essential skill for success throughout the world. As a result English has come to have a large influence on a multitude of other languages, especially in Europe where many words have been adopted outright.

The simplest kind of influence that one language may exert on another is the borrowing of words. More than that, massive borrowing has taken place on all levels of language. English borrowed words that are used in other languages are called Anglicisms which describe English syntax, grammar, meaning, and structure used in another language with varying degrees of corruption. Nowadays there is a whole set of English loanwords covering various fields of human activities such as science, technology, commerce, politics, sports. Most Anglicisms were adopted in the information technology field or other areas where new technology is developed. Due to the rapidness technology changes with, some countries tend to just adopt the English words for new technology and developments into their native language rather than coining a new native term. The names for some new inventions and developments are often very hard to translate, and therefore it is convenient to simply keep the original English name. There is a great deal of examples of such words: *cloud computing, content, account, website, click, browser, traffic, etc.*

Loan words are a natural consequence of language and society interrelation and integration. The remarkable growth of Anglicisms in Russian results mostly from sociolinguistic factors and widespread public support. Loan words are considered to be a truly international medium in cross-cultural communication and in globalization of English.

Indeed, English has invaded the major part of all languages throughout the world to the point that people have named these blended languages – for example, a mix of German and English is called Denglisch, a mix with French is Franglais, a mix with Spanish is Spanglish, even there is Runglish, a mix of Russian and English.

In Germany, such phenomenon as borrowing from English is very common. English expressions are used in conversations and increasingly in written form in different fields of human activity. Some most influential ways of English words using in German are presented below with an attempt to incorporate them into German grammar. Examples: *downloaden - ich habe den File gedownloadet/downgeloadet. – ein Meeting - Heute haben wir ein Meeting mit den Consultants.* There is a tendency to use English spelling and punctuation in German. A striking example is the incorrect use of an apostrophe in German possessive forms as in *Karl's Schnellimbiss*. This common error can be seen even on signs and painted on the side of trucks. It is even seen for plurals ending in s. Another example is a growing tendency to drop the hyphen (English-style) in German compound words: *Karl Marx Straße vs Karl-Marx-Straße.* Besides, there is an existence of the coining of faux English words that

are neither found in English at all nor are used with a different meaning than in German. For example: *der Dressman* (male model)*, der Smoking* (tuxedo)*, der Talkmaster* (talk show host).

If we take a look at the Spanish language we can find many words which are borrowed from English, including: *downloadear* (to download) and *updatear* (to update). Many people in Spain tend to say *soporte técnico* instead of 'asistencia' técnica (the official term) when they are speaking about technical support, and the use of the term *global* instead of 'mundial' is becoming more and more common. The Internet appears to be the area where English words have gained the most strength and support. Such terms as *chatear* (to chat), *forwardear* (to forward), *deletear* (to delete), *dragear* (to drag), *linquiar* (to link), *printear* (to print), *cliquiar* (to click) *and el maus* (computer mouse) are indispensable part of Spanglish-speaking people. Spanglish is absolutely natural way giving the opportunity to communicate and use it in everyday life. Here are some widespread examples: *chopear* (to shop), *culear* (to cool), *enjoyar* (to enjoy), *estorma* (storm), *frisar* (to freeze), *gaseteria* (gas station), *groceria* (grocery), *liquear* (to leak), *lonchear* (to lunch), *bildin* (building), *boila* (boiler), *brecas* (breaks), *buche* (bush), *chores* (shorts), *craca* (cracker), *cuora* (quarter), *guachiman* (watchman), etc.

The French language is not the exception among world-wide languages being influenced by English. Anglicisms have existed in French for many years with words like *"le weekend"* and *"un parking"* being universally employed with little or no opposition and the use of English is common practice in this globalised business world. One of the main features of English influence is nouns created from Anglo-Saxon roots, often by adding "-ing" at the end of common words, for example: *"un parking"*, *"un camping"*, *"shampooing"*. A few words that have entered use in French are derived from English roots but are not found at all in English, such as *"un relooking"* (a makeover) and *"un rugbyman"* (a rugby player), etc. Owing to the worldwide popularity of the Internet, relatively new English words have been introduced into French. For example: 'e-mail' in English turns into – *"mél"* (from "message électronique"), the abbreviation *"tél"* for 'telephone' in English. Another example from French is the word *"look"*. *"This Pepsi can has a new look"* in French would be *"Cette cannette de Pepsi a un nouveau look"*.

The global influence of English has also a huge impact on modern Russian as people replace perfectly adequate pre-existing Russian words with more attractive English alternatives. Borrowing from English into Russian is not a new phenomenon by any means and has been happening for centuries. Due to its being so wide-spread, English became the most popular language in the world. This fact caused appearing of a new brand language phenomenon such as mixing. Characteristic features and peculiarities of this phenomenon will be seen on the example of Runglish which is a mix of Russian and English languages. The Russian society is inclined to an extensive use of English origin words in everyday language.

Some recent loan words which penetrated through oral and written sources are found in the areas of business and economy, law, politics, science and technology,

medicine, trade, advertising, etc.: *рейдер* (raider)*, девелопер* (developer)*, флеш-моб* (flashmob), *блоггинг* (blogging)*, сайтхолдер* (siteholder), etc. Some other numerous examples are: *юзать* (use – использовать), *продвинутый юзер* (user – пользователь), *зафрендить* (to friend – добавить в друзья), *дресс код* (dress code), *девайс* (a device), *прогуглить* (to google), *дисплей* (display), *дизайн* (design), *ксерокс* (Xerox), *компьютер* (computer), *слайд* (slide), *лэптоп* (a laptop), *мейкап* (make-up), *плиз* (please), *сори* (sorry), etc.

Frankly speaking, some of the borrowings do not have any clear sense to be used in the language cluttering it up with new words obscure and inadequate for Russian-speaking people. It can seem controversial and ridiculous to use terms like *прайс-лист* (price list), *апгрейд* (upgrade), *контент* (content) or *джоб-оффер* (job-offer) when there are adequate native Russian alternatives like 'список цен', 'обновление', 'содержимое' and 'официальное приглашение на работу'.

Sometimes we use a common Russian word with a new meaning. For example, *мыло* means 'soap' in Russian, but we use it with the meaning *e-mail*, because they sound similar. Other examples are *дрова – drivers* (драйвера), *шаровары – shareware* (условно-бесплатное ПО), *винт – winchester* (винчестер), *лук – Outlook* (почтовая программа), *хомяк – Home page* (домашняя страница в Интернете), etc.

The cultural domains affected in previous decades are also being enriched, in particular, by heavy borrowing of youth slang referring to names of clothes, money, drinks, music, food products, parts of human body and social groups. It is remarkable how many recent words are strictly based on spoken forms: *кавер* (cover), *хед-лайнер* (head-liner), *мейнстрим* (mainstream), etc. The persistent use of such loan words is motivated by prestige of these words.

Many words are produced in Russian slang every day; they have English roots and Russian affixes, for example, *смайлик* (smile), *лайтовый* (light), *лимитированный* (limit), *логИниться* (to log in), *лайкнуть* (to like), *отфотошопить* (Photoshop), etc. Young people's speech is full of English borrowings, including words with suffix –able: *крутбл, грейтбл, супербл.* And finally the most incredible and at the same time the brightest example of English and Russian blending is *"nice вообще!"*, *"не good", "this is хорошо"*.

There are two main opposite standpoints concerning such phenomenon as blending of languages: evolution and degradation. On the one hand, evolution defines any change in language as a natural progression which cannot be stopped. It gives us an opportunity to gain a deeper insight into our own languages and make for the process of integration which inevitably leads to the creation of information environment. On the other hand, those who favour the degradation argument are usually purists who see language change as language destruction, simplification, the dominance of public ignorance, etc. The question is how important it is to preserve your own native language. There is no doubt that foreign influences on any language may threaten that language's purity. Today we use foreign words without feeling that

we are destroying our native language. Instead, these words have simply been adopted into our own language.

It goes without saying, languages have never been static and have always been changing and most languages have a long history of foreign language influence — and they would be significantly less rich and diverse without it. Meanwhile for the sake of showing off some people tend to use words of English origin in everyday language having slavish dependence on the burning desire to be a part of educated elite. As a result they abuse using trendy words in their speech. This gives you something to think about the purity of the languages, about their peculiarities, and to prevent popularization of such a strange phenomenon which appeared because of lack of the knowledge. But if it is next to impossible to manage without loan words, do it within reasonable limits for the sake of the purity and originality of our own languages.

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СВОЯ ИДЕОЛОГИЯ И РЕЧЕВАЯ СПЕЦИФИКА МОЛОДЕЖИ

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Молодежный сленг – совокупность слов и выражений, отходящих от норм языка и используемых молодежью, – явление объективное в нашей жизни. Но что это: развитие языка или его деградация? Известно, что язык постоянно находится в состоянии естественной эволюции под воздействием различных социальных процессов. Является ли сленг результатом демократизации общества или это результат языковой распущенности, неуважения к нормам и, в конечном итоге, культурно-нравственное падение? В любом случае, этот лингвистический феномен заслуживает внимания. Молодежный сленг является средством общения большого количества людей, объединенных возрастом, да и то весьма условно. Носителями сленга являются, как правило, люди 12 - 30 лет.

Значительная часть сленгизмов образуется путем заимствования. Источником могут служить иностранные языки, как их литературная составляющая, так и просторечная ("баксы", "бабл" - амер. сленг "деньги"; "дэнс" - англ. "танцы"; "фантастиш"/ "я-я, дасистфантастиш" - нем. "потрясающий" / "да-да, это потрясающе"). Сленг заимствует единицы и из других подсистем русского языка

("дембель" - воен. "демобилизация", "дурь" - нарк. наркотики, "зависать" - комп. "прекратить выполнение работы и не реагировать на запросы пользователя (об ЭВМ)" и т.д.). Молодежный сленг часто прибегает к переосмыслению заимствованных единиц ("даун" - глупый, несообразительный человек, "грузить" - много говорить, "прайс" - деньги (англ. - "цена") и т п.). Многие сленгизмы образуются путем традиционной и особой сленговой аффиксации ("бэбик", "бэбис" - ребенок (англ. бэйби). Ведущим приемом сленгового словообразования является каламбур, в основе которого лежат принципы фонетической мимикрии ("степа" - стипендия; "бухкурсы", "бухарест" - пьянка /"бухать" - пить алкоголь/) или метатезы ("фаршик" - шарфик; "литрбол" - пьянка). Встречается вульгаризация произношения ("мю-тю-вю", "ме-те-ве" - MTV). Распространены в молодежном сленге и другие словообразовательные схемы, которые позволяют достичь языковой экспрессии. Жаргонизмы – это слова, используемые определенными социальными или объединенными общими интересами группами, которые несут тайный, непонятный для всех смысл.Жаргон – это своего рода язык в языке. Строго говоря, жаргон – это разновидность речи какой-либо группы людей, объединенных единой профессией (жаргон летчиков, шахтеров, моряков), занятием (жаргон спортсменов, коллекционеров) и т.п. Молодежный жаргон часто называют сленгом (от англ. slang) или арго (от франц. argot). Новый или старый, жаргон остается с молодежью как непременное условие непременной игры, как островок естественности и свободы в строго регламентированном мире взрослых, как фенечка на руке или хайратник на голове. Яркая особенность молодежного жаргона – его быстрая обновляемость. Во времена молодости бабушек и дедушек деньги могли называться тугрики, рупии, во времена родителей – монеты, мани, у теперешней молодежи в ходу бабки, баксы.

Например, такое: отошли в прошлое "телки", "чувихи", "герлы". Теперь молодые люди называют девушек "пчелки". Если девушка странная или выпившая, то о ней могут сказать "отъехавшая". Молодых людей девушки называют "дядьки". Молодые люди бывают "повышенной крутизны", но попадаются и "подкрученные", т.е. не очень "крутые". В свете вышесказанного стоит процитировать, наверное, ныне модную поговорку: "Круче тебя только яйца, выше тебя только звезды". Если собирается компания, то это называется "тусовка". "Тусовка" может оказаться "парашливой", т.е. неудачной, или удачной - "чумовой". Другая черта молодежного жаргона – ограниченность тематики. Выделяется около десятка семантических классов наименований, внутри которых много синонимов. Это названия лиц (чувак, лоб, мелкие, кони), частей тела (фонари, рубильник, клешни),одежды и обуви (шузы, свингера, прикид), денег (баксы, бабки, кусок, лимон), положительные оценки (круто, клево, улет, отпад, аут), названия некоторых действий и состояний (вырубиться, приколоться, тащиться) и др. Полноценное общение в молодежной среде невозможно без владения ее языком. Более того, к месту и ко времени употребленное подростком матерное слово (естественно, в

подобающей обстановке) может оказаться более действенным, нежели пространные рассуждения и долгие беседы. Современные технологии раздвигают рамки общения. Например, появление интернета позволило современной молодежи "зависать" в чатах (от английского слова chat - болтовня) и тем самым значительно расширить свой круг общения. И поскольку основная масса, общающаяся таким образом, - молодежь, то ничего удивительного нет, что происходит усвоение соответствующий нормы речи. Стихия, питающая этот молодежный язык – это все новое, нетрадиционное или отвергаемое: речь музыкальных фанатов, музыкальное телевидение, в частности MTV, и речь наркоманов, компьютерный жаргон и городское просторечие, английский язык и воровское арго.

Молодежь во все времена стремились самоутвердиться в обществе, создать свой стиль общения, отличный от общепринятого среди старшего поколения. Бурный всплеск и изучение разных пластов русской речи произошел после революции 1917 года. В 1918 был создан Институт живого слова, одним из направлений которого было изучение языка молодежи. Речь подростков, учащихся того времени окрасилась множеством "блатных словечек", влияющих, как отмечает автор, на поведенческий нигилизм молодежи.

С начала XX века отмечены четыре бурные волны в развитии молодежного сленга.

Первая датируется 20-ми годами 20-го века, когда революция и гражданская война, разрушив до основания структуру общества, породили армию беспризорных, и речь учащихся подростков и молодежи, которая не была отделена от беспризорных непроходимыми перегородками, окрасилась множеством "блатных" словечек.

Вторая волна приходится на 50-е годы, когда на улицы и танцплощадки городов вышли "стиляги".

Появление третьей волны связано с периодом застоя, когда удушливая атмосфера общественной жизни 70-80-х породила разные неформальные молодежные движения и "хиппующие" молодые люди создали свой "системный" сленг как языковый жест противостояния официальной идеологии.

Начало четвёртой волны принято сейчас связывать с началом компьютеризации.

Процесс жаргонизации молодежной речи можно рассматривать как своеобразное языковое творчество, которая базируется на уже существующих традициях и одновременно следует текущей моде. Сленг служит в молодежной среде средством разрядки внутреннего состояния иодновременно дает представление о говорящем, его мироощущении и интеллекте.

Под молодежным сленгом мы понимаем совокупность постоянно трансформирующихся языковых средств высокой экспрессивной силы, которые используются в общении молодыми людьми, состоящими в фамильярных, дружеских отношениях. Молодежный сленг делает речь разнообразной и упрощает общение и в современном мире без него не обойтись.

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LINGUISTIC PHENOMENON "RUNGLISH": ENGLISH LANGUAGE PENETRATION INTO RUSSIAN LANGUAGE

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The present article is devoted to Runglish, which stands for Russian English, i.e. the variety of English spoken by Russian native speakers, as a phenomenon of mixture of two considerable and significant cultures and languages as English and Russian, mass penetration of the English language into the speech of Russians as well as identification of the main features of this phenomenon. In the process of world globalization we can easily notice mixing of national cultures, special features of definite nations etc. The edge between absolutely different countries, cultures and lifestyles is not as sharp as it used to be before.

The problem of language contact is one of the central problems in modern linguistics. Languages and dialects live and develop in a continuous and close cooperation, which has an impact on all aspects and levels of language interaction. It is well recognized that the natural state of the language is a constant change rather than stability. A striking example of language contact is the appearance and function of words in one language from the other language. The major reason for it is close economic, political, scientific and cultural relations. In most cases, loan words come into the language as a means of naming new things and expression of unknown concepts. It is necessary to point out that borrowing the words is an effective way to enrich the vocabulary of any language.

Prior to 1985, English in Russia was a pretty interesting and little-studied phenomenon. It was the period of limited usage of English by the general public due to some obvious social reasons.

Since 1985, English studying caused a surge of publicity. This was due to many social and political factors. The most crucial were the elimination of the Iron Curtain and the possibility of tourist trips and communication throughout the world. Moreover, an important factor was the emergence of joint ventures with English as a working language, rapid computerization of the country and the development of the Internet, which was not available to ordinary Russians, the expansion of international contacts. All this led to the appearance of new various fields of English origin words penetration into the Russian language.

Besides, knowledge and information which come through the mass media must also be taken into consideration. Every day, talking about politics, economics and other fields of modern life, the mass media introduce new words of English origin into the language.

At present language skills are the necessity rather than just a good practice, for the simple reason that if you are not well informed about English word meaning, it will be next to impossible to understand the advertising, different TV shows, present-day series or just to read notes about the latest developments in economics, science, sports, music, etc.

No doubt, English is an international language which has a great influence on Russian culture. Due to its being so wide-spread, English became the most popular language in the world. This fact caused appearing of a brand new language phenomenon such as mixing. Characteristic features and peculiarities of this phenomenon will be seen on the example of Runglish which is a mix of Russian and English languages. The Russian society progresses to an increasing trend of English origin words usage in everyday language. English words tend to be extensively used almost everywhere. It is fashionable to give names to shops, businesses and other things by means of the English language vocabulary. It is evident that Russian society has a craze for English word application.

This fact gave rise to the appearance of a new term "Runglish" dated back to 2000 and was popularized as a name for one of the languages when it was originally used on board an International Space Station. Cosmonaut Sergei Krikalyov said: "We say jokingly that we communicate in "Runglish", a mixture of Russian and English languages, so that when we are short of words in one language we can use the other, because all the crew members speak both languages well". NASA has since begun listing Runglish as one of the on-board languages. Since then the term Runglish became widespread.

As for the definition of Runglish, it is the transformation of English words or phrases in the Russian manner by adding prefixes, suffixes and endings in order to adapt the English language to be used in everyday speech. According to other sources of Runglish, it is a neologism used to denote at least three different interferences of Russian and English: pidgin, informal latinizations of the Cyrillic alphabet and spoken manner.

Since the term «Runglish» entered circulation, it has been increasingly used to denote what was earlier known as Volapuk encoding: the transliterating of Russian-language texts using the Latin alphabet.

The essential feature of Runglish is the appearance of new professions, technologies and cultural innovations. Nowadays there is a whole set of English loanwords covering various fields of human activities and are used to identify:

1. new kinds of activities: *хакер* (a hacker), *имиджмейкер* (an image-maker), *блоггер* (blogger), *фрилансер* (a freelancer);

2. rapidly developing fields of human knowledge: *блог* (blog), *браузер* (browser), *контент* (content), *трафик* (traffic), *пиар* (PR), *промоушн* (promotion);

3. new items of material culture: *лэптоп* (a laptop), *мейкап* (make-up), *постер* (poster);

4. new music styles: *хаус* (house), *транс* (trance), *фолк* (folk), *реп* (rap);

5. old concepts upgrading: *джоб-оффер* (job-offer – официальное приглашение на работу), *ресепшн* (reception – администрация, регистрация), *клинер* (cleaner – уборщица), *рейтинг* (rating – бывшее соцсоревнование), *фитнесс* (fitness – занятия физкультурой), *бутик* (boutique – маленький магазин), etc.

There are also some peculiarities of word formation in Runglish. They are the following:

1. hybrids, i.e. words formed by joining the foreign roots of Russian suffixes, prefixes and endings, for example: *юзать* (to use - use it), *зафрендить* (to friend – добавить в друзья), *пофиксить* (to fix - исправить), *пошерить* (to share – делиться), *прочекапить* (to check up - проверить);

2. confusion of languages in phrases like that: *забукать номер в отеле* (to book – зарезервировать), *зачекиниться в аэропорту* (to check in – зарегистрироваться);

3. loan translation or calque, i.e. a word or phrase borrowed from another language by literal, word-for-word or root-for-root translation. For example: *аккаунт* (account - счет), *брифинг* (briefing – информационное совещание), *трафик* (traffic - движение), *спичрайтер* (speechwriter – составитель текстовых речей).

4. borrowing of English language abbreviation : *асап* (ASAP “as soon as possible” - как можно быстрее), *ИМХО* (IMHO – “in my humble opinion” – по моему скромному мнению), etc.

Summing up, it is desirable to pay attention to the fact that, one the one hand, borrowing of words of one language from another is one of the effective ways to enrich the vocabulary of any language, but, on the other hand, having such a mix of languages, it’s necessary to think over the purity of the languages, about their peculiarities, and to prevent popularization of such a strange phenomenon which appeared because of lack of the knowledge. Today Runglish is regarded as a real threat for the purity of the language which is caused by a great quantity on non-Russian origin of the words that is why Runglish sometimes can be sneered with scepticism. It hints at the fact that we should try to protect the purity and originality of Russian language, one of the most beautiful and richest languages in the world.

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СЕКЦИЯ «ПРОБЛЕМЫ СОВРЕМЕННОГО ОБРАЗОВАНИЯ»

С. С. Владимиркина, Н. Н. Новосельцева

THE ROLE OF PR TOOLS IN BUILDING UP ATTRACTION TO THE ENGINEERING SPECIALITIES

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Russian history is rich in great achievements and discoveries in scientific-and-technological advance. In the nineteenth and twentieth centuries, Russia was called the country of great engineers and inventors. Thanks to Alexander N. Lodygin, today everyone turns on the lights at home; Alexander S. Popov created the world's first radio receiver, which is now an important source of information, and Andrei Tupolev, Sergey Ilyushin, Alexander Yakovlev gave us the opportunity to «fly» on the aircraft. This list of achievements could go on forever, but in this context it is worth noting - the majority of discoveries of past years are not only the daily means of each of us, but they also formed the basis of modern technology.

At the moment the gradual application of innovation, the use of significant investments in education and research does not help our country to catch up with world-class scientific and technological development. Thus, during the period of the last financial and economic crisis Japan has increased the number of registered patents by 10%, United States and Germany has reduced it by 10%. Two countries can be considered champions in this field - China, which has increased the number of inventions and technologies implemented by 30%, and Russia, which has decreased the figures by this very 30%. The main reasons are lacking of the engineering staff of a new breed in the Russian regions.

Now the country began construction of industrial parks, Science Cities, innovation centers. Ulyanovsk region occupies a significant place in the innovation system of the Russian Federation: The National Radiological Centre of Dimitrovgrad cooperates with Skolkovo in nuclear medicine and nuclear technology. But the scientific and industrial potential of the region will not bring the expected effects without participation of innovative-thinking young people, training of engineers of a new breed.

At the initiative of the Student council Ulyanovsk State Technical University organizes training session for school and college students. Despite these efforts and regular work with the young people we still haven’t witnessed a significant turn in the consciousness of a new generation in the direction of engineering and technical occupations. The evidence is the results of the monitoring of school graduates professional preferences of our region.

The most popular both in the country and in the region are the professions of banking and investment sectors (40 and 36%, respectively). In the second place in the

ranking of the most popular professional industry is medicine (34%), the third - the construction and architecture (31%). It is also important to note that such technical professions as production, technology of production of goods, only get a quarter of preferences (26%). [1]

The lack of awareness about their abilities amongst school leavers is disturbing, and this is the most important factor in a meaningful choice of a profession. Many scholars have noted the need to consider, first of all, the abilities when choosing a career.

Talcott Parsons made the following points of professional choice [2, p.154]:

1. Professional success and job satisfaction are determined by the degree of conformity of individual qualities and requirements of the profession;

2. Professional choice is a conscious and rational process in which either an individual himself or a career coach determines the disposition of individual psychological or physical qualities and correlates it to the existing requirements' dispositions of various professions.

Under these circumstances, communication is the main connecting element in choosing a career. It combines personal motives of a school graduate (the actualization of the choice problem) and the knowledge of personal abilities – self-competence

Vocational schools which are regularly engaged in comprehensive communication, act as key advisors to high school students. They interact with general education institutions, regularly visiting them, informing students, promoting a particular profession, as well as inviting to the available counseling centers within the institution, to open house days.

Information provided to school children is adequate, but it doesn't allow understanding the benefits of the engineering professions, learning about the nature of labor at the factories of the Ulyanovsk region and neighboring regions. Updating of popularization forms of the engineering professions should shift from purely verbal persuasion to practical involvement of students into technical creativity.

In this regard, the students of Ulyanovsk State Technical University developed a PR-project "Engineer – it sounds proud", the purpose of which was to change the existing views of schoolchildren about engineers through practical participation of students in the technical creativity. One of the key activities of the project was Youth Innovation Forum of the Volga Federal District (MIF), which is held on the basis of the Ulyanovsk State Technical University every May since 2009. The Forum involves graduate students and university students from 14 Middle Volga regions, students of technical schools and colleges. The young researchers have demonstrated a total of 400 achievements. So, as part of the PR-project, II Youth Innovation Forum was attended not only by students and graduates of the Volga region, but also the school students. As a result the students accounted for 10% of the total participation.

So, in conclusion we can sum up as follows:

1. Under the current conditions the professional choice of school students is strongly influenced by subjective factors. This gives an idea of the fact that today's

youth is changing its attitude to the university entrance. The research results show clearly that the opinions of the other people (parents, friends, and other opinion shapers) do not currently play a significant role in the choice of future profession [3];

2. Implemented during the PR-project, the key event based on the formation of conscious professional choice of high school students showed that the practical involvement of students into technical creativity is an effective way to promote the engineering profession among applicants.

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THE UK-BASED SECONDARY EDUCATION

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To begin with, in this very article we decided to raise the topic of English secondary education. Students, who are interested in English system of education and English culture in general, would be keen on this topic. They are sure to gain a lot of beneficial and valuable information about the UK-based secondary education if they read this article thoroughly.

Having moved freely from website to website we came across two useful online sources. They are http://www.ukstudycentre.com/en/education/secondary-education and http://www.citizendia.org/Education_in_England. The first source has to do with data about how student exchange program works. The second one gives information about English education system. These sources were enough to understand that there are a lot of interesting factors which make English schools differ from Russian ones.

What is the best age to send kids to public school?

British public schools (otherwise known in other countries as private schools) are considered to be some of the best in the world. While studying in the UK your child will receive high quality academic tuition, learn several foreign languages, play sports and learn manners and self-discipline. Traditionally, British public school graduates have little difficulty getting into the best universities anywhere in the world.A child can start school at any age; the most common ages to start are 7, 11, 13 or 16 years old. To get into the most prestigious public schools the child needs to apply at least a year in advance.

Selecting a school

"It is not an easy task selecting the right school for a child, especially when the school is in a foreign country. Parents can either do all the research, selection, and application to the school themselves or get in touch with an educational consultant. The latter approach is more likely to save you time and money.

There are around 2,000 public schools in the UK. Parents will firstly need to elect whether there chosen school will be boys-only, girls-only or a co-educational school. Some say that a single-sex school allows the child to focus more on their academics, sporting and artistic achievements. On the other hand, there is a strong argument that girls-only or boys-only schools do not reflect the reality of living in a society and that children should from the early age learn to interact with the opposite sex in the educational environment"[1].

The other factors to consider while selecting a school are the sports and art facilities, living arrangements, school location, proportion of international students and class size. "If the child is planning to go on to study at university after graduating from school it is also important to look at university admission statistics of this particular school. If the goal is to give your child an all-round, comprehensive education then look at what the school has to offer in terms of extracurricular activities and sports. If you want your child to specialize and develop a certain skill – be it sports, music or art – then consideration should be given to one of the many specialist schools that the UK has to offer"[2].

School curriculum in the UK

School days in British schools are busy. From 8:30 in the morning until 5:30 in the evening students go to classes, play sports and create art. After that there is a break for dinner and free time, followed by a period for homework. Depending on the age, bed time is either 9pm or 10pm.

In addition to the standard subjects offered by all schools, British public schools also offer Politics, Basics of Jurisprudence, Statistics, Religion Studies, Computer Programming, Latin, Business Studies, Economics, Art and many others.

"Small class sizes (on average, 7-9 students per teacher ratio) make it possible for an individual approach and one-to-one interaction with every student. Teachers are personally interested in making sure their students succeed as often teachers' annual pay bonuses depend on their pupils' mid-term exam results. As a result, the teaching process in Great Britain is above all results-oriented and aimed at helping students to succeed in building theoretical and practical knowledge"[1].

Sport and Art play an important role in children's education. Most schools have facilities that accommodate 10 to 15 types of sport ranging from traditional swimming, football and basketball to more British-specific golf, cricket, horseback riding and others. For Art education, schools offer theatre, ballet, and orchestra tuition as well as painting and sculpture classes.

Academic year

"The school year is split into three trimesters, each 11-13 weeks long, and last from September to July. There is a three-week holiday between each trimester and

also a 7-10 day long mid-term break during each trimester. This means that parents can see their children once every six weeks. Traditionally the school year starts in September but some schools, as an exception, allow students to start at the beginning of any trimester"[1].

Living arrangement

"Most boarding school students live in school dormitories. This living arrangement assures constant contact between students and tutors and allows for interpersonal interaction among children. In co-educational schools boys and girls live in separate buildings. The older the student the fewer roommates he or she will have. The most senior students will have a room to themselves or share with one other. Each dormitory will have a house master as well as live-in tutors, which means that students can always come to them for any help they need. The dormitories have sleeping quarters and study areas. Students get three daily meals, laundry service once a week and on-site primary medical care"[2].

Getting into school

"In order to be admitted into a public school the child needs to pass an English Language and Mathematics tests. When applying to study for A-levels the school may ask the child to take a test in each of the four subjects he or she is intending to study. If the test result is satisfactory the child is invited for an interview, either face-to-face or by telephone. The final decision is made based on the results of the test and interview" [1].

All schools have their own tests. The tests of the most prestigious schools are geared at selecting the most gifted and capable students; from the start they set a high standard of academic achievement. This thorough selection is dictated by fierce competition among schools to get the highest position in the ranking tables. Schools whose graduates achieved the highest scores on final exams make up the top tier of the rankings. Some schools insist on administering assessment tests themselves and others accept results of the test administered by UK Study Centre. Either way, schools require proficiency in English and good basic knowledge of common school subjects.

School location

Most boarding schools are located outside big cities, often situated in a very picturesque countryside creating a calm and peaceful educational environment. Good transport links throughout the UK usually guarantee that London and other big cities are always within easy reach.

The cost of education

"Depending on the school and its location the cost of one academic year ranges from £18,000 to £36,000. This includes school fees, meals and accommodation and sometimes covers extracurricular activities on weekends. Usually payment is expected before the start of each trimester and prior to the student's arrival at the school. Extra expenses can sometimes include the cost of accommodation over holidays, school trips, uniform cost, additional language tuition and pocket money. There is also a registration fee for all new students. The cost of textbooks and exam

fees are sometimes included in the overall fees; however, it is not unusual for those to be extra”[1].

To sum up, the information that we gathered together in this article may be useful for students who want to know more about the system of education in England. We focused on UK-based school education and some distinctions, which could be unusual for Russian students. Next to it, we analyzed the problem of school selecting and paid attention to the following aspects: what is the best age to send kids to public school? ; selecting a school; school curriculum in the UK; academic year; living arrangement; getting into school; school location; the cost of education.

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BASIS OF TEACHING WIKI TECHNOLOGY

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Distribution and development of information and communication technologies (ICT) in education society poses new challenges, the implementation of which is impossible without an understanding of the properties of didactics technology. The lack of understanding of the properties of didactics ICT and conditions of their successful results in failed projects unable to achieve their goals because of inadequate tools.

At the same time, the greater part of systematized knowledge in the Internet Wikipedia contradicts this technology Wiki is able to form the basis of large-scale projects for generation, transfer and renewal of knowledge. Of course, the quality of the majority of Wikipedia articles leaves much to be desired, and Wikipedia itself cannot be considered as a full teaching-resource website. However, the social characteristics and activities in Wikipedia clearly point to the fact that the wiki technology has a considerable learning potential.

Understanding the technological, social and didactics characteristics and functions of technology wiki will give a possibility of its effective application and create a "wiki-like effect" in education.

Didactic properties of the instruction medium can be defined as "the basic characteristics, features of the tool distinguishing them from the others, are essential for didactics in terms of both theory and practice. Such characteristics should be considered as the means of teaching the natural qualities that can be used to achieve

didactics goals. The didactics properties based on two major functions; namely information and communication are applied in daily training. The properties can be called multimedia, interactive and non-linear and they give us the possibility to search and classify information, the ability to create, edit and publish information to build asynchronous communication.

The architecture of hypertext at the wiki site is radically different from the one described conventional architecture. To refer to the document, you have just to indicate its name which will coincide with the title of the document. Wiki technology allows site authors do not think about the file system, focusing on the content.

When a user requests a wiki document with the name of an unknown platform, the platform offers the user to create a document with the specified name. Therefore, creation of links to the wiki document requires much less effort on the part of the author, and creation of the wiki takes a shorter period of pre-term planning. Furthermore the structure wiki infinitely flexible and can be expanded in any direction.

Wiki technology does not limit the user's ability to embed documents in any multimedia objects, making it possible to implement a multi-media learning.

Although only one person at a certain period of time can do several people work on the same document in a separate moment of time can only be done by one person.

The next technological property of wiki is its "web nature." It provides an access at the protocol http, like any other site in the Internet. Many free online services allow you to create and maintain wikis, simplifying the process of creating your own wiki site on the Internet.

An important property of wiki technology is its special model of communication, which is characterized by democracy, activity, and asynchrony, mass and is decentralized.

The above properties are essential for the process of didactics in both the theoretical and practical sense:

• non-linear nature of wiki hypertext provides an opportunity to build a unique way of learning, to develop differentiated tasks and train-based solutions of problems, while at the same time, the nature of collecting information for the wiki requires not only the subject and inter-subject knowledge, but also an information and communication competence;

• multimedia wiki technology allows you to use hearing and vision in the perception of textual information, audio and video , which in turn allows you to assimilate the information and develop all kinds of speech activity;

• the opportunity for free public access involves both individual and group learning activities of students and teachers, this property makes a wiki-based conversation tool for the design and presentation of the results of the project, not only in the teaching of foreign languages, but also in training in general ;

• the special architecture of hypertext creates conditions for intuitively understandable process of developing teaching-resource that allows you to focus on the learning objectives;

• asynchronous communication and time interactivity in a wiki site offers the potential for the accumulation of information and its organization and allows you to create convenient teaching pace of work, improves an academic autonomy;

• interactive feedback of the second level allows professors at any time to monitor activities of students and provide them with timely assistance;

• creative, informative and interactivity allows students and teachers to dynamically improve modify and individualize teaching strategies, the content of teaching material and its structure;

• the ability to transfer the wiki documents via the web means that this technology can be used not only for teaching in the classroom, but also in distance learning through ICT.

It is obvious that the technological properties of the wiki are largely determined by its function in learning. It should be noted that under the function here means the use of the technology in the educational activity. Thus, we can trace the relationship, on the one hand, the technological properties of the wiki with its didactic properties, and on the other hand didactics properties of wiki with its didactic function.

Training authorities and a special model of interactive technology wiki create the preconditions for the implementation of contextual learning, as the way of investigation and preparation of the material always lies in the development of the object context of the study, which is one of the key elements of this method.

The portfolio method, which is in fact, a set of documents and tasks includes targets for the selection of materials for pupil questionnaires for parents and peer groups, and most part of it can also be successfully implemented with the data technology.

In addition, the technology of wikis in education creates conditions for personal meaningful activities, a creative potential for students and creates a special relationship with the knowledge requiring analysis and criticism. All of these factors provide convincing arguments to the statement that, given the circumstances, wiki technology can be an effective teaching tool.

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СЕКЦИЯ «ВОПРОСЫ ИЗУЧЕНИЯ ИНОЯЗЫЧНОЙ КУЛЬТУРЫ»

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MENTALITÄT DER DEUTSCHEN

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Viele Menschen haben schon früher von dem typischen deutschen Nationalcharakter gesprochen. Von diesem Charakter schreiben auch heute einige deutsche und russische Autoren von verschiedenen Büchern und einige Journalisten.

Ein russischer Autor schreibt zum Beispiel von Deutschen, dass Deutsche immer erfolgreich arbeiteten. “Fleiß, Pünktlichkeit, Redlichkeit und Gründlichkeit” charakterisieren sie. Typisch für Deutsche sind die Worte: “Ordnung muss sein”.

Mentalität der Menschen in Deutschland – wie auch in anderen Ländern – hängt von vielen Faktoren ab: von der Geschichte, Traditionen und Geografie des Landes, von dem heutigen materiellen und geistigen Leben verschiedener Bevölkerungsgruppen und von anderen Faktoren ab.

Der Nationalcharakter ist veränderlich. Charaktergemeinschaft verknüpft die Zugehörigen einer Nation während eines bestimmten Zeitalters, keineswegs aber die Nation unserer Zeit mit ihren Ahnen vor zwei oder drei Jahrtausenden. Wo wir von einem deutschen Nationalcharakter sprechen, meinen wir die gemeinsamen Charaktermerkmale der Deutschen eines bestimmten Jahrhunderts oder Jahrzehnts.

Die Lage in der heutigen Bundesrepublik und die Mentalität der Menschen werden mit jedem Jahr anders: eine neue Ordnung entsteht in Europa und in Deutschland. Mit dieser Ordnung zusammen entstehen auch neue Denkweise der Deutschen und neue Wörter in deutscher Sprache.

Es ist bekannt, dass Deutschland seit vielen Jahrhunderten mit anderen west – und mitteleuropäischen Ländern sehr eng verbunden war und auch heute mit West – und Mitteleuropa eng verbunden ist, weil dieses Land heute zur Europäischen Union (EU) gehört.

Eine neue Denkweise der deutschen Bürger kann man so formulieren: die Heimat der Deutschen ist nicht nur das Territorium der BRD, sondern auch Europa. Von dieser Idee schreibt man jetzt in vielen deutschen Zeitungen, Zeitschriften und Lehrbüchern. So kann man zum Beispiel in einem deutschen Lehrbuch lesen: “In unserer Heimat gibt es mehr als zwanzig Sprachen, vier Meere und 370 Millionen Mitmenschen“. Für diese Idee, d.h. die Idee der Einheit Deutschlands mit anderen Staaten des Kontinents, ist auch die BRD-Regierung.

Die heutige Mentalität von vielen Millionen Menschen der Bundesrepublik ist mit der Geschichte der Deutschen Einheit und der Wende verbunden. Es ist bekannt,

dass Deutschland nach dem 2. Weltkrieg in zwei Teile geteilt war – in den westlichen und den östlichen Teil.

Im Jahre 1949 entstanden zwei neue deutsche Staaten auf dem Territorium Deutschlands – die BRD und die DDR. Man machte zuerst eine Grenze zwischen diesen Staaten, und viele Jahre später baute die DDR eine Mauer zwischen Ost – und Westberlin. Die Mentalität der deutschen Bevölkerung wurde mit Jahren verschieden, so war es schon früher, bis 1990. Am 3. Oktober 1990 feierte das deutsche Volk den Tag der „Deutschen Einheit“: die BRD und die DDR bildeten einen Staat.

Die alte Grenze zwischen zwei deutschen Staaten gibt es heute nicht mehr, es gibt auch keine Mauer zwischen West- und Ostberlin. Aber verschiedene Denkweise der Bevölkerung in zwei Teilen des Landes ist geblieben.

Die Mentalität der deutschen geht seit vielen Jahren. Die Deutschen sind eine sehr fleißige, praktische und pedantische Nation. Am Anfang des 20. Jahrhunderts sprach man in Europa: “Deutsche arbeiten gut und viel”, man sprach auch: „Deutsche leben, um zu arbeiten“. Das war richtig, weil Deutsche früher einen 10- Stunden - Arbeitstag und 6-Tage-Woche gehabt hatten.

Auffällig ist es, dass die Deutschen in ihrem jeweiligen gesellschaftlichen System außerordentlich erfolgreich sind. Die Bundesrepublik wurde zur mächtigsten Handelsmacht und zur erfolgsreichsten Wirtschaftsmacht in Europa. Welche Eigenschaften lassen ihnen das erreichen? Die deutschen Tugenden, diese sogenannten Sekundärtugenden, sind Fleiß, Pünktlichkeit und Redlichkeit. Diese Eigenschaften können doch zum Bösen wie zum Guten führen.

Die wichtigste Tugend aber ist die deutsche Grűndlichkeit. Ordnung muss sein. Kreatives Chaos wie in den Mittelmeerländern ist dem Deutschen unerträglich.

Irgendwann müssen auch die Deutschen von ihrer Gründlichkeit ausspannen. Einmal im Jahr fliegen sie in Urlaub z.B. in Gran Canaria. Reisen gehört zu den beliebtesten Freizeitbeschäftigungen der Deutschen. Ein Urlaub dauert meistens von sechs Wochen und mehr. Die meisten Urlauber reisen in die wärmeren südlichen Länder. Viele Deutschen verbringen die Ferien auch im eigenen Land. Sie gehen in seine Schrebergärten oder in die Datschen. Die deutsche Gemütlichkeit, das ist nicht mehr nur Kuckucksuhr an der Wand. Das ist auch die Verbundenheit mit der Natur – säen, pflanzen, wachsen lassen, ernten und umgraben.

Die Deutschen haben eine Gewohnheit: Ordnung, Ordentlichkeit und Sauberkeit. Das ist eine alte Tradition. Die Gewohnheit wurde ihre nationale Psychologie. So z.B. die Menschen sorgen für die Sauberkeit ihrer Stadt. Sie waschen auch heute das Pflaster mit Schampun. Die Deutschen sind sehr ökonomisch.

Sie sind auch selbstzufrieden, besonders alte Menschen in mittlerem Alter. Im Charakter der Deutschen gibt es Paradox. Sie sorgen für die Sauberkeit in der Stadt und besonders im Park. Im Park ist es verboten, sogar trockene Bäume zu sägen. Aber das nationale Heiligtum der Deutschen, der Rhein, ist sehr verschmutzt.

Wie sagte Hugo von Hofmannsthal über die Deutschen: „Sie sind ernsthaft, sie sind tüchtig, sie arbeiten wie keine Nation auf der Welt, sie erreichen das Unglaubliche – aber es ist keine Freude, unter ihnen zu leben.“

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ДЕМОГРАФИЧЕСКИЕ ПРОБЛЕМЫ ГЕРМАНИИ

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Германия занимает первое место в Европе по численности населения. На данный момент на ее территории проживают 82,3 млн. человек. Несмотря на это, естественный прирост населения отрицательный — здесь еще с 70-х годов наблюдается депопуляция населения страны. Низкая рождаемость и повышенная средняя продолжительность жизни (78 лет) обусловили старение населения нации (высокую часть людей преклонного возраста). Средняя плотность населения в стране высокая — 230 чел./км2. Страна считается высокоурбанизированной. В городах проживает около 90% население страны. Стремительное падение рождаемости в Германии рискует нанести непоправимый удар по конкурентоспособности германской промышленности. «Мы достигли критической точки. Людского капитала из года в год становится все меньше, и это со временем остановит рост экономики» полагает директор кельнского Института экономических исследований Михаэль Хютер. К 2035 году Германия станет страной с самым старым населением в мире, что неизбежно повлияет на экономическое развитие страны, считает германский министр по делам семьи, престарелых, женщин и молодежи Урсула фон дер Ляйен.

По данным Статистического бюро Европейского Союза в Германии около 70% семей не имеют детей. Семей с одним ребёнком — 16%, с двумя детьми — 13%, с тремя и более — 4%. При неуклонном падении рождаемости в Германии, тем не менее, растет число внебрачных детей. Как сообщило Федеральное статистическое ведомство, в 2005 году 30% родившихся в стране детей (свыше 200.000) появились на свет у родителей, не состоящих в браке. В ряде земель страны этот показатель превышает число родившихся у состоявших в законном браке родителей. Подобная тенденция появилась лишь в последнее десятилетие. Основной причиной этого считается стремление родителей получить больше денег от государства, поскольку матери и отцы-одиночки имеют повышенное пособие на детей. Кроме того, немецкие мужчины нередко опасаются вступать в брак, чтобы при возможном разводе не остаться без средств: закон в этом случае целиком на стороне матери.

Согласно данным Федерального управления статистики Германии, количество разводов в стране еще до конца 2003 г. увеличилось на 50% по сравнению с 2002 годом. Всего в ФРГ до ноября 2003 г. были разведены 240 тыс. пар. Немецкие социологи считают эти показатели "тревожным признаком", так как столь резкий скачок числа разводов указывает на потерю значения семьи в современном немецком обществе. В частности, это может в ближайшее время еще более ухудшить и без того плохую статистику уровня рождаемости в Германии. В 2008 году впервые за много лет в ФРГ был зафиксирован рост

числа разводов. По данным Федерального статистического ведомства, в прошлом году потерпели крушение на 3 процента больше браков, чем в 2007-м. В 2008 году в Германии развелись примерно 192 тысячи супружеских пар. Это на 4800 пар, или на 3 процента больше, чем в предыдущем году. Согласно статистике, из каждой тысячи супружеских пар в 2008 году развелись восемь. В 54,2 процента случаев на развод подавали жены и лишь в 37,2 процента случаев — мужья. И на много реже заявления на развод подавали оба супруга. Средняя продолжительность браков, распавшихся в 2008 году, составляла 14,1 года. Таким образом, социологи наблюдают тенденцию к увеличению длительности супружеской жизни до развода: в 1990 году этот показатель составлял 11,5 года.

Что касается настоящего времени, в 2006 году в Германии родились 670–680 тыс. детей — рекордно низкий показатель с 1946 года, когда, несмотря на чудовищную разруху и голод, в стране появилось на свет 922 тыс. младенцев. При этом число скончавшихся в 2006 году жителей ФРГ составило 820–830 тыс. человек. В стремлении не допустить демографического упадка Германии правительство ввело выплату с 1 января 2007 года детского пособия, направленного на стимулирование рождаемости. В течение года после рождения ребенка его родители будут получать государственное пособие в размере 67% от прежней зарплаты, но не более 1800 евро в месяц. Если отец решится минимум на 2 месяца оставить свою работу, чтобы подменить мать в уходе за ребенком, семья получит право на дополнительное двухмесячное пособие. Матери-одиночки и отцы-одиночки будут автоматически получать значительно увеличенные, по сравнению с нынешними, пособия в течение 14 месяцев.

Что касается смертности, то она резко возросла после выпадения радиоактивных осадков в связи с аварией на Чернобыльской АЭС 26 апреля 1986 г. Особенно участились случаи перинатальной смерти, т.е. смерти плода в чреве матери или в течение 7 дней после его рождения. С 70-х годов прошлого столетия смертность в Германии превышает рождаемость. И хотя сокращение естественного прироста населения характерно для всех стран Евросоюза, ФРГ выделяется на общем фоне особенно ранним и острым проявлением этой тенденции. «В Германии уже давно рождается мало детей, это и ускоряет демографический упадок», — так описал ситуацию в Германии эксперт Берлинского института демографии и развития Райнер Клингхольц. В целом, естественный прирост численности населения Германии идет довольно медленно. Сегодняшние данные статистики в целом подтверждают тенденцию к снижению темпов прироста. Статистика свидетельствует, что в минувшие годы легкий прирост населения объясняется тем, что в страну приезжали больше людей, чем уезжали из неё. Рождаемость же в Германии продолжает сокращаться. В период 1991 – 2002 гг. ежегодно умирало больше людей, чем рождалось. Так, в 2001 г. число умерших превысило число рождённых на 94 тыс. чел.

В ближайшие десятилетия Германия столкнется с серьезными демографическими и, как следствие, экономическими проблемами. В стране к 2060 году будет много иммигрантов и совсем мало немецких детей, прогнозирует Федеральное ведомство статистики. Смертность будет заметно превышать рождаемость, а число трудоспособных сравняется с числом пенсионеров. Через 50 лет численность населения страны снизится с нынешних 82 миллионов до 65 миллионов человек. При этом каждый седьмой будет старше 80 лет. Молодежь составит 16% от общей численности населения. По прогнозам ученых, дефицит рабочих рук в десять миллионов человек потребует дальнейшего притока мигрантов. Дефицит рабочих рук уже сегодня приносит ощутимый ущерб экономике. Эксперты рекомендуют властям строить больше детсадов и создавать для женщин условия, позволяющие совмещать профессиональную карьеру и семью. В современных условиях многие женщины, особенно квалифицированные специалисты, из-за невозможности такого совмещения не заводят детей.

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BRITISH ARTS FESTIVALS

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Every nation and every country has its own customs and traditions. In Britain traditions play a more important part in the life of the people than in other countries. Undoubtedly, festivals are making part of these traditions. We would like to tell about some of arts festivals.

The Sydmonton Festival is a Summer arts festival held periodically at Andrew's Hampshire country house, Sydmonton Court, where a variety of exclusive previews are presented to a private audience of people from theatre, television and film in order to gauge the future potential of the works. Performances take place in a

deconsecrated church in the grounds and include some of the finest entertainment talents.

The Glastonbury Festival of Contemporary Performing Arts is a performing arts festival that takes place near Pilton, Somerset, England, best known for its contemporary music, but also for dance, comedy, theatre, circus, cabaret and other arts.

The festival organiser Michael Eavis, a farmer in a Somerset valley stated that he decided to host the first festival, then called Pilton Festival, after seeing an open air Led Zeppelin concert at the Bath Festival of Blues and Progressive Music 1970; fourteen people invested everything they had to build the stage.

The first festival was in the 1970 and was influenced by hippie ethics and the free festival movement. The festival retains vestiges of this tradition such as the Green Fields area which includes the Green Futures and Healing Field. After the 1970s the festival took place almost every year and grew in size, with the number of attendees sometimes being swollen by gate-crashers.

Leading pop and rock artists have appeared as headline acts with thousands of others appearing on smaller stages and performance areas. The festival has also spawned films and albums and is reported on extensively on television and in newspapers.

The size and nature of the festival, held over three or four days in the open air, with performers, crew and paying festival goers staying in tents, caravans and motorhomes, has meant that the weather is significant. It is now attended by around 150,000 people requiring extensive infrastructure in terms of security, transport, water and electricity supply. The majority of staff are volunteers, helping the festival to raise millions of pounds for good causes.

The Brighton Festival is an annual arts festival which takes place in the city of Brighton and Hove in England each May. It was founded in 1965 as part of the Federation of Brighton Student's Arts-Rag Week , and was, until its demerger with Brighton Festival Fringe in 2006, the largest multi-art form festival in England. The 2006 festival organised over 200 events during 23 days which were attended by over 500,000 people.

The festival includes organised processions such as the Children's Parade , outdoor spectaculars often involving pyrotechnics, and a great deal of theatre, music, literature and visual arts in venues throughout the city, some of which are brought into this use exclusively for the festival.

One feature of the festival is the Artists Open House concept, whereby artists and craftspeople literally open up their houses for the public to view or buy their work.

The Festival regularly commissions new work from companies such as DV8 Physical Theatre ; 2006's Festival included the world premiere of new work by Stomp 's Brighton-based creators, Yes/No Productions. It also encourages cross-fertilisation between different art forms, such as 2006's "Stories In Motion", a multimedia collaboration between Chuck Palahniuk, Irvine Welsh and Orbital 's Phil

Hartnoll ; also 2006's "Warp Moves", a collaboration between artists from Warp Records and dancers from Random Dance.

Founded in 2004, Edinburgh Art Festival is Scotland's largest annual celebration of visual art. Uniquely, the festival offers the chance to experience the best contemporary Scottish artists in the context of exhibitions of the most important International artists and movements of the 20 th Century and historical periods.

Attracting over 250,000 visits each year, Edinburgh Art Festival brings together the capital's leading galleries, museums and artist-run spaces, alongside new public art commissions by establised and emerging artists and an innovative programme of special events. The vast majority of the festival is free to attend.

Ramsgate Arts runs a monthly Festival Club in a former Victorian chapel, now belonging to the Small Boat Owners' club, on Guildford Lawn, next to Ramsgate Library. Each month there is a performance, workshop or discussion with artists working in the area. It's an informal place to share ideas and projects.

The club provides an opportunity for people engaged in or interested in the arts to promote their work and network creatively, there's a bar and free snacks, entry is free. Organizers are always looking for people to show their work or just to come and have a sociable time with like-minded people.

The Aberdeen International Youth Festival was created in the late 1960s by the late Blyth Major, Music Director of the Midland Youth Orchestra and the late Lionel Bryer, Chairman of the International Youth Foundation. They conceived the idea of bringing together youth orchestras from all over the world using music as a unifying bond to promote international understanding. The first International Festival of Youth Orchestras was held in 1969 in St Moritz in Switzerland.

Invited by the British Tourist Authority, in 1973, the Festival moved to the UK and established a base both in Aberdeen and London for the following five years. Due to the superb facilities and local support in the City of Aberdeen and its University, the Festival was able to expand to incorporate all forms of dance, jazz and choral music.

Internationally renowned guest conductors such as Claudio Abbado, Carlo Maria Giulini, Walter Susskind and Leopold Stokowski were invited to conduct the Festival Orchestra - a specially created orchestra, which was invited to appear at the Royal Albert Hall's BBC Proms and also played at the opening concert of the Edinburgh International Festival in 1978 (the first youth orchestra to appear at The Edinburgh Festival).

Due to the growing success of AIYF and great support from the City of Aberdeen, Aberdeen University, local businesses and fabulous audiences, in 1979 the management decided to focus this international event entirely in Aberdeen and North East of Scotland.

In 1980, the name of the Festival changed to the Aberdeen International Youth Festival - AIYF.

AIYF is currently under the artistic direction of Stewart Aitken who also acts as the festival's CEO. In the past three years the festival has seen a steady increase in

audience numbers and has continued to expand its educational and community projects.

Part of the Festival's appeal is its ability to attract the very best in Scottish, UK and world talent year on year making sure that the creative bar is always being raised higher. Dedicated to supporting, nurturing and showcasing young artists, the festival selects the most talented individuals and groups from all over the world providing them with a platform to ‘shine' at what is recognised as one of the best celebrations of youth arts held anywhere in the world today.

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THREE LANDMARKS IN THE LONDON UNDERGROUND’S HISTORY

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Why did we decide to write an article about the London Underground? The answer is simple as simple can be. The London Underground tends to be the oldest subway in the world. The length of all routes is 402 kilometers. It was opened in 1863 and it has its own history that is very interesting to know. For lack of time more often students cannot find the time to go to libraries to take books or to search for useful information on the websites that have to do with English culture, traditions, poetry, sport and leisure activities and many more other aspects of the British’s life. It goes without saying that it is a must for a student studying the English language to be well-informed about different sides of life in Great Britain. Thus, in this very article we intend to give an outline of the London underground’s history that would be of great use for students to get to know.

Our goal is to sort out the main stages in the formation and development of the London Underground in chronological order. To achieve this goal we have analyzed and sorted out the information on-line: http://en.wikipedia.org, http://www.lonelyplanet.com and many other useful web sites.

To begin with, the London Underground (otherwise known as the Underground or the Tube) is a metro system in the United Kingdom, serving a large part of Greater London and some parts of Buckinghamshire, Hertfordshire and Essex. The system serves 270 stations and has 402 kilometres (250 mi) of track, 45 per cent

of which is underground. Since 2003 LUL has been a wholly owned subsidiary of Transport for London (TfL), the statutory corporation responsible for most aspects of the transport system in Greater London, which is run by a board and a commissioner appointed by the Mayor of London.

Tube timeline 'An insult to common sense'

1863 - On 9 January 1863, the first day the London Underground opened, 50,000 people queue for tickets but just over half that number are able to travel. Despite *The Times* claiming it's 'an insult to common sense' that people would want to travel 'through the foul subsoil of London', an average of 26,000 people per day use the steam-operated service in its first six months.

1890 - The name 'Tube' is coined when a new way of digging the tunnels is introduced. The 'cut and cover' method (digging a trench in a street, laying the lines, covering over the trenches) is replaced by the 'shield' method which creates less ground level disruption as a circular shield made of cast iron is used to support the earth while men dig within it – creating the tube shape we see on most lines today. The City & South London Line (later called the Northern Line) is the first to use this method with any success [1].

The Tube during WWII

1933 - Down Street station, on the Piccadilly Line between Hyde Park Corner and Green Park, is closed because it's too close to its neighboring stations. It will be used during World War II by Churchill and his War Cabinet for meetings.

1940 - The branch line of the Piccadilly Line from Holborn to Aldwych is closed for the duration of the war to store exhibits from the British Museum. 68 people drown at Balham Station when a bomb ruptures a water main.

1941 - 56 people die at Bank station when a bomb goes through the ticket office and rolls down on to the platforms.

1943 - 173 people are crushed to death at Bethnal Green Station as they try to enter it during an air-raid.

Modern times on the Tube

1961 - On 9 September the last steam-operated passenger service stops running.

2007 - The tube carries 1 billion people in a year for the first time. A new one-day record of over 4 million passengers occurs on 7 December.

2012 - On 3 August, during the Olympic Games, London Underground has its busiest day ever with 4.4 million passengers [2].

To sum up, having moved freely from website to website we came across some beneficial and valuable information on the history of the London Underground. It is perfectly true that there are many interesting facts in the stages of the formation and development of the London Underground but we managed to focus only on the most significant of them. This article is sure to be of great use and help to any student who is interested in English and who is eager to know about the London Underground as an aspect of the English way of life.

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GREAT BRITAIN & THE OLIMPIC GAMES

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No one doubts that sport is a very important part of the social activity, as well as it is the strongest driving force of the development of the society. In connection with the Olympic Games, that are going to take place in Sochi in 2014, the research in this field can be considered as necessary and important at this period of time.

Millions of people all over the world are fond of sports and games. Sport is popular among children and grown-ups because it helps us to keep fit, look slim, be cheerful, active and disciplined. It makes our body flexible and increases blood circulation.

Most people in Great Britain are real sport-lovers. “When they are neither playing, nor watching games, they like to talk about them. Many kinds of sport have taken the origin in Great Britain.” [3, c. 144] Cricket, football, rugby, tennis, table tennis, badminton, squash, canoeing and snooker were invented in Britain. The world's greatest international sports games are known as the Olympic Games. The Olympic idea means friendship, fraternity and cooperation among the people of the world. The Olympic Movement proves that real peace can be achieved through sport.

The original Olympic Games began in ancient Greece in 776 B.C. These games were part of a festival held every fourth year in honor of God Zeus at the place called Olympia. It was a great athletic festival, including competitions in wrestling, foot racing and chariot racing, rowing and others. The games were for men only. Greek women were forbidden not only to participate but also to watch the Olympics.

The first modern Olympic Games were held in Athens in 1896. Then they were resumed in London after the Second World War. Since then the Olympics take place every four years’ time in different countries.

Great Britain at the Olympics is a history which includes 50 games in 23 countries. Great Britain is the name that the United Kingdom of Great Britain and Northern Ireland uses when it competes at the Olympic Games. In an agreement between the British and Irish Olympic groups, athletes from Northern Ireland can choose to be a part of the Irish Olympic team.

In 2012, London became the first city to host the Olympics three times. (in 1908, in 1948 and in 2012).

"Great Britain was one of 14 teams to compete in the first Games, the 1896 Summer Olympics in Athens, and is one of only three nations (France and Switzerland are the others) that have competed at every Summer and Winter Olympic Games. Athletes representing Great Britain have won 780 medals at the Summer Olympic Games, and another 22 at the Winter Olympic Games. Great Britain is the only team to have won at least one gold medal at every Summer Games." [2]

The most successful British Olympians with gold medals are Chris Hoy who got six gold medals in track cycling and Steve Redgrave, who got five gold medals in rowing. Chris Hoy is the most successful cyclist in the Olympic history. And Ben Ainslie, with four gold medals and a silver one, is the most successful sailor in the Olympic history.

No British female Olympian has won three gold medals. The leading British female Olympian is a track cyclist Victoria Pendleton who got two gold medals and one silver medal from 2008 to 2012. The female British Olympians with the most number of medals (four) are swimmer Rebecca Aldington, who got two gold and two bronze medals from 2008 to 2012 and rower Katherine Grainger, who got one gold and three silver medals from 2000 to 2012.

Great Britain and France were the only two nations to compete in the only Olympic cricket match, in 1900. The British team became the winner and the only nation that won an Olympic cricket contest and had the only Olympic gold medalist in cricket. In 1908 Great Britain hosted the first Olympic figure skating contests, the first Olympic field hockey tournament and the first rackets tournament.

Great Britain and Ireland as one team got the first Olympic gold medal in football. Great Britain is not a member of FIFA and its athletes participate in international football competitions as members of the national teams of the home nations (England, Scotland, Wales and Northern Ireland), none of which has National Olympic Committees. As a result, Great Britain usually does not participate in Olympic qualifying tournaments.

We should also point out that Great Britain has competed in all four taekwondo competitions that have taken place since 2000. Their best result is a gold and bronze medals in 2012.

Next to it, Great Britain has competed in all four triathlon competitions that have taken place since 2000. The best results are the 1st and the 3rd places in the men's triathlon, and the 5th place in the women's triathlon in 2012.

One more fact about Great Britain at the Olympics is that British Equestrian competitor Lorna Johnstone was 70 years and 5 days old when she took part in the Olympic Games in 1972, becoming the oldest woman ever to compete at an Olympic Games.

In 1920, Philip Noel-Baker got the silver medal in the 1500-meter run. Later he became the only Olympian ever to be awarded the Nobel Peace Prize.

By the by, at the Sydney Games in 2000, British rower Steven Redgrave became the first athlete to get gold medals in five consecutive Olympics.

Unfortunately, the English weather is not always cold enough to ski, skate, or toboggan. That`s why the British have less achievements in winter kinds of sports.

A wonderful tradition that is the national flags parade at the opening of the Games has been holding since IV Olympic Games 1908 in London. These Games bequeathed to us the historical words, which are frequently and wrongly attributed to the Baron de Coubertin. In reality, these words belong to the Bishop of Pennsylvania. During of service in honor of participants of the Games, he told the audience about the tragic race of Italian Dorando Pietry and said: «The main thing is not victory, but participation!». Later these words became the Olympic motto.

The United Kingdom has made a significant contribution to the history and popularization of the Olympic movement. The British are real sport-lovers. So are we, the Russians.

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А.В. Казюханов

АНГЛИЙСКИЙ ЮМОР КАК ЯВЛЕНИЕ НАЦИОНАЛЬНОЙ КУЛЬТУРЫ

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Для каждой отдельно взятой, сформировавшейся национальной культуры характерны свои особенности, и юмор, бытующий в этой культуре является важным показателем, описывающим развитие взглядов того или иного народа. Восприятие людьми комизма в различных ситуациях – это характеристика, зависящая от многих факторов: это и исторические события, и особенности географического положения страны, и соседние страны, и сложившиеся в результате, по прошествии многих веков, отношения с ними, это также национальные традиции и нормы поведения, свойственные представителям данной страны и культуры.

Все эти факторы находят прямое отражение в юморе, вот почему каждой стране свойственен свой собственный, неповторимый тип юмора. Ярким примером, в данном случае, служит английский юмор.

Традиционный английский юмор известен, пожалуй, во всем мире. Если обратиться к истории, то годом зарождения фирменного английского юмора можно считать 1284 год, когда король Эдуард I, овладев Уэльсом, пообещал захваченному населению, что ими не будет управлять человек, говорящий по-английски. Своё обещание король сдержал, поставив им в управление своего новорожденного сына, не умевшего говорить вовсе [1, с.102].

Разумеется, после этого события английский юмор претерпевал изменения, но суть его остаётся неизменной и по сей день.

Как писал в своих «Английских письмах» чешский сатирик Карел Чапек: «Англичане невероятно серьёзны, солидны и почтенны, но вдруг что-то вспыхнет, они скажут что-нибудь очень смешное, искрящееся юмором, и тут же снова станут солидными, как старое кожаное кресло»[2, с.71].

Англичане умеют посмеяться как над другими, так и над собой. Их юмор ироничен, тонок, остроумен и саркастичен. Кроме того, нередко английская шутка – это экспромт. У характерного английского юмора есть несколько присущих только ему черт.

Во-первых, немалая часть английских шуток строится на каламбурах, играх слов и многозначных фразах английского языка, например:

Passenger: Guard! How long will the next train be?

Guard: About six carriages, sir.

В данном примере обыгрывается многозначность фразы «How long» - которая в английском языке может быть воспринята и как вопрос о длине чего-либо, и как вопрос об ожидании по времени [3, с.94].

Во-вторых, нередко англичане смеются над такими вещами, которые в других культурах считаются табуированными – именно Англия является одной из прародин так называемого «чёрного юмора».

В-третьих, герои английских анекдотов нередко сдержанны и соответствуют национальному идеалу самих британцев, считающих решающими качествами в человеке выдержанность и чувство собственного достоинства. Например:

Sinking ship on the Thames. A gentleman with a pipe in his mouth asks the captain:

-Sir, which of this lifeboats is for smokers?

Так англичане обыгрывают тот факт, что английский джентльмен даже в экстренной ситуации всегда соблюдает этикет и порядок.

Кроме того, одной из характерных черт английского юмора является способность и даже склонность высмеивать собственные недостатки, а также свойственные английскому народу черты – педантичность, чопорность, медлительность. Например:

There are three English fishers in the boat.

-What a wonderful weather today! - Utters the first fisher.

An hour passes. The second fisher objection to him:

-No, it is atrocious weather today!

It takes another hour and the third fisher says them:

-Gentlemen, stop arguing!

В данном анекдоте англичане гиперболизировано высмеивают собственную медлительность и чопорность. Вместе с тем, некоторые черты традиционного английского юмора постепенно становятся свойственными другим народам мира.

Так, с русским юмором английский роднит тот факт, что большая часть как английских, так и русских шуток выстраивается на самоиронии, высмеивании собственных внутренних порядков и, что самое главное, действий властей. Англичане также нередко смеются над действиями своего правительства, как и русские.

Также общим с большинством национальных культур у англичан является высмеивание соседствующих с Англией народностей. И если, например, в России роль недалёких собеседников в анекдотах достается чукчам, а жадных и скупых персонажей – евреям, то англичане представляют в этих ситуациях ирландцев и шотландцев, соответственно. Например:

Идут англичанин и ирландец по дороге в Лондон и на перекрестке читают надпись: «Здесь дорога в Лондон. А неграмотных просят обращаться к кузнецу, живущему за поворотом».

Англичанин рассмеялся, ирландец промолчал. К вечеру пришли в Лондон и расположились в гостинице ночевать.

Ночью англичанин был разбужен безудержным смехом ирландца.

–В чем дело?

–Я теперь понял, почему ты рассмеялся, прочтя надпись на дороге.

–Да ну?

–Да ведь кузнеца может не оказаться дома!

Здесь сталкиваются две комические линии – подлинный комизм надписи и своеобразное восприятие ирландца, допускающего вместе с автором надписи возможность прочтения её неграмотным.

Но, несмотря на это, имеется в английском юморе и такая часть, которая именуется «The Elephant Jokes» - так называемые, «слоновые шутки» или «Banana skin sense of humour» - «чувство юмора банановой кожуры».

И то и другое понятие обозначают глупые, либо же примитивные шутки, эффект от которых выстраивается не на мыслительной работе, а на конкретной ситуации. Например, по одной из версий, название «слоновые» подобные шутки получили после ставшей популярной детской шутки:

How do you get an elephant into the fridge? 1. Open door. 2. Insert elephant. 3. Close door.

How do you get a giraffe into the fridge? 1. Open door. 2. Remove elephant. 3. Insert giraffe. 4. Close door.

How do you know there are two elephants in your fridge? The door won't close.

How do you know there are three elephants in your fridge? There'll be one waiting outside in the Mini.

How can you tell that an elephant has been in your fridge? By the footprints in the butter.

или

-How do you call a man without a left arm and a left leg?

-All right!

Относительно этого национальная поговорка англичан гласит: «Everyone has a fool in his sleeve» - «у каждого в рукаве сидит свой дурак» [3, с.101].

При этом количество комедийных шоу в Англии, выстраивающих свои выступления именно на этом типе юмора – неуклонно растёт. Сами англичане отметили эту тенденцию ещё в конце 70-х – начале 80-х годов XX века, когда в стране началась травля британского юмориста Бенни Хилла [4, с.120]. Ему вменялась именно пошлость шуток и снижение уровня юмора, популярного в Англии. Для примера также можно назвать известные даже в России шоу «Приключения мистера Бина» или программу «The little Britain», аналогичная которой выпускается на российском телевидении. Шоу «Наша Russia» было создано именно по образцу английской передачи.

Таким образом, как культурное явление, английский юмор – неоднороден. Это указывает на то, что и сами процессы в стране, формирующие восприятие людьми смешного и несмешного – различны.

Хотя английские исследователи и пытались вывести математическую формулу смешной шутки в современной Англии. Доктор биологии Хэлен Пилчнер и автор сценариев с британского телевидения Тимандра Харкнесс утверждали, что сила шутки равна сумме комического момента с произведением количества посмеявшихся на внезапность произошедшего, поделённой на количество каламбуров [5, с.1].

Однако практика показывает, что развитие юмора в отдельной взятой стране зависит не от количественных факторов, а от культурных явлений. В Англии, как и по всему миру, эти явления мало предсказуемы, соответственно, и дальнейшую судьбу традиционного английского юмора предсказать сложно.

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И. Ю. Климова

THE VICTORIAN ERA: A TIME OF PROSPERITY, BROAD IMPERIAL EXPANSION, AND GREAT POLITICAL REFORM

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The Victorian era is generally agreed to stretch through the reign of Queen Victoria (1837-1901). It was a tremendously exciting period when many artistic styles, literary schools, as well as, social, political and religious movements flourished. It was a time of prosperity, broad imperial expansion, and great political reform. It was also a time, which today we associate with "prudishness" and "repression". Without a doubt, it was an extraordinarily complex age, that has sometimes been called the Second English Renaissance. It is, however, also the beginning of Modern Times [2].

The social classes of England were newly reforming, and fomenting. There was a churning upheaval of the old hierarchical order, and the middle classes were steadily growing. Added to that, the upper classes' composition was changing from simply hereditary aristocracy to a combination of nobility and an emerging wealthy commercial class. The definition of what made someone a gentleman or a lady was, therefore, changing at what some thought was an alarming rate. By the end of the century, it was silently agreed that a gentleman was someone who had a liberal public (private) school education (preferably at Eton, Rugby, or Harrow), no matter what his antecedents might be. There continued to be a large and generally disgruntled working class, wanting and slowly getting reform and change.

Conditions of the working class were still bad, though, through the century, three reform bills gradually gave the vote to most males over the age of twenty-one. Contrasting to that was the horrible reality of child labor which persisted throughout the period. When a bill was passed stipulating that children under nine could not work in the textile industry, this in no way applied to other industries, nor did it in any way curb rampant teenaged prostitution [1].

The Victorian Era was also a time of tremendous scientific progress and ideas. Darwin took his Voyage of the Beagle, and posited the Theory of Evolution. The Great Exhibition of 1851 took place in London, lauding the technical and industrial advances of the age, and strides in medicine and the physical sciences continued throughout the century. The radical thought associated with modern psychiatry began with men like Sigmund Feud toward the end of the era, and radical economic theory, developed by Karl Marx and his associates, began a second age of revolution in mid-century. The ideas of Marxism, socialism, feminism churned and bubbled along with all else that happened [2].

The dress of the early Victorian era was similar to the the Georgian age. Women wore corsets, balloonish sleeves and crinolines in the middle 1840's. The crinoline thrived, and expanded during the 50's and 60's, and into the 70's, until, at last, it gave way to the bustle. The bustle held its own until the 1890's, and became much smaller,

going out altogether by the dawning of the twentieth century. For men, following Beau Brummell's example, stove-pipe pants were the fashion at the beginning of the century. Their ties, known then as cravats, and the various ways they might be tied could change, the styles of shirts, jackets, and hats also, but trousers have remained. Throughout the century, it was stylish for men to wear facial hair of all sizes and descriptions. The clean shaven look of the Regency was out, and mustaches, mutton-chop sideburns, Piccadilly Weepers, full beards, and Van Dykes (worn by Napoleon III) were the order of the day.

The "prudishness" and "repressiveness" that we associate with this era is, I believe, a somewhat erroneous association. Though, people referred to arms and legs as limbs and extremities, and many other things that make us titter, it is, in my opinion, because they had a degree of modesty and a sense of propriety that we hardly understand today. The latest biographies of Queen Victoria describe her and her husband, Albert, of enjoying erotic art, and certainly we know enough about the Queen from the segment on her issue, to know that she did not in anyway shy away from the marriage bed. The name sake of this period was hardly a prude, but having said that, it is necessary to understand that the strictures and laws for 19th Century Society were so much more narrow and defined that they are today, that we must see this era as very codified and strict. Naturally, to an era that takes more liberties, this would seem harsh and unnatural.

Culturally, the novel continued to thrive through this time. Its importance to the era could easily be compared to the importance of the plays of Shakespeare for the Elizabethans. Some of the great novelists of the time were: Sir Walter Scott, Emily, Anne, and Charlotte Bronte, Anthony Trollope, George Eliot, Oscar Wilde, and, of course, Charles Dickens. That is not to say that poetry did not thrive - it did with the works of the Brownings, Alfred, Lord Tennyson, the verse of Lewis Carroll and Rudyard Kipling.

An art movement indicative of this period was the Pre-Raphaelites, which included William Holman Hunt, Dante Gabriel Rossetti, Christina Rossetti, and John Everett Millais. Also during this period were the Impressionists, the Realists, and the Fauves, though the Pre-Raphaelites were distinctive for being a completely English movement.

As stated in the beginning, the Victorian Age was an extremely diverse and complex period. It was, indeed, the precursor of the modern era. If one wishes to understand the world today in terms of society, culture, science, and ideas, it is imperative to study this era [1].

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Ю. В. Титова, А. М. Кузнецов

COMPUTER GAMES – THE BEST WAY TO LEARN FOREIGN CULTURE

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As the Internet firmly invaded our lives, a lot of ways to learn foreign culture appeared. No matter what time it is – you can just turn on your computer, type a few letters and discover a world of foreign cultures. Electronic books, online programs, video services, subject sites will help you. But if someone finds these ways to learn boring, there is a way out. Online games can provide you representation of foreign customs, language and feasts.

There are a lot of games, where you can see, how some holidays are celebrated, but in my opinion, the most suitable for this purpose is World of Warcraft.

World of Warcraft, or WoW, is massively multiplayer online role-playing game. It means that you can interact with huge amount of other peoples with help of network and you will "live" your character's life. World of Warcraft takes place within the Warcraft world of Azeroth.

You might wonder how it can help in such a theme like foreign holidays. Well, there are in-game events in the game. They are held in the definite time of the year. Holidays are time, when players do some quests, participate in feasts and carnivals, sometimes saving the world from the great evil and just having fun. There are 13 holidays in the World of Warcraft: The feast of Winter Veil, the New Year celebration, the Lunar festival, "Love is in the air", the Noblegarden, the Children's week, the Midsummer Fire festival, the Harvest festival, the brewfest, the Hallow's end, the Day of the Dead and the Pilgrim's Bounty. I will tell you about seven of them, which I found the most interesting.

The first is the feast of winter veil. The real world analogue is Christmas holidays. All of the attributes are presented in the game: Great Father Winter, who is Santa Claus protégé, evil Grinch, who stole all the presents, decorated with candles and colorful ribbons Christmas trees with presents beneath it, fireworks, branches of mistletoe, reindeers. Players are not just watching all this. They have a task: The Abominable Greench stole all the presents and a reindeer Metzen, so the holiday is under the threat of failure. The spirit of the Christmas, milk for Great Father Winter, fireworks, ginger cookies: this is the real Christmas, but in the game.

The New Year event (also known as the “New Year Celebration”) is a one day event at the beginning of each year in-game. Another year is ending in the rich world of Azeroth. Countless battles have been fought, and numerous accolades achieved. It is time to laud victories and give remembrance to those lost. In celebration of the old year's passing and anticipation of the new, skilled brewers and talented pyrotechnicians have brought their finest creations to the bustling cities; join the party underway and ring in the New Year with your fellow adventurers.

After the New Year according to Gregorian calendar comes the Chinese New Year or Lunar festival in World of Warcraft. All the people of Azeroth honor Elune, The Moon Goddess. Also, all the elders around the world are honored by players. Fireworks, old-fashioned clothes and paper lanterns are required attributes of the holiday. Heroes of Azeroth have another chance to save the world: Omen (Nian in Chinese mythology), the great evil, which slept for centuries, is awakened. With the help of blessing of Elune, players are trying to kill it.

When Omen is defeated it is time for love. Saint Valentine’s Day comes to Earth, and Love is in the air comes to Azeroth. The main color is pink now, a smell of cologne and perfumes fulfilling the air, sweets and flowers are filling the shelves. But it is too early to be jolly: some strange “love sickness” has appeared. Everyone who inbreathes green gas becomes obsessive love fools. So heroes are called to find out who is behind this.

Noblegarden is an Easter event, taking place around the real-life holiday, based on the Western interpretation. Thus the event can occur anytime from the end of March to the end of April. Players can search for colored eggs hidden around the various starting areas. The great feast of Noblegarden has long been celebrated by the races of the Alliance and recently adopted by those of the Horde. On this joyous day, it is customary for the nobles and lords from each race to hide coins, candy, and the occasional treasures within special eggs painted to look like wildflowers. These eggs are then scattered around the major cities for the citizenry to find. From heroes to commoners and everyone in between - the feast of Noblegarden is meant to bring communities together to share the joy of life and friendship. Traditionally, it is held on Easter Sunday.

The next is the Children’s week. It is a real holiday in Japan, which is held on 5th of May. It is a time for heroes of both sides to give back to the innocents of war – the orphans! It is the time to lay down arms, forget about wars and conflicts and take an orphan from one of the orphanage. You will get someone who lost his parents to care about. Try to make this week memorable for the kids. Show them the world, introduce them to noble characters, buy them some toys and treat them to some sweets and candies.

The Midsummer Fire Festival is a seasonal event that celebrates the hottest season of the year. It starts on the (earthly) northern summer solstice, and lasts about two weeks (mid-late June to early July, usually). It is similar to the Lunar Festival and other holidays, featuring some useful buffs, food, and toys to play with. The Midsummer Fire Festival is a time of merriment and festivities celebrating the hottest

season of the year. Festival bonfires are lit around all of Azeroth and Outland and players can travel to each to honor (or desecrate) their flames. The festival is a reference to real world Midsummer celebrations during the summer solstice. The lengthy Midsummer Fire Festival traditionally ends with the sky itself being set alight with fireworks.

During the Harvest Festival of Azeroth, the Horde and the Alliance give thanks to heroes for the sacrifices - in some cases ultimate sacrifices - they have given on our behalf. In the time of the Harvest Festival, a great buffet is built up outside of Ironforge and Orgrimmar. Throughout history, many people have given their lives to aid of their allies. Every year, members of the Horde and the Alliance set aside time to honor the memories of the fallen and pay tribute to those whose memories are held most dear: Uther Lightbringer, for the Alliance, and Grom Hellscream, for the Horde. Heroes take time from their adventures to visit the graves of these two great leaders and to leave a tribute to them at the memorial.

From the end of September till the mid of October it is time to fill up your mugs, because Brewfest is here. Oktoberfest is as large as life: brews and games, ram-riding and knives throwing. Three competing breweries are Thunderbrew, Barleybrew, and the Ogres, all come together outside of all the major cities in a bid to outdo each other with their special ales, meads, and beers. Brave adventurers are invited to sit back, take a pull, and sample the finest wares these brewers have to offer!

Hallow's End is a spooky celebration of the Forsaken breaking away from the Scourge. This holiday is celebrated all across Azeroth with trick-or-treating, apple bobbing and more! This holiday is an in-game version Halloween, though it is not a one day only event. While the event continues, horrible Headless Horseman burns down villages. Civilians ask for help, and you can join someone to end this nightmare. Cities and villages become scary and lit with candle light. Pumpkin heads are everywhere. The gloomy atmosphere is the main attribute of Hallow’s end.

Day of the Dead is a world event that occurs immediately after Hallow's End, and at the same time as the real-world Day of the Dead, on November 1 through the 2nd. «During the Day of the Dead, the people of Azeroth gather in graveyards to celebrate and cherish the spirits of those they have lost. One can find the festivities in the cemeteries of any major city where celebrants cook, drink, don costumes and more. Can you feel it? The spirit world draws close during the Day of the Dead. This is why we decorate the graves of our dearly departed with flowers and candles and offerings: to welcome them back, even if only for a time».

Pilgrim's Bounty is a festival of food and sharing (and the sharing of food) which can be celebrated outside of each of the major cities. There players will find feasting tables full of wonderful seasonal cuisine which they can help themselves to as well as pass to share with others. This holiday is an in-game version of the harvest festival of Thanksgiving, though it should not be confused with the Harvest Festival which takes place in September. Among the activities which occur are cooking, eating and sharing food, food fights, and turkey hunting.

As you can see, in-game holidays are quite similar to real ones. All of the decorations, actions and even dishes of the real holidays repeated in World of Warcraft's. So I suggest everyone, who finds reading and watching TV programs boring to try this way of learning. Besides, the Azeroth is beautiful and amazing world with deserts, seas, oceans, mountains, plains, plants, skies and even planets. Of course, it cannot replace travelling, but it can compete with watching films and reading books because of effect of presence. It is you who saving the world and participating in feasts. If you want to see holiday from the eyes of participant and do not want to leave your home, just perform a few clicks and join an over 9 million community.

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THE AMERICANIZATION OF RUSSIAN CULTURE

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The culture is a necessary condition for the existence of any society and therefore it can be considered as a common property. All human achievements had its purpose or purposes. The world of culture is the world of values. A value is an idea about what is holy for an individual, a group and a society as a whole.

The problem of Americanization of Russian culture dates back to the second half of the XX century.

Americanization is a process of gradual change of social relations and culture towards the norms and patterns accepted in the United States.

Today the United States, as the leading nation in the world, greatly influences other countries, not only politically, economically, but also culturally. In Russia every day we are witnessing the emergence of more and more elements of American culture that settle down in the mass consciousness of the Russian people. Young people are exposed to the greater extent of influence because they are less stable due to not fully formed worldview. Its fascination around the world is unquestionable.

Nowadays the English language is one of the world's leading languages, and being a language of international communication, it penetrates into the popular culture. And since this culture is available to any person, the Russian language is flooded by some common characteristic elements of English and American dialects. Borrowings are generally called as Americanisms, which already tells about the special effects of the

American culture. The negative attitude to national reality and the perception of the U.S. as a benchmark is the basis of Americanization of the Russian culture.

Americanisms are used particularly often by young people. One can find a few words of American origin almost on every page of magazines. We have become accustomed to the words «хит-парад», «шоумен», «имиджмейкер» and many others. Young people believe that the use of foreign words makes them prestigious and fashionable. The American way of life has become an ideal for a teenager.

The success of Americanisms in our speech is connected not only with the progress in technology and economy, but with the novelty and uniqueness of spoken words. Americanization has become ingrained in our speech, and it can be seen everywhere.

Where can the process of Americanization lead us and do we have to put obstacles in its way?

In order to preserve the cultural and historical traditions of our country and national identity, we must try to suppress Americanization.

Among dangerous consequences of Americanization are the destruction of traditional values, the unwillingness to work in Russia and the desire to move to a more developed country.

But it is possible to identify some positive aspects of the impact. The most topical is the enrichment of our culture by the values of another culture. Also it is important to expand the range of opportunities related to education, career, desire to overcome difficult life situation, the development of optimism. And the most important and significant aspect is the interpenetration of cultures, the ability to overcome inter-ethnic conflicts.

So, as we see, partial Americanization is definitely necessary. At a certain stage of development the Russian language really needed Americanisms. The need to use the new technology resulted in the enrichment of the language with new concepts and terms. In fact, devices such as a computer, a printer, a scanner were invented in America, therefore, they moved into our speech without any change. It should be noted that in the age of integration a modern man must speak several languages. But he has to learn to respect his language and not to clog it with foreign words without any need. One of the comfortable conditions for the development of any language should be harmonious bilingualism, and not linguistic nihilism.

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NATIONAL CUSTOMS: THE NETHERLANDS

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Dutch culture, or the culture of the Netherlands, is diverse, reflecting regional differences as well as the foreign influences thanks to the merchant and exploring spirit of the Dutch and the influx of immigrants. The Netherlands and Dutch people

have played an important role for centuries as a culturally liberal and tolerant centre, with the Dutch Golden Age regarded as the zenith.

The English word “Dutch” derives from the German ‘deutsch’ (“German”). “Dutch” referred originally to both Germany and the Netherlands but came to be restricted to the people and language of the Netherlands when that country became independent in the seventeenth century. “Holland” and “the Netherlands” often are used as synonyms even though “Holland” refers only to the provinces North and South Holland.

The Netherlands does not have a strong uniform national culture. Most Dutch people reject the notion and consider it to be tainted with an unacceptable form of nationalism. Instead, they emphasize the country's cultural diversity, tolerance of difference, and receptiveness to foreign influences. Nevertheless, the Randstad culture has been hegemonic in the Netherlands because of the concentration of political, economic, and cultural power in that densely populated region.

The official language of the Netherlands is Standard Dutch. This language is used in all official matters, by the media, and at schools and universities. Dutch closely resembles German in both syntax and spelling. It freely borrows words and technical terms from French and especially English. Dutch is also the official language in Flandres, Belgium, where it is called Flemish. Creole languages are increasingly replacing Dutch in Suriname and the Netherlands Antilles as decolonization progresses. Afrikaans, which is widely spoken in South Africa, is related to Dutch. Friesian is the second official language of the Netherlands; it is spoken by a half million Friesians. In addition, there are about twenty-five major dialects of Dutch.

Dutch society is egalitarian, individualistic and modern. The people tend to view themselves as modest, tolerant, independent and self-reliant. They value education, tolerance, hard work, ambition and ability. The Dutch have an aversion to the non-essential. Ostentatious behaviour is to be avoided. Accumulating money is fine, but the gratuitous spending of money is considered something of a vice and associated by some people with being a show-off. A high style is considered wasteful and suspect with most people. The Dutch are proud of their cultural heritage, rich history in art and music and involvement in international affairs. Dutch manners are frank with a no-nonsense attitude; informality combined with adherence to basic etiquette. This might be perceived as impersonal by some other cultures but is the norm in Dutch culture. As always, manners differ between groups. Asking about basic rules will not be considered impolite. Appearances are important to the Dutch. They are disciplined, conservative, and pay attention to the smallest details. They see themselves as thrifty, hardworking, practical and well organized. They place high value on cleanliness and neatness. They do not boast about their accomplishments or their material possessions.

One of the first things many people are stuck by, when they arrive here for the first time is the cosmopolitan and individual attitude. People really treat each other as equals. At the beginning and end of your first meeting with a new acquaintance,

remember to shake hands. The Dutch like to present themselves by surname when they first meet. It's common for good friends and families in Holland to say hello or goodbye with three kisses, starting with the left cheek. Privacy is an important part of Dutch life. Dutch people tend to leave strangers to themselves, but will gladly help if approached. When you are invited to someone's home, you should not actually step into the house until you are invited to enter. There is one more interesting thing to be noted, Dutch people like to use their agendas (diaries) a lot. Don't be surprised if your new Dutch friends flick open the pages of their diaries to arrange a date, often weeks in advance.

When expressing opinions, you may find the Dutch avoid superlatives. They can sometimes come across as a little negative, or overly critical. Don't be offended – their questioning nature is really a sign of interest. And their sense of humor tends to be dry. You won't see extreme emotional behavior here. They are generally calm and controlled, and they give compliments sparingly. They don't usually use gestures while talking, and generally avoid touch. But they do like to look each other in the eyes, when they are talking.

One traditional festivity in the Netherlands is the feast of Saint Nicolaas or Sinterklaas. It is celebrated on the evening before Sinterklaas' birthday on December 5, especially in families with little children. In the United States the original figure of Dutch Sinterklaas has merged with Father Christmas into Santa Claus. In the Netherlands, gift-bringing at Christmas has in recent decades gained some popularity too, but Sinterklaas is much more popular.

A wide spread tradition is that of serving beschuit met muisjes when people come to visit a new-born baby and his mother. Beschuit is a typical Dutch type of biscuit, muisjes are sugared anise seeds.

Other traditions are often regional, such as the huge Easter Fires or celebrating the feast of Sint Maarten on the evening of November 11 when children go door to door with paper lanterns and candles, and sing songs in return for a treat. The same thing happens on January 6 with Epiphany in the South of the Netherlands. In the past self-made lanterns were used, made from a hollowed out sugar beet.

Another traditional feast of the Netherlands is Queen's day or "Koninginnedag". This is celebrated in honor of the Queen's birthday. However, this day (the 30th of April) is not the birthday of Queen Beatrix. It was the birthday of her mother, Queen Juliana. The Queen decided to keep this date, because her own birthday (January, the 31st) is in the winter. Jumble sales are traditionally held in the streets of some city centers; the salespeople, including children, often wear orange clothes. The Queen and her family visit two places somewhere in the country. Those places organize a special program, displaying local folklore.

In North-Brabant, Limburg and some other parts of the Netherlands people celebrate carnival similar to the carnival of the German Rhineland.

When it comes to folk traditions, folk music, folk dances and national costume, these traditional aspects are no longer close to the daily lives of the population; it does not live in the hearts of the people. There are some exceptions, although one

might suspect that they are promoted more by commerce than by tradition. Besides the national flag, the national symbols of the country are a pair of wooden shoes and the windmill. Originally, the Dutch used willow trees for their shoes. The willow was abundant and the wood was soft enough to carve. As the willow trees were used and had to be replanted, it became necessary to find a faster-growing substitute. Canadian poplar became the tree of choice and has become a common sight in the Netherlands. The wooden shoe carvers of today still use poplar, which has a tough grain, is lightweight, has little odor and yet is easily carved. Plain, carved or painted, wooden shoes still abound in the Netherlands as symbols of the agricultural and festive heritage of that land.

The climate is influenced by the ocean with high humidity and moderate temperatures. This makes the Netherlands a suitable destination for many types of active holidays – from swimming and water sports at the seaside to hiking and cycling in the interior of the country. Most large cities also offer numerous opportunities for tourists to spend their holiday in an active and healthy way with modern sports facilities.

Football is the most popular sport in the Netherlands, with field hockey and volleyball as the second and third most popular team sports. Tennis, gymnastics and golf are the three most widely played individual sports.

Another almost national sport is speedskating. It is common for Dutch children to learn how to skate at an early age. Long distance skating and all-round tournaments are the most popular and most successful areas for the Dutch. In the history of the world championships the champion of the 10 km has always been a Dutchman. Also popular are swimming, field hockey, judo and cycling.

The Netherlands offer a variety of interesting walking routes that are easy and suitable for everyone due to the lack of steep climbs. Walking is a pleasant way to discover the beauty of the local nature and at the same time, become acquainted with the culture and traditions of the Dutch people. There are theme tours in the capital Amsterdam, other cities and also to sites included on the UNESCO World Heritage List. Nature lovers will be delighted to wander the forests covering the Veluwe ridge of hills. In addition to the beautiful scenery and walking opportunities, Veluwe is rich in museums and sites and is connected with the arts. In short, no tourist will be bored in this area.

It is necessary to pay special attention to cycling. Bicycles are quite possibly the most common vehicle in the Netherlands. There are even car-free villages where this is the only possible means of transport. As a result, in all towns and roads in the countryside special alleys are designated for bikers only. Many travel agencies and clubs organize cycling trips to miscellaneous points of interest. Of course, you can travel alone at your own pace and choose the itinerary. This is not a problem at all, since the 17,000 kilometers of cycling paths are so dense and well-marked that it is impossible to be confused. Furthermore, maps for cyclists, bike rentals and repair services are to be found practically everywhere. Three international cycle routes cross the Netherlands, among which the North Sea Route is especially attractive

along the Dutch coastline. Cycling here is possible in all seasons, as long as the weather allows.

The Netherlands does not have a distinct culinary culture because of its Protestant ethnic and the absence of a strong culinary tradition at the court due to an emphasis on Calvinist soberness. Food is seen as a necessary part of life, with no need for luxury. Traditional foods include pea soup, kale stew, hotchpotch (a thick stew), and white asparagus, French fries with mayonnaise, meat croquets, and raw herring. In the morning, the Dutch consume several sandwiches with cheese, peanut butter, or chocolate sprinkles. Lunch consists of sandwiches, often with cold cuts and perhaps a small salad on the side. Dinner which is generally served between five and seven p.m. is a two or three-course meal that often begins with soup. The main dish usually contains a mixture of potatoes with vegetables and meat, fish, or poultry and is followed by dessert. Chinese–Indonesian, Surinamese, and Italian food have become part of the Dutch diet.

The Dutch hardly ever invite people with whom they are not closely acquainted for dinner. Instead, coffee has a strong social significance. Neighbors often invite each other over for a cup of coffee with the invariable one cookie, and the morning coffee break at work is a sacred institution.

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GUN LAW IN AMERICA

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Currently in America there is a hot debate on gun law, due to recent incidents in schools. This is a big concern for the American government. The Obama's administration plans to reduce gun violence across America, whereas Second Amendment advocates are sure to bring lawsuits to challenge virtually anything that emerges from Congress, or from direct White House orders. The Supreme Court could be a major player in this, perhaps as early as its next term starting in October. Second Amendment-A well regulated Militia, being necessary to the security of a free State, the right of the people to keep and bear Arms, shall not be infringed.

Now let's consider the history of gun-control legislation in the USA.

1934

Spurred by the bloody "Tommy gun" era ushered in by Al Capone, John Dillinger, Baby Face Nelson, Pretty Boy Floyd, and Bonnie and Clyde, seen at right, President Franklin D. Roosevelt mounted a "New Deal for Crime." One part of it is

the National Firearms Act of 1934, the first federal gun-control law, which levied a restrictive $200 tax on the manufacture or sale of machine guns and sawed-off shotguns. All sales were to be recorded in a national registry.

1938

Roosevelt won approval of the National Firearms Act of 1938, which required the licensing of interstate gun dealers, who must record their sales. It prohibited sales to individuals under indictment or convicted of crimes of violence.

1968

Spurred by the assassinations of President John F. Kennedy, Robert Kennedy and the Rev. Martin Luther King Jr., President Lyndon B. Johnson renewed the fight for gun control. He won passage of the Omnibus Crime Control and Safe Streets Act of 1968 and the Gun Control Act of 1968, which became the primary federal law regulating firearms. It prohibited all convicted felons, drug users and the mentally ill from buying guns; raised the age to purchase handguns from a federally licensed dealer to 21; and expanded the licensing requirements to more gun dealers and required more detailed record-keeping.

1993

The Brady Handgun Violence Prevention Act of 1993 mandates background checks of gun buyers in order to prevent sales to people prohibited under the 1968 legislation. Checks would eventually occur through a new system, the National Instant Criminal Background Check System (NICS), maintained by the FBI. But records of such checks cannot be preserved because federal law prohibits the creation of a national registry of gun ownership. Sales by unlicensed private sellers who are not engaged in gun dealing as a business are not subject to the checks under federal law, though they are required by some states.

1994

The Violent Crime Control and Law Enforcement Act of 1994 produces a 10-year federal ban on the manufacture of new semi-automatic assault weapons. The law specifies 19 weapons that have the features of assault rifles, including the AR-15, certain versions of the AK-47, the TEC-9, the MAC-10 and the Uzi, several of which had become the preferred weapon of violent drug gangs. The act also bans large-capacity ammunition magazines, limiting them to 10 rounds. The law does not apply to weapons that were already in legal possession, and there are easy ways to adapt new weapons to avoid the prohibitions.

2004

The 10-year sunset provision of the assault weapons ban runs its course, and the law is not renewed by Congress. Repeated efforts to renew the ban fail.

2005

President George W. Bush signs the Protection of Lawful Commerce in Arms Act, which grants gun manufacturers immunity from civil lawsuits filed over crimes committed with firearms. The law killed a legal strategy being pursued by gun-control advocates to hold manufacturers responsible for the

negative effects of their products. A similar strategy had proved effective against tobacco companies.

2012

Eighteen years after the Brady law is passed, the 156 millionth background check is performed under the law. The number of gun sales rejected through federal denials reaches nearly a million. President Obama vows to impose new limits on guns and ammunition in the wake of the Newtown, Conn., shooting.

By next fall, the outlines of any new federal initiative may have begun to take shape, and challenging lawsuits may well be in full swing by then. Lower courts may move ahead with some of those cases, but the ultimate reckoning of what legislators and governors or presidents may do probably can only come from the Supreme Court.

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"TITANIC": ATTRACTION OF THE ABYSS

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Titanic was a British passenger liner that sank in the North Atlantic Ocean on 15 April 1912 after colliding with an iceberg during her maiden voyage from Southampton, UK to New York City, US. The sinking of Titanic caused the deaths of 1,502 people in one of the deadliest peacetime maritime disasters in modern history. The RMS Titanic was the largest ship afloat at the time of her maiden voyage. She was the second of three Olympic class ocean liners operated by the White Star Line, and she was built by the Harland and Wolff shipyard in Belfast with Thomas Andrews, who perished with the ship, as her naval architect. On her maiden voyage, she carried 2,224 passengers and crew.

Under the command of Edward Smith, her passengers included some of the wealthiest people in the world, as well as hundreds of emigrants from Great Britain and Ireland, Scandinavia and elsewhere throughout Europe seeking a new life in North America. The ship was designed to be the last word in comfort and luxury, with an on-board gymnasium, swimming pool, libraries, high-class restaurants and opulent cabins. She also had a powerful wireless telegraph provided for the convenience of passengers as well as for operational use. Though she had advanced safety features such as watertight compartments and remotely activated watertight doors, she lacked enough lifeboats to accommodate all of those aboard. Because of

outdated maritime safety regulations, she carried only enough lifeboats for 1,178 people-slightly more than half of the number travelling on the maiden voyage, and one-third her total passenger and crew capacity.

After leaving Southampton on 10 April 1912, Titanic called at Cherbourg in France and Queenstown (now Cobh) in Ireland before heading westwards towards New York. On 14 April 1912, four days into the crossing and about 375 miles (600 km) south of New found land, she hit an iceberg at 11:40 pm ship's time. The glancing collision caused Titanic's hull plates to buckle inwards along her starboard side and opened five of her sixteen watertight compartments to the sea; the ship gradually filled with water. Meanwhile, passengers and some crew members were evacuated in lifeboats, many of which were launched only partly loaded. A disproportionate number of men were left aboard because of a "women and children first" protocol followed by the officers loading the lifeboats. By 2:20 AM, she broke apart and foundered, with well over one thousand people still aboard. Just under two hours after the Titanic foundered, the Cunard liner RMS Carpathia arrived on the scene of the sinking, where she brought aboard an estimated 705 survivors.

The disaster was greeted with worldwide shock and outrage at the huge loss of life and the regulatory and operational failures that had led to it. Public inquiries in Britain and the United States led to major improvements in maritime safety. One of their most important legacies was the establishment in 1914 of the International Convention for the Safety of Life at Sea (SOLAS), which still governs maritime safety today. Additionally, several new wireless regulations were passed around the world in an effort to learn from the many missteps in wireless communications-which could have saved many more passengers. Many of the survivors lost all of their money and possessions and were left destitute; many families, particularly those of crew members from Southampton, lost their primary bread-winners. They were helped by an outpouring of public sympathy and charitable donations. Some of the male survivors were accused of cowardice for leaving the ship while people were still on board; the White Star Line's chairman, J. Bruce Ismay, faced social ostracism for the rest of his life.

The wreck of the Titanic remains on the seabed, split in two and gradually disintegrating at a depth of 12,415 feet (3,784 m). Since its discovery in 1985, thousands of artefacts have been recovered and put on display at museums around the world. Titanic has become one of the most famous ships in history, her memory kept alive by numerous books, folk songs, films, exhibits, and memorials.

After the disaster, recommendations were made by both the British and American Boards of Inquiry stating, that ships would carry enough lifeboats for all aboard, mandated lifeboat drills would be implemented, lifeboat inspections would be conducted, etc. Many of these recommendations were incorporated into the International Convention for the Safety of Life at Sea passed in 1914. The convention has been updated by periodic amendments, with a completely new version adopted in 1974.

Further, United States government passed the Radio Act of 1912. This act, along with the International Convention for the Safety of Life at Sea, stated that radio communications on passenger ships would be operated 24 hours along with a secondary power supply, so as not to miss distress calls. Also, the Radio Act of 1912 required ships to maintain contact with vessels in their vicinity as well as coastal onshore radio stations. In addition, it was agreed in the International Convention for the Safety of Life at Sea that the firing of red rockets from a ship must be interpreted as a sign of help. Once the Radio Act of 1912 was passed it was agreed that rockets at sea would be interpreted as distress signals only, thus removing any possible misinterpretation from other ships.

Finally, the disaster led to the formation and international funding of the International Ice Patrol, an agency of the United States Coast Guard that to the present day monitors and reports on the location of North Atlantic Ocean icebergs that could pose a threat to transatlantic sea traffic. Coast Guard aircraft conduct the primary reconnaissance. In addition, information is collected from ships operating in or passing through the ice area. Except for the years of the two World Wars, the International Ice Patrol has worked each season since 1913. During the period there has not been a single reported loss of life or property due to collision with an iceberg in the patrol area.

The Titanic has gone down in history as the ship that was called unsinkable. For more than 100 years she has been the inspiration of fiction and non-fiction. She is memorised by monuments for the dead and by museums exhibiting artifacts from the wreck. Just after the sinking memorial postcards sold in huge numbers together with memorabilia ranging from tin candy boxes to plates, whiskey jiggers, and even black mourning teddy bears. Several survivors wrote books about their experiences but it was not until 1955 the first historical accurate book A Night to Remember was published. The first film about the disaster, Saved from the Titanic, was released only 29 days after the ship sank and had an actual survivor as its star—the silent film actress Dorothy Gibson. The British film A Night to Remember (1958) is still widely regarded as the most historically accurate movie portrayal of the sinking, but the most successful by far has been James Cameron's Titanic (1997), which became the highest-grossing film in history up to that time.

The Titanic disaster was commemorated through a variety of memorials and monuments to the victims, erected in several English-speaking countries and in particular in cities that had suffered notable losses. These included Southampton, Liverpool and Belfast in the United Kingdom; New York and Washington, D.C. in the United States; and Cobh (formerly Queenstown) in Ireland. A number of museums around the world have displays on Titanic. In Northern Ireland, the ship is commemorated by the Titanic Belfast visitor attraction, opened on 31 March 2012, that stands on the site of the shipyard where Titanic was built. RMS Titanic Inc., which is authorised to salvage the wreck site, has a permanent Titanic exhibition at the Luxor Las Vegas hotel and casino in Nevada which features a 22-ton slab of the ship's hull. It also runs an exhibition which travels around the world. In Nova Scotia,

Halifax's Maritime Museum of the Atlantic displays items that were recovered from the sea a few days after the disaster. They include pieces of woodwork such as panelling from the ship's First Class Lounge and an original deckchair, as well as objects removed from the victims. In 2012 the centenary was marked by plays, radio programmes, parades, exhibition and special trips to the site of the sinking together with commemorative stamps and coins.

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А.А. Сытнюк

THE TYPOLOGY OF THE MASS MEDIA IN GREAT BRITAIN

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To begin with, the mass media (that is the press, radio and television) play an important role in the life of our society. They prove to inform, educate and entertain people. They also influence the way people look at the world and make them change their views. The mass media tend to influence public opinion by no means. Millions of people are sure to spend their spare time watching TV, reading newspapers or listening to radio news every now and then. All these facts prove the actuality of the chosen topic.

Being a Russian student studying the English language it would be useful to be well-informed about different aspects of English life. No one doubts that it is of great importance to know the world of mass media in Great Britain. So, my goal is to focus on traditional types of media (that is TV, radio and press) to give a short presentation for other students to have a clear picture of them.

It goes without saying, the media play the central role in Britain's daily life, informing and educating, questioning and challenging – and of course – entertaining. Recently the availability of more radio frequencies (together with satellite, cable and microwave transmissions) has already made a greater number of local, national and international services possible. The transition from analogue to digital transmission technology is now expanding this capacity enormously. It should also be mentioned that the Internet is increasingly providing an additional medium for information, entertainment and communication nowadays.

The first traditional media that I am going to focus on is *television*. I think that everyone is sure to know about BBC, or have heard about this company. As we

know, TV is an influential and popular type of media in modern Britain, and also a very popular pastime. According to the statistics, “More than 99% of the population have TVs, and more than half of the families have even two TVs” [6, c. 57-58]. The most popular channels are British Broadcasting Corporation 1 (BBC 1), BBC 2, ITV (Independent Television) and Channel 4.

BBC One is the most important television channel of the British Broadcasting Corporation (BBC) in Britain. “It was launched on 2 November 1936 as the BBC Television Service. It was later renamed BBC TV until the launch of sister channel BBC 2 in 1964” [1]. Then it was known as BBC 1. It shows uninterrupted programming with no commercial advertising at any time. It is currently the most watched television channel in Great Britain, ahead of its traditional opponent, ITV.

“BBC Two is the second television channel operated by the British Broadcasting Corporation (BBC) in Great Britain” [2]. It covers a wide range of subject matter, but tends towards more intellectual programs than the more mainstream and popular BBC One.

Independent Television is also available in GB as well as in many other countries. ITV is the major commercial public service TV network in Britain. “It was launched in 1955 under the maintenance of the Independent Television Authority (ITA). It is also the oldest commercial network in GB” [5, c. 107]. Since the passing of the Broadcasting Act 1990, its legal name has been Channel 3, the number 3 having no real meaning, except just difference from BBC One, BBC Two and Channel 4. ITV is to be distinguished from ITV pic, which holds the Channel 3 broadcasting licenses in England, Wales, southern Scotland, the Isle of Man and the Channel Islands. Similarly ITV1 is the brand used by ITV pic for the Channel 3 service in these areas.

Channel 4 is a British public-service television broadcaster which began transmission on 2 November 1982. It is publicly-owned, although it is largely commercially self-funded. The station is now owned and operated by Channel Four Television Corporation. The channel was established to provide a fourth television service to GB in addition to the television license-funded BBC's two services and the single commercial broadcasting network, ITV.

If we have a look at sample TV programs of Great Britain channels, we can see that all the channels are divided by interest (BBC News Broadcast: News, BBC Science: intelligent software).

The second type of media that I am going to focus on is *radio*.

It goes without saying, each of us is sure to spend most of the day listening to your favorite radio stations (while driving, walking in the park, etc.). Radio in Great Britain is dominated by BBC, which broadcasts radio stations in GB and abroad. “BBC radio stations will usually provide five areas: (1) non-stop pop music, (2) light entertainment, (3) the interests of minorities, for example, classical music, training materials, (4) news, commentary and discussion programs (5) Sports and additional education” [6, c.132].

Like the national stations, BBC also provides regional stations. In Scotland, these are BBC Radio Scotland and BBC Radio nan Gaidheal. The latter providing programs in Scots Gaelic, in Wales. BBC Radio Wales and BBC Radio Cymru should also be named. The latter provides programs in Welsh. As part of BBC Local Radio, BBC also serves the Channel Islands. BBC World Service provides news, current events and information for the general public in 28 languages, including English. It is available in over 150 capital cities around the world.

I think it is impossible to imagine our life without *newspapers*. One must say that the British are also great newspaper readers. Newspapers are popular not only among the educated middle class but also among the working-class people. They are divided into two classes. Quality Press is called "heavies" or "posters". These newspapers tend to be serious. They deal with domestic and foreign news and cover sports and cultural events, financial reports, travel news, book and film reviews.

The Daily Telegraph is a daily morning broadsheet. It's a conservative-leaning newspaper, distributed throughout Great Britain and internationally. As we know, “the newspaper was founded by Arthur B. Sleigh in June 1855 as the Daily Telegraph and Courier. Since 2004 it is owned by David and Frederick Barclay” [3]. The paper is identified with centre-left liberalism and its readership is generally on the mainstream left of British political opinion. The paper also influences design and publishing field, sponsoring many awards in these areas. It is perfectly true that the broadcast matter (even Russian TV) has depended on commercial and political interests of the government for a long time.

The popular press that is smaller in size is known as tabloids. Being half-sheet in format it is also called “the gutter press”. It offers some sensational and scandal news with big headlines and large photos. Tabloids like to comment on juicy bits of events including those of the royal family. The language of this press is more colloquial and often boarders with slang.

The Sun is the British tabloid, founded in 1963. “In June 2011 its circulation was 2,806,746 copies. The Sun is published in GB and Ireland. The average daily newspaper read by about 7.7 million people (56% of them are men and 44% are women)” [4]. The Sun newspaper is well known for the stories of the lives of stars, including the controversial and provocative, as well as the entertainment industry (stories and rumors of pop music, TV series, etc.), but also focuses on sports topics, especially football. On the third page of the newspapers the picture of a model girl aged from 18 to 27 years is regularly shown. This format has become the third page of the traditional features of the newspaper since 1970.

To sum up, I have tried to review the structure of the traditional media in GB in this article. Of course, it is possible to have a further consideration of the matter but, as for me, I have a very clear picture of the media in GB now. The mass media prove to be the essential part of British life. It is something large, independent, compared with Russian media, and it is definitely a great positive aspect of British life. After

all, Winston Churchill once said, “If the newspapers write that we need to give up smoking, I will prefer to give up reading”

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СЕКЦИЯ «НАУЧНО-ТЕХНИЧЕСКИЙ ПРОГРЕСС: ТЕНДЕНЦИИ И ПЕРСПЕКТИВЫ»

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WHAT IS A ROBOT?

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A robot is a mechanical or virtual artificial agent. Robots are intended for replacement of humans in industrial and dangerous areas. The word *robot* can refer to both physical robots and virtual software agents. Accepted all over the world, the term robot was invented by Karel Čapek and his brother Josef Čapek and first time was used in play R.U.R. (Rossum's Universal Robots). Before the appearance of robots it was accepted as a norm that they would be human-like. But industrial robots are never human-like, if during designing it was not a main goal.

A robot can submit to commands of operator or work a plan which was created before. Also it can run with the help of artificial intelligence technology. These tasks help to lighten or replace human labor in building, manufacturing, work with harmful materials.

In robot's structure there are a mechanical part and an operating system which gets signals from a manipulation system of a sensor part. The mechanical part is divided in to a manipulation system and a moving system.

Manipulators in the mechanical part for robots are analogs of human arms. They include 2 types of mobile branches:

- branches for forward movement
- branches for angular displacement

For robotic engineers, the physical appearance of a machine is less important than the way its actions are controlled. For many laymen, if a machine looks anthropomorphic or zoomorphic, especially if it is limb-like (e.g. a simple robot arm), or has limbs, or can move around, it would be called a robot. There are many variations in definitions of what exactly robot is a. Therefore, it is sometimes difficult to compare numbers of robots in different countries. To try to provide a universally acceptable definition, the International Organisation for Standardization gives the definition of a robot in ISO 8373, which defines a robot as "an automatically controlled, reprogrammable, multipurpose, manipulator programmable in three or more axes, which may be either fixed in place or mobile for use in industrial automation applications." This definition is to be used when comparing the number of robots in each country. In spite of the ISO definition such, countries, as the USA and Japan have different definitions of robots. Japan, for example, lists very many robots partly because more machines are counted as robots. Since both Japan and the USA are important players in the development of robotics, the definitions

used in these countries will be mentioned. The Robotics Institute of America (RIA) defines a robot as a re-programmable multi-functional manipulator designed to move materials, parts, tools, or specialized devices through variable programmed motions for the performance of a variety of tasks.

For movement on an open territory usually a wheeled or walking or caterpillar system is used. This is the most universal types of movement systems. For uneven surfaces hydride constructers are created which blend together different types. Indoors at industrial objects movements along mono railing or on ruts are used.

There are different types of robot's operating:

- Programming operating. In the simplest robots there no sensor parts, all actions are fixed and are periodic. There are programming environments like VxWorks/Eclipse and programming languages like Forth, C, Oberon, Pascal etc. As a hardware there are computers in mobile performance PC/104 or MicroPC.
- Adaptive operating. Robots have sensor parts. Signals from them are analyzed and a decision is reached.
- Intellectual operating. This method is based on AI technology.
- Operating with human help(teleoperated robots for mine clearing).

Robot software codes commands that tell a mechanical device (known as a robot) what tasks to perform and control its actions. Robot software is used to perform tasks and automate tasks to be performed. Programming robots is a non-trivial task. Many software systems and frameworks have been proposed to make programming robots easier.

Some robot software aims at developing intelligent mechanical devices. Though common in science fiction stories, such programs are yet to become common-place in reality and much development is yet required in the fields of artificial intelligence before they even begin to approach the science fiction possibilities. Pre-programmed hardware may include feedback loops so that it can interact with its environment, but does not display actual intelligence.

Human-robot interaction (HRI) is the study of interactions between people (users) and robots. HRI is multidisciplinary with contributions from the fields of human-computer interaction, artificial intelligence, robotics, natural language understanding, and social science (psychology, cognitive science, anthropology, and human factors).

Robots are, or soon will be, used in such critical domains as search and rescue, military battle, mine and bomb detection, scientific exploration, law enforcement, entertainment, and hospital care. Such robots must coordinate their behaviors with the requirements and expectations of human team members; they are more than mere tools but rather quasi-team members whose tasks have to be integrated with those of humans.

The basic goal of HRI is to develop principles and algorithms to allow more natural and effective communication and interaction between humans and robots. Research ranges from how humans will work with remote, tele-operated unmanned

vehicles to peer-to-peer collaboration with anthropomorphic robots. Many reseachers in the field of HRI study how humans collaborate and interact and use those studies to motivate how robots should interact with humans.

Industrial electronics is based on robotics nowadays and a wide range of new electronic items is expected to appear.

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THE FUTURE OF SMARTPHONES

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Customers were expecting Facebook to announce its own smartphone at a recent press conference. Instead, the company demonstrated a search service and a new version of its messenger for the iPhone. The ISP Yota, on the other hand, has announced a smartphone – with electronic ink.

Should users be waiting for smartphones from Yandex and Facebook? Why is Apple going to have to launch a cheap iPhone? Why do cellphone batteries drain so quickly in Russia? What smartphones should we expect this year?

Facebook would not announce production of its own smartphone. If Facebook tried to launch a cheap smartphone, then it would be unclear what it would run on. And if the device turns out to be on its own proprietary mobile operating system, then it would be an absolute fantasy. It would be an “epic fail.”

Yandex has already been working on its own smartphone for two years. They are making a step forward, then a step back. It’s very frightening for them to come out on this market, possibly because they are asking themselves the question, “What for?” Therefore it’s not worth waiting for a smartphone from Mail.ru, either. In order to raise interest in their own smartphones, Internet companies would have to make some kind of exclusive service for this gadget. But users would then get angry. They would say, “What, you want to force me to buy your own mobile?” Everyone would turn against the company and abandon its services. That means that the problem, for whose resolution Yandex could launch its own smartphone, is no more than PR.

A Yota smartphone is the wish to create a lot of noise. An attempt to create something extraordinary in order to attract attention to the brand, to the service. It’s pure marketing. Therefore the Yota device is chasing the main goal: that we talk about it. As for the assessment of potential success among users, that the device is

interesting both on a technological and a functional level, but very specific. The Russian user doesn't value multi-functionality that highly, and frequently is not ready to pay for what distinguishes a device from the standard. In addition, it will probably cost from 20,000 rubles [$670], which is comparable to the market standard-bearers.

Broadening the rules is a uniquely correct step, and talking about some violation of [Steve] Jobs' legacy is not necessary. It's impossible to build a business only on exclusive models! To plant "the same" iPhone on everyone is impossible. Yes, Apple will have more models, and it will begin to renew them more often. For this reason, it will have a cheaper line accessible to the masses. But for the coming five years, Apple will remain a top brand. The technologies that this company has are not yet accessible to any other producer.

Google Glasses will not replace smartphones. Judge for yourselves, it is uncomfortable for lots of people to walk with glasses, which is where the demand for contact lenses comes from, for example. It's cool for fantasy films and effective for war films, but for everyday life, it's nonsense. And the functionality of a computer is of such a size, that to attach it to Google Glasses is doubtful. This is just an information display before the eyes.

Flexible display? For what? A flexible motherboard, flexible speakers, a flexible charger and plug, and a flexible battery are more necessary. Samsung is showing that the company is capable of production technologically, but it is still very early to be talking about a flexible smartphone. We would see advanced technologies somewhere in space, on the Mars rover Curiosity, but there aren't any. Thus nothing so breath-taking awaits us. New configurations, prices, yes: a transfer of technologies already on flagship models to smartphones of a lower price segment, but in the next few years, there will be no revolutionary breakthroughs in the area of smartphones.

In Russia there are factors that interfere with the normal use of smartphones, a lot. The main one is the bad quality of communications! Because of this, smartphone batteries run down with such a maddening speed. Have you tried to use a smartphone in Europe? The battery will keep power many times longer. Here the telephone tries to find a carrier network, but the network constantly jumps – first EDGE, then 3G. The smartphone spends half its time looking for a digital network, and is never in a state of rest. It's like a car that is constantly warming up, and devours all of its fuel. In addition, we have one channel for everything, whether we download or call. If you're downloading your e-mail, then no one will be able to call you, you know? This is the reality in Russia.

There is a strong trend, the increase in the life of a device from the battery. This will be the basic trend in the development of smartphones in 2013 and 2014. For example, toward the spring we will be releasing the Highscreen smartphone, which allows you to use the gadget for a week without charging.

Smartphones will appear at the price of 3,000-4,000 rubles with satisfactory power and up-to-date internals. This price will allow up to 60-70 percent of consumers who are interested in moving from a usual push-button cellphone to an "intelligent" telephone to get one. The remaining 30 percent are people who never

will use smartphones, for any reason. The simplest devices – the “rotary” phones – will disappear only when they’re implanted in our heads.

At the same time, will the appearance of displays with Full HD resolution in devices of the minimal price category. For less money, people will be able to absorb the same content that we can now get on the flagship smartphones, and not damage their eyes.

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TRENDS IN THE WORLD WIDE WEB (WWW)

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Web 2.0 is about harnessing the potential of the Internet in a more collaborative and peer-to-peer manner with emphasis on social interaction. It has less to do with technology and more to do with a mindset change aimed at facilitating collaborative participation and leveraging the collective intelligence of peers.

The challenge for Web 1.0 (as we would like to call the earlier wave of Internet) has been to involve the end users in a collaborative, seamless, peer-to-peer fashion in an economical and reliable manner and at the same time ensuring rich user experience [1].

The following paragraphs include descriptions of several modern trends of Web 2.0 such as additional libraries, expandable hypertext markup language and others.

HTML5

HTML5 is the next major revision of the HTML standard superseding HTML 4.01, XHTML 1.0, and XHTML 1.1. HTML5 is a standard for structuring and presenting content on the World Wide Web.

HTML5 is a cooperation between the *World Wide Web Consortium* (W3C) and the *Web Hypertext Application Technology Working Group* (WHATWG).

The new standard incorporates features like video playback and drag-and-drop that have been previously dependent on third-party browser plug-ins such as Adobe Flash, Microsoft Silverlight, and Google Gears.

The latest versions of Apple Safari, Google Chrome, Mozilla Firefox, and Opera all support many HTML5 features and Internet Explorer 9.0 will also have support for some HTML5 functionality.

The mobile web browsers that come pre-installed on iPhones, iPads, and Android phones all have excellent support for HTML5.

HTML5 introduces a number of new elements and attributes that helps in building a modern websites. Following are great features introduced in HTML5:

- *New Semantic Elements*: These are like <header>, <footer>, and <section>.
- *Forms 2.0*: Improvements to HTML web forms where new attributes have been introduced for <input> tag.
- *Persistent Local Storage*: To achieve without resorting of third-party plugins.
- *WebSocket*: A next-generation bidirectional communication technology for web applications.
- *Server-Sent Events*: HTML5 introduces events which flow from web server to the web browsers and they are called Server-Sent Events (SSE).
- *Canvas*: This supports a two-dimensional drawing surface that you can program with JavaScript.
- *Audio & Video*: You can embed audio or video on your web pages without resorting to third-party plugins.
- *Geolocation*: Now visitors can choose to share their physical location with your web application.
- *Microdata*: This lets you create your own vocabularies beyond HTML5 and extend your web pages with custom semantics.
- *Drag and drop*: Drag and drop the items from one location to another location on a same webpage.

HTML5 is designed, as much as possible, to be backward compatible with existing web browsers. New features based on existing features allow you to provide fallback content for older browsers. It is suggested to detect support for individual HTML5 features using a few lines of JavaScript.

CSS3

CSS (Cascading Style Sheets) consist of a group of formatting rules that you use to control the layout and appearance of the content on a web page[4]. One really great feature of CSS is that you can store all the CSS rules in one document and keep that document separate from the HTML content and link the two together. Then, when you make a change to the CSS that change is instantly and automatically updated on all the HTML files. Another great feature is that it "cleans up" the appearance of the code on web pages. In addition it will speed up browser loading time.

What CSS gives you is incredible control over the appearance of your page. You can control properties such as font sizes, bolding, italics, text shadows and color, link color and much more. And of course you can go far beyond that with page layout tools, boxes, formatting, positioning, etc. In CSS3, there are many options, a few which we'll look at here. These include animation, gradients, media queries, shadows, transitions, the font-face rule that allows you to embed fonts on a web page, and more.

Bootstrap

Developing a Web UI looks easy; however, so many developers encounter a number of difficulties when trying to develop it. Different from general UI

development which requires a single client environment, Web UI development requires Cross Browsing that satisfies compatibility among a variety of browser environments.

There are five browsers that are mainly used in PCs - Internet Explorer, Firefox, Chrome, Safari and Opera - and additional work is necessary depending on the version and the operating system. In addition, we need to consider the current mobile environment that has a variety of screen sizes, such as smartphone and tablet PC, and the browsers specialized for each device type.

These various and complex browser environments make it difficult to process Cross Browsing for the small- and mid-size Web sites. Bootstrap is the front-end toolkit from Twitter which tries to clear this difficulty and provide a start point that allows developers to quickly and easily implement a flexible web site.

Bootstrap is an open source front-end toolkit developed by Mark Otto, a Twitter UI designer, and Jacob Thornton, a Twitter developer [3]. As its meaning "to start up a system by turning on the power of a computer or pressing a reset key," Bootstrap is a starting point for building websites which provides flexible HTML, CSS and JavaScript-based design templates, variety of frequently-used UI components and interactions.

jQuery

jQuery is a fast and concise JavaScript Library[2] created by John Resig in 2006 with a nice motto: Write less, do more.

jQuery simplifies HTML document traversing, event handling, animating, and Ajax interactions for rapid web development.

jQuery is a JavaScript toolkit designed to simplify various tasks by writing less code. Here is the list of important core features supported by jQuery:

- *DOM manipulation*: The jQuery made it easy to select DOM elements, traverse them and modifying their content by using cross-browser open source selector engine called Sizzle.
- *Event handling*: The jQuery offers an elegant way to capture a wide variety of events, such as a user clicking on a link, without the need to clutter the HTML code itself with event handlers.
- *AJAX Support*: The jQuery helps you a lot to develop a responsive and feature-rich site using AJAX technology.
- *Animations*: The jQuery comes with plenty of built-in animation effects which you can use in your websites.
- *Lightweight*: The jQuery is very lightweight library - about 19KB in size (minified and gzipped).
- *Cross Browser Support*: The jQuery has cross-browser support, and works well in IE 6.0+, FF 2.0+, Safari 3.0+, Chrome and Opera 9.0+
- *Latest Technology*: The jQuery supports CSS3 selectors and basic XPath syntax.

Today the Web is a growing system designed to increase the interaction with the user. This article has shown the trends of Web 2.0. These technologies help to facilitate the development of interactive applications on the Web.

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25TH FRAME EFFECT

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The myth of the "25th frame effect" is remarkably tenacious. Despite the fact that it has been repeatedly denied, mentioning of it as something real still appear in the media. Moreover, a number of countries have laws prohibiting the use of this most notorious effect when broadcasting television commercials. But let us all in more detail [1].

Let's talk about the technical aspect of this question. Namely about concept as frame rate. Frame rate (also known as frame frequency) is the frequency (rate) at which an imaging device produces unique consecutive images called frames. The term applies equally well to film and video cameras, computer graphics, and motion capture systems. Frame rate is most often expressed in frames per second (FPS) and is also expressed in progressive scan monitors as hertz (Hz).

The frame-rate says how many images of a movie are displayed every second a movie is played. The higher frame rate a movie has the smoother objects move in the movie. Compare a movie with low framerate with a movie with higher framerate. The movie with high frame has more frames for the same number of seconds film. The movie with higher framerate will also be stored in a larger file. You measure frame rate in frames per seconds (fps). Frame rate in game is the same thing. The only difference between movie frames and game frames are that movie frames are created as you play for a movie they are just recreated from a file. A constant frame rate is desired for smooth playback. Depending on the compression used in the video file it can put a heavy load on your computer. If the computer is not able to replay the movie at the frame rate it was encoded for it will either stutter and slowdown or drop

frames will be dropped. If you go watch a movie at the cinema you will see it at 24 fps.

If you live in Europe or Asia you watch your TV programs at 50 frames per second in a standard called PAL (Europe) or Secam (Asia). TV is broadcast in something called interlaced mode. Every second frame the odd lines are updated and every other update the even scan lines are updated. The actual refresh is so quick that your brain will compensate and you will see it as normal. The actual refresh rate of a TV is only 25 fps, close to the cinema. The interlaced pictures is mostly visible when the camera pans. It can also be quite visible on videos with slow refresh rate on your computer. In the USA the TV format is called NTSC and is updated 60 times per seconds and is also interlaced. New images are displayed on screen 30 times per second. High Definition TVs, HDTV, usually has a refresh rate of 60 frames per second or more and does not use interlaced. When the TV is not interlaced its called progressive, the screen is updated 60 times per second. LCD computer screens also typically use non interlaced refresh. New 3D TVs need to have even higher frame rate since the perceived framerate in effect is split between the left and right eye. To view 3D at 50 frames per second the 3DTV needs to refresh its display at 100 frames per second. When viewing 3D with low framerate you will experience something called ghosting, shadows of the frame rendered for the other eye. The ghosting effect will go away with higher framerates. When we talk about the higher framerate of the 3DTV we typically only talk about the update of the display is the same video frame is output several times to the display [3].

As a matter of fact, what is the 25th frame? It is believed that the human eye when viewing a video cannot distinguish between more than 24 frames per second. In fact, this is not true because the ability of perception of frames depends on the clarity of the edges of images and the speed of movement of objects on the screen. Sometimes we can see not only 25 but even 26 frames per second, and sometimes - only 20. Number "24" has emerged as a result of the averaging of data. However, this is not the point. The adherents of the "theory" of the twenty-fifth frame argue that the additional frame shown less than 1/24 second, bypasses the mind, and directly affects the subconscious. That is, information contained in this frame is remembered by a person, but is not seen. Once it is saved in the memory, at some point it can be used by the brain [1].

A bit of history of the 25th frame. It all started in 1957 when businessman James Waikerie stated that he conducted an following experiment in the theaters of New Jersey. During the showing of the film "Picnic," he introduced an additional frame with an extra projector showing hidden advertising ("Coca-Cola" and "Eat popcorn"). The movie was shown throughout the summer of 1957, and, according to the businessman, at the same time sales of Coca-Cola in the theaters increased by 17 percent, and popcorn - by 50 percent. As a result, Waikerie patented this technology and started a company producing subliminal advertising in films. This discovery immediately interested scientists and Waikerie was asked to provide the data and description of the experiment, but he refused to do so. Then he was asked to hold

another demonstration. It took place in January of 1958 and was attended by lawmakers, members of government agencies, researchers, cameramen and maintenance staff, as well as journalists. The demonstration, as predicted by neuroscientists, resulted in a complete failure. Waikerie later publicly agreed to conduct an experiment on all TV stations of the Canadian Broadcasting Company. During a half-hour show the message "call now" was inserted 352 times. However, there was no noticeable increase in the number of phone calls, both during and after the program. Instead, the CBC received thousands of letters, reporting unexplained urges to grab a can of beer, go to the bathroom, change the channel, etc. That is, not one of viewers could guess what was written on the "hidden frame". In the end, the staff of the American Psychological Association held a conference where the effect was discussed. The conference revealed some interesting details. The director of the theater where Waikerie allegedly carried out his experiments, said that the sales of Coca-Cola and popcorn in his theater have not increased in the stated period. Experts from the RCA (The Radio Corporation of America) studied the technical part of the project and said that it was technologically impossible to obtain an image that would be imperceptible to the eye. All this, as well as the data of neurophysiologists, led to the conclusion that Waikerie's experiment was a falsification. The businessman reacted in a quite predictable way, and in June of 1958, he disappeared after closing all of his bank accounts and leaving no trace. According to investigators, he withdrew $22.5 million from his accounts - the money that firms that wanted to use his patented technology sent him. In 1962 Waikerie was caught and confessed during the investigation that the experiment in 1957 and all the sales statistics were deliberately fabricated. Thus, the story of the "25th frame effect" was over. However, no one could then assume that the myth will be so long-lived.

Most of all concerned with the question what's the danger of 25th frame effect? A few years ago, at a press conference, deputy director of the Institute of Television and Radio, Doctor of Engineering Science Svetlana Nemtsova explained the "25th frame effect" as follows: "Hidden frames adversely affect people's subconscious. For example, if this frame has a text "Kill your neighbor," a person may feel inexplicable aggression and this appeal may work ... This is similar to hypnosis and can force any actions or ideology." Unfortunately, the respected doctor of technical science could not explain why this most unfortunate frame should have such an effect. This is no accident, because it is impossible in principle, and can be confirmed by any neuroscientist. The brain of any living creature, including humans, is designed so that it can only access the information that comes from the receptors. The information that cannot be caught by the receptors does not exist in principle. That is, if a person does not see the twenty-fifth frame, its information will not be accepted by the visual receptors and will not be delivered to the brain. If people do see this frame, even vaguely, then it is a different story. The information from this frame can reach the respective centers of the brain. However, it is unlikely that the brain will pay attention to it. It has long been known that the brain always sorts the incoming data and selects only the most important information. The information travels further

down the neural chains to other centers, but what is seen as "information noise" is immediately erased because the brain cannot retain all information it receives. It is obvious that the information recorded in the 25th frame is considered noise. According to recent experiments by neuroscientists, almost all people see this frame, though not particularly clear. Scientists have found that every single frame is visible to the eye of the observer, but because of inertia of vision it does not stand out. However, due to the same effect, it is possible to see the "extra" advertising frame, and many even manage to read a short word in a large font. However, as noted above, this information is not considered by the brain as important. Interestingly, the participants in the study forget the word that they were able to read in a few minutes. Therefore, we cannot talk about hypnotic commands introduced in the subconscious, as any such command, even if it appears in this frame, will be immediately forgotten. Thus, the notorious 25th frame has no impact on our subconscious and never had [2].

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MACHINE TRANSLATION AND CAT-TOOLS.

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Translators do not translate words. Every translator has to express the meaning of the source text with the words of the target language, using a new syntactical structure, leaving behind the structure of the source text.

If a translator does not translate words, what does he do then? A translator translates sentences. You could say that a sentence is both the smallest and the biggest unit a translator can handle. It is simply a matter of fact from a practical point of view. Translators usually do not translate whole texts, or whole paragraphs – even if they have to have them in mind as a background. Translators usually translate a text going from sentence to sentence simply because a sentence in general is the biggest text unit one can have a good overview about. At the same time, it is usually the smallest unit with a consistent meaning.

Therefore, from a practical point of view, we can assume that translators deal with sentences. Unfortunately, text documents do not present sentences in a translator-friendly way. Text documents are optimized for reading, not for translating.

The sentences are usually grouped together in paragraphs, and sometimes they cannot be easily distinguished.

So, let's speak about different tools that can help a translator to do his work. The first one is Machine Translation (MT).

Machine translation is the application of computers to the translation of texts from one natural language into another.

There have been many different reasons for attempting it. The principal reason is a severely practical one: scientists, technologists, engineers, economists, agriculturalists, administrators, industrialists, businessmen, and many others have to read documents and have to communicate in languages they do not know; and there are just not enough translators to cope with the ever increasing volume of material which has to be translated. Machine translation would ease the pressure. Secondly, many researchers have been motivated by idealism: the promotion of international cooperation and peace, the removal of language barriers, the transmission of technical, agricultural and medical information to the poor and developing countries of the world. Thirdly, by contrast, some sponsors of machine translation activity have seen its importance in military and intelligence contexts: to help them find out what the 'enemy' knows. Fourthly, there are 'pure research' reasons: to study the basic mechanisms of language and mind, to exploit the power of the computer and to find its limitations. Finally, there are simple commercial and economic motives: to sell a successful product, or to maintain a high standard of living in a competitive world.

To process any translation, human or automated, the meaning of a text in the original (source) language must be fully restored in the target language, i.e. the translation. While on the surface this seems straightforward, it is far more complex. Translation is not a mere word-for-word substitution. A translator must interpret and analyze all of the elements in the text and know how each word may influence another. This requires extensive expertise in grammar, syntax (sentence structure), semantics (meanings), etc., in the source and target languages, as well as familiarity with each local region. [1, http://www.hutchinsweb.me.uk/PPF-1.pdf]

Human and machine translation each have their share of challenges. For example, no two individual translators can produce identical translations of the same text in the same language pair, and it may take several rounds of revisions to meet customer satisfaction. But the greater challenge lies in how machine translation can produce publishable quality translations.

There are two technologies of Machine Translation: Rule-Based Machine Translation Technology and Statistical Machine Translation Technology.

Rule-Based Machine Translation Technology:

Rule-based machine translation relies on countless built-in linguistic rules and millions of bilingual dictionaries for each language pair.

The software parses text and creates a transitional representation from which the text in the target language is generated. This process requires extensive lexicons with morphological, syntactic, and semantic information, and large sets of rules. The

software uses these complex rule sets and then transfers the grammatical structure of the source language into the target language.

Translations are built on gigantic dictionaries and sophisticated linguistic rules. Users can improve the out-of-the-box translation quality by adding their terminology into the translation process. They create user-defined dictionaries which override the system's default settings.

In most cases, there are two steps: an initial investment that significantly increases the quality at a limited cost, and an ongoing investment to increase quality incrementally. While rule-based MT brings companies to the quality threshold and beyond, the quality improvement process may be long and expensive.

Statistical Machine Translation Technology:

Statistical machine translation utilizes statistical translation models whose parameters stem from the analysis of monolingual and bilingual corpora. Building statistical translation models is a quick process, but the technology relies heavily on existing multilingual corpora. A minimum of 2 million words for a specific domain and even more for general language are required. Theoretically it is possible to reach the quality threshold but most companies do not have such large amounts of existing multilingual corpora to build the necessary translation models. Additionally, statistical machine translation is CPU intensive and requires an extensive hardware configuration to run translation models for average performance levels.

Rule-Based MT vs. Statistical MT:

Rule-based MT provides good out-of-domain quality and is by nature predictable. Dictionary-based customization guarantees improved quality and compliance with corporate terminology. But translation results may lack the fluency readers expect. In terms of investment, the customization cycle needed to reach the quality threshold can be long and costly. The performance is high even on standard hardware.

Statistical MT provides good quality when large and qualified corpora are available. The translation is fluent, meaning it reads well and therefore meets user expectations. However, the translation is neither predictable nor consistent. Training from good corpora is automated and cheaper. But training on general language corpora, meaning text other than the specified domain, is poor. Furthermore, statistical MT requires significant hardware to build and manage large translation models.

Rule-Based MT	Statistical MT
+ Consistent and predictable quality	- Unpredictable translation quality
+ Out-of-domain translation quality	- Poor out-of-domain quality
+ Knows grammatical rules	- Does not know grammar

+ High performance and robustness	- High CPU and disk space requirements
+ Consistency between versions	- Inconsistency between versions
- Lack of fluency	+ Good fluency
- Hard to handle exceptions to rules	+ Good for catching exceptions to rules
- High development and customization costs	+ Rapid and cost-effective development costs provided the required corpus exists

Given the overall requirements, there is a clear need for a third approach through which users would reach better translation quality and high performance (similar to rule-based MT), with less investment (similar to statistical MT). [1, http://www.hutchinsweb.me.uk/PPF-3.pdf]

Time to speak about the other tools, it's CAT tool. CAT means "Computer Aided Translation", referring not to machine translation, but to translation done with specialized software providing functions to increase workflow while providing quality assurance, glossaries and other assistance.

Computer-assisted translation (CAT) Tools may be just what you need to take your work to the next level.

Here are some of the benefits of using a CAT Tool and they are the basic functions at the same time.

And the first basic function: A CAT tool presents sentences to the translator in a convenient way.

However, to say this is not quite correct. Of course, CAT tools are not intelligent enough to understand the meaning of a text. Therefore, it is not guaranteed that it presents proper sentences in all cases. (Sometimes this is difficult even for intelligent people – another philosophical problem.). For this reason, it is a common habit to use the word "segment" rather than "sentence".

To present a segment is no big deal. There must be more in a CAT tool.

The segments are not merely presented; they are presented in a way that you can enter the translation right below the source text. This enables a translator to compare source and translation directly without having to look at two different places. And, on top of this, the translation is stored in the same place as the source text so that you can come back to the source text at a later time to improve the translation.

Thus, the second basic function of a CAT tool is to present a source segment and its translation as a unit. This unit is usually called a "translation unit", or "TU".

Even if a CAT tool would stop at this point, it would be very helpful for translators, simply because the process of translating is more efficiently organized. But a CAT tool can do much more.

Especially in the case of technical translations and revised texts, a translator encounters segments which he/she has already translated before (or similar ones). In former times, when a translator realized that this was the case, he/she had to look up old translations, stored on paper in files. As this was usually very time-consuming, the translator very often decided, rather, to re-translate the segment from scratch.

With a CAT tool, this is no longer necessary. A CAT tool provides functions which do this task for you.

Of course, a CAT tool cannot look up these segments in books or papers. There has to be a database where the source text and the translation, that is, the translation units, are stored. This database is usually called "translation memory", or "TM". Any CAT tool stores the translation units in a translation memory either immediately after each segment has been translated, or at a later time.

The third basic function of a CAT tool is to store the translation units in a translation memory (TM) and to automatically look up the TM when a new segment has to be translated. Any result of the TM search is presented in a convenient way so that it can be re-used by the translator.

Through this feature, the working time for a translation can be drastically reduced, especially in the case of revisions or repetitive texts. (The re-use of translated segments is also called "leverage" or "leverage effect".)

Of course, translators do not deal with sentences or segments as an atomic unit. Sentences are made of words. And to know the meaning of a sentence essentially depends on knowing what the individual words can mean. Therefore, before CAT tools were invented, dictionaries and glossaries used to be the main tool of every translator. And looking up the relevant dictionaries was a time-consuming part of translators' working life. Along other CAT tools, MetaTexis also includes special functions to make dictionary and glossary look-up more efficient.

The fourth basic function of a CAT tool is the automatic look-up in terminology databases, and the automatic display and insertion of the search results. [1, http://www.hutchinsweb.me.uk/PPF-19.pdf]

Beyond the four basic functions of a CAT tool, there are other very useful functions. I will not go into detail now; below I will only list a few of the features:

- ✓ Text search tools
- ✓ Index/concordance tools
- ✓ Quality checking through automatic watch list checking, or through applying formal rules
- ✓ Tools for post-production (e.g. correct formatting)
- ✓ Statistical tools providing information about the translation process (number of words translated, time worked, cost calculation etc.)
- ✓ Import/Export tools
- ✓ Alignment Tool. Many translations have not been translated with the help of a CAT tool, so that they are not available in TMs for further usage. To enable the translator to save these texts in a TM, many CAT tools offer a special tool to produce TMs. This is usually called an "alignment tool".

- ✓ Special Internet tools to retrieve information through/from the Internet

To sum up, I want to say, that the only difference between Machine Translation and CAT-tool is that with CAT-tools a translator does his work himself and computer just helps him to create a new text in less time and sometimes with a better quality. But tastes differ. Choose what you like best yourselves.

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COMPUTER VIRUSES

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In November 1988 Robert Morris younger (Robert Morris), a graduate student of informatics faculty of Cornwall University (USA) infected a great amount of computers, connected to Internet network. This network unites machines of university centres, private companies and governmental agents, including National Aeronautics Space Administration, as well as some military scientific centers and labs. Network worm has struck 6200 machines that formed 7,3% computers to network, and has shown, that UNIX not okay too. Amongst damaged were NASA, LosAlamos National Lab, exploratory centre VMS USA, California Technology Institute, and Wisconsin University (200 from 300 systems). Spread on networks ApraNet, MilNet, Science Internet, NSF Net it practically has removed these networks from the building. According to "Wall Street Journal", the virus has infiltrated networks in Europe and Australia, where there were also registered events of blocking the computers. Here are some recalls of the event participants: “Symptom: hundreds or thousands of jobs start running on a Unix system bringing response to zero. Systems attacked: Unix systems, 4.3BSD Unix & variants (e.g.: SUNs) any sendmail compiled with debug has this problem. This virus is spreading very quickly over the Milnet. Within the past 4 hours, it has hit >10 sites across the country, both Arpanet and Milnet sites. Well over 50 sites have been hit. Most of these are "major" sites and gateways. Method: Someone has written a program that uses a hole in SMTP Sendmail utility. This utility can send a message into another program”. Apparently what the attacker did was this: he or she connected to sendmail (i.e., telnet victim.machine 25), issued the appropriate debug command, and had a

small C program compiled. This program took as an argument a host number, and copied two programs – one ending in VAX.OS and the other ending in SunOS – and tried to load and execute them. In those cases where the load and execution succeeded, the worm did two things (at least): spawn a lot of shells that did nothing but clog the process table and burn CPU cycles; look in two places – the password file and the internet services file – for other sites it could connect to. It used both individual .host files (which it found using the password file), and any other remote hosts it could locate which it had a chance of connecting to. It may have done more; one of the machines had a changed superuser password. All of Vaxen and some of Suns here were infected with the virus. The virus forks repeated copies of itself as it tried to spread itself, and the load averages on the infected machines skyrocketed. In fact, it got to the point that some of the machines ran out of swap space and kernel table entries, preventing login to even see what was going on! The virus also "cleaned" up after itself. If you reboot an infected machine (or it crashes), the /tmp directory is normally cleaned up on reboot. The other incriminating files were already deleted by the virus itself. 4 November the author of the virus – Morris – come to FBI headquarters in Washington on his own. FBI has imposed a prohibition on all material relating to the Morris virus. On January 22 1989 a court of jurors acknowledged Morris guilty. If denunciatory verdict had been approved without modification, Morris would have been sentenced to 5 years of prison and 250 000 dollars of fine. However Morris' attorney Thomas Guidoboni immediately lodged a protest and directed all papers to the Circuit Court with the petition to decline the decision of court... Finally Morris was sentenced to 3 months of prisons and fine of 270 thousand dollars, but in addition Cornwall University carried a heavy loss, having excluded Morris from its members. Viruses are an area of pure programming, and, unlike other computer programs, carry intellectual functions on protection from being found and destroyed. They have to fight for survival in complex conditions of conflicting computer systems. That's why they evolve as if they were alive. Yes, viruses seem to be the only alive organisms in the computer environment, and yet another their main goal is survival. That is why they may have complex crypting/decrypting engines, which is indeed a sort of a standard for computer viruses nowadays, in order to carry out processes of duplicating, adaptation and disguise. It is necessary to differentiate between reproducing programs and Trojan horses. Reproducing programs will not necessarily harm your system because they are aimed at producing as many copies (or somewhat-copies) of their own as possible by means of so-called agent programs or without their help. In the later case they are referred to as "worms". Meanwhile Trojan horses are programs aimed at causing harm or damage to PC's. Certainly it's a usual practice, when they are part of "tech-organism", but they have completely different functions. That is an important point. Destructive actions are not an integral part of the virus by default. However virus-writers allow presence of destructive mechanisms as an active protection from finding and destroying their creatures, as well as a response to the attitude of society to viruses and their authors. As you see, there are different types of viruses, and they have

already been separated into classes and categories. For instance: dangerous, harmless, and very dangerous. No destruction means a harmless one, tricks with system halts means a dangerous one, and finally with a devastating destruction means a very dangerous virus. But viruses are famous not only for their destructive actions, but also for their special effects, which are almost impossible to classify. Some virus-writers suggest the following: funny, very funny and sad or melancholy (keeps silence and infects). But one should remember that special effects must occur only after a certain number of contaminations. Users should also be given a chance to restrict execution of destructive actions, such as deleting files, formatting hard disks. Thereby virus can be considered to be a useful program, keeping a check on system changes and preventing any surprises such as of deletion of files or wiping out hard disks. It sounds quite heretical to say such words about viruses, which are usually considered to be a disaster. The less person understands in programming and virology, the greater influence will have on him the possibility of being infected with a virus. Thus, let's consider creators of viruses as the best source. They are lone wolves or programmers groups. In spite of the fact that a lot of people think, that to write a computer virus is a hardship, it is no exactly so. Using special programs called "Virus creators" even beginners in computer world can build their own viruses, which will be a strain of a certain major virus. This is precisely the case with notorious virus "Anna Curnikova", which is actually a worm. The aim of creation of viruses in such way is pretty obvious: the author wants to become well known all over the world and to show his powers. Somehow, the results of the attempt can be very sad (see a bit of history), only real professionals can go famous and stay uncaught. A good example is Dark Avenger. Yes, and it's yet another custom of participants of "the scene" – to take terrifying monikers (nicknames). A computer virus group is an informal non-profit organisation, uniting programmers–authors of viruses regardless of their qualifications. Everyone can become a member of the club, if he creates viruses, studies them for the reason of creation and spreading. The aims they pursue together may differ from that of a single virus writer, although they usually also try to become as famous as possible. But in the same time they may render help to beginning programmers in the field of viruses and spread commented sources of viruses and virus algorithm descriptions. One can't say that all of the group members write viruses in Assembler. Actually, you don't have to know any computer language or write any program code to become a member or a friend of the group. But programming in Assembler is preferred, Pascal, C++ and other high level languages are considered to be humiliating. It does make sense since programs compiled in Assembler are much smaller (0.5-5 kb) and therefore more robust. On the other hand Assembler is quite difficult to understand especially for beginners. One should think in the way computer does: all commands are send directly to the central processing unit of PC. There are computer virus groups all over the world, few being more successful than others. It may be pretty hard to get in contact with them since they are quite typical representatives of computer underground world as well as (free)wares groups. Sometimes, however, creating viruses can become a respectable occupation,

bringing constant income. After all, no one but the author of the virus can bring valuable information on the way it should be treated and cured.

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INDUSTRIAL REVOLUTION: IMPORTANT TECHNOLOGICAL DEVELOPMENTS

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Most products people in the industrialized nations use today are turned out swiftly by the process of mass production, by people (and sometimes, robots) working on assembly lines using power-driven machines. People of ancient and medieval times had no such products. They had to spend long, tedious hours of hand labor even on simple objects. The energy, or power, they employed in work came almost wholly from their own and animals' muscles. The Industrial Revolution is the name given the movement in which machines changed people's way of life as well as their methods of manufacture.

It is necessary to point out that Industrial Revolution completely transformed people's day-to-day lives and their way of thinking, for changes in agriculture, manufacturing, mining, transportation, and technology had a profound effect on the social, economic and cultural conditions of the times.

According to definition, Industrial Revolution is a term usually applied to the social and economic changes that mark the transition from a stable agricultural and commercial society to a modern industrial society relying on complex machinery rather than tools. This transition also included change from hand production methods to machines, new chemical manufacturing and iron production processes, improved efficiency of water power, the increasing use of steam power and development of machine tools. Besides, there was the change from wood and other bio-fuels to coal.

Industrial Revolution began in the United Kingdom, and then subsequently spread throughout Western Europe, North America, Japan, and eventually the rest of the world. It occurred in the period from about 1760 to some time between 1820 and 1840. The Industrial Revolution marks a major turning point in history; almost every aspect of daily life was influenced in some way. Most notably, average income and population began to exhibit unprecedented sustained growth.

There has been much objection to the term because the word ‘revolution’ suggests sudden, violent, unparalleled change, whereas the transformation was, to a great extent, gradual. Some historians argue that the 13th and 16th centuries were also periods of revolutionary economic change. However, in view of the magnitude of change between 1750 and 1850, the term seems useful.

The most important of the changes that brought about the Industrial Revolution were the following:

(1) the invention of machines to do the work of hand tools;

(2) the use of steam, and later of other kinds of power, in place of the muscles of human beings and of animals;

(3) the adoption of the factory system.

It is almost impossible to imagine what the world would be like if the effects of the Industrial Revolution were swept away. Electric lights would go out. Automobiles and airplanes would vanish. Telephones, radios, and television would disappear Most of the abundant stocks on the shelves of department stores would be gone. The children of the poor would have little or no schooling and would work from dawn to dark on the farm or in the home. Before machines were invented, work by children as well as by adults was needed in order to provide enough food, clothing, and shelter for all.

The Industrial Revolution came gradually. It happened in a short span of time, however, when measured against the centuries people had worked entirely by hand. Until John Kay invented the flying shuttle in 1733 and James Hargreaves the spinning jenny 31 years later, the making of yarn and the weaving of cloth had been much the same for thousands of years. By 1800 a host of new and faster processes were in use in both manufacture and transportation.

This relatively sudden change in the way people live deserves to be called a revolution. It differs from a political revolution in its greater effects on the lives of people and in not coming to an end, as, for example, did the French Revolution.

Instead, the Industrial Revolution grew more powerful each year as new inventions and manufacturing processes added to the efficiency of machines and increased productivity. Indeed, since World War I the mechanization of industry has increased so enormously that another revolution in production is taking place.

Dramatic changes in the social and economic structure took place as inventions and technological innovations created the factory system of large-scale machine production and greater economic specialization, and as the laboring population, formerly employed predominantly in agriculture (in which production had also increased as a result of technological improvements), increasingly gathered in great urban factory centers. The same process occurred at later times and in changed tempo in other countries.

The commencement of the Industrial Revolution is closely linked to a small number of innovations, beginning in the second half of the 18th century. By the 1830s the following gains had been made in important technologies:

Textiles – Mechanized cotton spinning powered by steam or water increased the output of a worker by a factor of about 1000. The power loom increased the output of a worker by a factor of over 40. The cotton gin increased productivity or removing seed from cotton by a factor of 50. Large gains in productivity also occurred in spinning and weaving of wool and linen, but they were not as great as in cotton.

Steam power – The efficiency of steam engines increased so that they used between one-fifth and one-tenth as much fuel. The adaption of stationary steam engines to rotary motion made them suitable for industrial uses. The high pressure engine had a high power to weight ratio, making it suitable for transportation. Steam power underwent a rapid expansion after 1800.

Iron making – The substitution of coke for charcoal greatly lowered the fuel cost of pig iron and wrought iron production. Using coke also allowed larger blast furnaces, resulting in economies of scale. The cast iron blowing cylinder was first used in 1760. It was later improved by making it double acting, which allowed higher furnace temperatures. The puddling process produced a structural grade iron at a lower cost than the previous processes. The rolling mill was fifteen times faster than hammering wrought iron. Hot blast greatly increased fuel efficiency in iron production in the following decades.

The Industrial Revolution created a demand for metal parts used in machinery. This led to the development of several machine tools for cutting metal parts. They have their origins in the tools developed in the 18th century by makers of clocks and watches and scientific instrument makers to enable them to batch-produce small mechanisms. The mechanical parts of early textile machines were sometimes called 'clock work' because of the metal spindles and gears they incorporated. The manufacture of textile machines drew craftsmen from these trades and is the origin of the modern engineering industry.

At the beginning of the Industrial Revolution, inland transport was by navigable rivers and roads, with coastal vessels employed to move heavy goods by sea. Railways or wagon ways were used for conveying coal to rivers for further shipment, but canals had not yet been constructed. Animals supplied all of the motive power on land, with sails providing the motive power on the sea.

The Industrial Revolution improved Britain's transport infrastructure with a turnpike road network, a canal and waterway network, and a railway network. Raw materials and finished products could be moved more quickly and cheaply than before. Improved transportation also allowed new ideas to spread quickly.

The machines of the Industrial Revolution in the 18th and early 19th centuries were simple, mechanical devices compared with the industrial technology that followed. Many new products were devised, and important advances were made in the system of mass production. Changes in industry were so great that the period after 1860 has been called the Second Industrial Revolution. New scientific knowledge was applied to industry as scientists and engineers unlocked the secrets of physics and chemistry. Great new industries were founded on this scientific advance: steel,

chemicals, and petroleum benefited from new understandings of chemistry; breakthroughs in the study of electricity and magnetism provided the basis for a large electrical industry. These new industries were larger and more productive than any industries existing before. Germany and the United States became the leaders, and by the end of the 19th century they were challenging Great Britain in the world market for industrial goods.

The age of electricity began in 1882 when Thomas A. Edison introduced a system of electric lighting in New York City. Electricity was later applied to driving all kinds of machinery as well as powering locomotives and streetcars. Electric lighting quickly spread across the United States and was soon adopted in Europe. The electrical industry was dominated by large companies that developed new products and then manufactured and marketed them. These companies were based in Germany and the United States but sold their goods all over the world. They were the first multinational companies. Companies like Westinghouse and General Electric helped to electrify cities in Europe, Africa, and South America.

The steel and chemical industries used new technology that greatly increased production. The size of factories increased rapidly, employing more workers and using more machinery. These industries integrated all stages of production under a single corporate structure. They bought out competitors and acquired sources of raw materials and retail outlets. Corporations such as U.S. Steel and Standard Oil controlled all stages of manufacturing the product, from mining and drilling to delivering it to the customer. This gave them great economic power, and the United States government took measures to limit their monopolies in steel and petroleum.

The Industrial Revolution has changed the face of nations, giving rise to urban centers requiring vast municipal services. It created a specialized and interdependent economic life and made the urban worker more completely dependent on the will of the employer than the rural worker had been. Relations between capital and labor were aggravated, and Marxism was one product of this unrest. Doctrines of laissez-faire, developed in the writings of Adam Smith and David Ricardo, sought to maximize the use of new productive facilities. But the revolution also brought a need for a new type of state intervention to protect the laborer and to provide necessary services. Laissez faire gradually gave way in the United States, Britain, and elsewhere to welfare capitalism. The economic theories of John Maynard Keynes reflected this change. The Industrial Revolution also provided the economic base for the rise of the professions, population expansion, and improvement in living standards and remains a primary goal of less developed nations.

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РАЗРАБОТКА СОВРЕМЕННОГО ПРОГРАММНОГО ОБЕСПЕЧЕНИЯ В США

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В условиях современной цифровой экономики эффективная разработка программного обеспечения (ПО) стала определяющим фактором конкурентоспособности предприятий в любых сферах рынка. В июне 2010 года Министерство торговли США опубликовало исследование под названием "Цифровая экономика 2010", в котором было отмечено, что за период с 2005 по 2010 год инвестиции в ИТ - оборудование и ПО выросли более чем в четыре раза. За последние пять лет отрасли, связанные с информационными технологиями, обеспечили около одной трети реального экономического роста США [1]. Причиной этого служит то, что во всех экономических секторах отрасли производства активно внедряют ПО, встроенные устройства и компьютерную инфраструктуру в свои продукты и деловые операции.

Соединенные Штаты Америки являются одним из самых мощных поставщиков программного обеспечения. Наиболее важные разработки ведутся в Кремниевой долине – город Сан-Франциско штат Калифорния. Это крупнейший технологический центр с большой плотностью высокотехнологичных компаний, связанных с разработкой и производством компьютеров и их составляющих, особенно микропроцессоров, программного обеспечения, устройств мобильной связи. Наиболее известные из них: Microsoft Corporation, Apple, Google, Android, IBM, Oracle.

Разработка программного обеспечения — это род деятельности (профессия) и процесс, направленный на создание и поддержание работоспособности программного обеспечения, используя технологии и практики из информатики, управления проектами, математики, инженерии и других областей знания. Как и другие, традиционные инженерные дисциплины, разработка программного обеспечения имеет дело с проблемами стоимости и надёжности. Некоторые программы содержат миллионы строк исходного кода, которые, как ожидается, должны правильно исполняться в изменяющихся условиях. [2]

Сложность ПО сравнима со сложностью наиболее сложных из современных машин. На протяжении нескольких десятилетий стоит задача поиска повторяемого, предсказуемого процесса или методологии, которая бы улучшила продуктивность и качество разработки. Одни пытались систематизировать и

формализовать этот, по-видимому, непредсказуемый процесс. Другие применяли к нему методы управления проектами. Без четкого управления, разработка ПО выходит из-под контроля, забирая лишнее время и средства.

Программное обеспечение, которое разрабатывается специалистами, требует все больше системных ресурсов и мощных компьютеров. В связи с этим пользователям приходится, или постоянно модернизировать свои ПК, или же приобретать новое оборудование. Нужно понимать, что сам по себе компьютер без загруженного в его память программного обеспечения является не более чем набором бесполезных элементов. Следовательно, качество программного обеспечения играет самую важную роль в работоспособности любого ПК.

Ведущие It-компании, включая телекоммуникации, финансовые услуги, производство электроники и предоставление инфраструктуры для ведения электронного бизнеса - ищут способы повысить экономическую эффективность разработки ПО, которая усложняется с каждым днем. От групп разработчиков требуется создание приложений, обладающих более сложными функциями, чем когда-либо. Им приходится связывать между собой более разнообразные и сложные аппаратные и программные ресурсы. И они вынуждены это делать, испытывая наиболее острую нехватку талантливых опытных программистов.

По словам компании IBM Rational: «Для достижения успеха в новых экономических условиях, группы по разработке ПО должны учитывать два основных фактора – скорость и качество.

Значительно выросли требования, предъявляемые разработчикам по скорости выпуска приложений на рынок. Обусловленная рыночная новизна и конкурентоспособность значительно зависят от скорости развертывания нового программного обеспечения, сроки разработки приобретают особую значимость для бизнеса. Неспособность ускорить процесс разработки приводит к потере важного удобного момента и проигрышу более проворным конкурентам.

Раньше, когда приложения создавались только для внутренних нужд, небольшие недостатки ПО могли разве что задержать проект, не более того. Сегодня программное обеспечение затрагивает каждую связь в цепи поставки. Ошибки могут привести к снижению прибыли и безвозвратной потере клиентов и вызвать падение курса акций компании. Ставки в этой чрезвычайно открытой среде очень высоки, поэтому группы разработки должны постоянно создавать программы, которые способны круглосуточно и ежедневно удовлетворять потребности рынка» [3].

Быстрый выход на рынок, устойчивая культура новаторства и улучшенное обслуживание клиентов - вывели IT-компании по разработке ПО на ведущие позиции на мировом рынке.

Рейтинг BrandZ, один из самых авторитетных в мире и Financial Times британская исследовательская компания Millward Brown Optimor, представили пятерку лидеров it – компаний 2012 года и их стоимость.

1. Apple, $222,12 млрд

Позиция Apple не изменилась: в прошлом году компания тоже была на 1-м месте. За год бренд Apple подорожал на 19%: лучший результат в первой десятке. Исходя из стоимости акций, 26 сентября 2012 года Apple стала самой крупной ИТ-компанией мира, потеснив Microsoft.

2. Microsoft, $219,18млрд

Бренд подешевел за год на 2%

3. IBM, $216 млрд

За год компания поднялась на одну строчку

4. Google, $208 млрд

Серебряный призер прошлого года уступил свое место IBM, подешевев на 3%.

5. Oracle $ 171 млрд

Бренд подорожал на 3 %. [5]

Компания Apple, производитель компьютеров Mac, плееров iPod, смартфонов iPhone и планшетов iPad, стала самой дорогой ИТ-компанией в мире, обогнав по рыночной капитализации лидеров по разработке ПО Microsoft. По прогнозам аналитиков, в скором времени ее может потеснить компании Google, бизнес которой только набирает обороты.

Разработка программного обеспечения стала определяющим фактором конкурентоспособности IT- компаний на рынке.

Два основополагающих требования - быстрый выход на рынок и особенно высокое качество - определяют суть "парадокса разработки ПО". Дистрибьютор, пытающийся расширить сферу своего электронного бизнеса, производитель электроники, пытающийся дифференцировать свои продукты по нишам рынка, поставщик инфраструктуры, пытающийся предложить услуги следующего поколения, - все они должны постоянно и быстро создавать высококлассное программное обеспечение.

Компании, успешно решившие этот парадокс разработки ПО, могут значительно повысить эффективность своего бизнеса многими способами: лучше обслуживать клиентов, создавать более качественные продукты, быстрее адаптироваться к изменениям технологического ландшафта и сэкономить средства за счет более разумного распределения человеческих и финансовых ресурсов.

Поскольку лидирующие компании приняли сущность программного обеспечения, как основного фактора конкурентоспособности, ключом к получению лучших итоговых результатов является повышение экономической эффективности разработки ПО с помощью более совершенных инструментов и процессов вместе с расширением возможностей существующих сотрудников.

За 20 лет общения с заказчиками, занимающимися созданием сложных программных систем, компания Rational определила набор основных принципов, ведущих к созданию успешного программного обеспечения, такие как : итеративная разработка программного обеспечения, управление требованиями,

использование компонентных архитектур, программы визуального моделирования, постоянный контроль качества, контроль изменений программного обеспечения. Эти оптимальные методики сформулированы в процессе Rational Unified Process - наиболее всеобъемлющей и эффективной общей структуре оптимизации рентабельности разработки ПО. Rational Unified Process является процессом разработки ПО на основе Web, который предоставляет всем членам проектной группы описания оптимальных методик создания ПО. Ведущие мировые компании признали эффективность этих методик и их значение для решения повседневных вопросов разработки ПО. Rational Unified Process был принят такими компаниями, как IBM, Microsoft, Oracle, Sun Microsystems, Ernst and Young и многими другими.[3]

В современной цифровой экономике эффективная разработка программного обеспечения в процессе использования основных принципов, внедрения новых технологий и конкурентоспособности выводит передовые IT-компании на ведущие позиции на мировом рынке.

Разработка программного обеспечения перспективная сфера развития высоких технологий, которая никогда не потеряет свои позиции на мировом рынке. В ближайшем будущем разработчики ПО представят «самооптимизирующуюся, самонастраиваемую, самовосстанавливающуюся» операционную систему, сходной по устройству с автономной нервной системой человека. [4]

Будущее за пятым поколением компьютеров, которое позволяет решать еще более сложные системные задачи, известные под названием «искусственный интеллект».

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РОЛЬ СТИВА ДЖОБСА В РАЗВИТИИ КОМПЬЮТЕРНЫХ ТЕХНОЛОГИЙ

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«Мы находимся здесь, чтобы внести свой вклад в этот мир. А иначе, зачем мы здесь»?

Примечательной тенденцией развития современной жизни является нарастание интереса к проблематике развития инновационных технологий. Разработка и внедрение новейших компьютерных технологий, создание нового технологического уклада в постиндустриальном обществе играют особую роль. Стив Джобс - американский предприниматель, дизайнер и изобретатель был одним из первых людей, который осознал всю важность вклада усилий в развитие IT- индустрии.

«Есть только один способ проделать большую работу - полюбить её. Если вы к этому не пришли, подождите. Не бросайтесь за дело. Как и со всем другим, подсказать интересное дело вам поможет собственное сердце». Важно, ко всему подходить с большой любовью, к делу, к профессии, к своим обязанностям. Таков был жизненный сценарий Стива Пол Джобса. Исполнительный директор корпорации Apple Inc Стив Джобс - яркая фигура в компьютерной индустрии. Человек, который определил ее развитие на совершенно новом уровне. Философия его успеха выражена в сентенции: «Инновация отличает лидера от догоняющего».

Первым шагом к достижению успеха Джобса стало создание одной из крупнейших американских корпораций - Apple Inc. Изначально компания Apple Computer основывалась в 1976 году тремя людьми, но третий соучредитель вскоре продал свои акции (10%) за 800 долларов. Сегодня эти 10% стоят 540 млн. долларов. Однако компания стала одной из немногих в отрасли, быстро завоевавших рынок. Таким образом, Стив Джобс постепенно становится основателем компьютерной индустрии.

Одним из первых его достижений является создание персонального компьютера Apple I. Apple I многими признаётся как первый в истории компьютер, поставлявшийся производителем в готовом виде — ведь другие компьютеры того времени, попадали на рынок в виде наборов, которые предстояло собирать розничному продавцу или конечному покупателю.

В дальнейшем под руководством Джобса сотрудники Apple занялись созданием персонального компьютера Apple II. Появившийся в 1977 году Apple II предлагал пользователям интегрированную клавиатуру, цветную графику, звук, пластиковый корпус, восемь слотов расширения и два дисковода. Это было настоящей компьютерной революцией. Модель Apple II была настолько удачна, что продавалась до 1990 года [2].

Принято считать, что Apple II раз и навсегда открыл широкую дорогу перед новой индустрией — производством персональных компьютеров.

Несмотря на то, что к концу 1990-х годов дела Apple резко ухудшались, а к 1997 году убытки за два года составляли $1,86 млрд, Джобс смог к концу 1997 года исправить ситуацию и поднять цены на акции Apple. С 2001 года заметен рост прибыли компании и спрос на продукцию. Так, в 2012 году Apple стала самой дорогой компанией в истории: акции Apple достигли своего максимума — $705,07, капитализация составила $662,09 млрд.

Еще одним немаловажным достижением стала модель компьютера Apple III, вышедшая 19 мая 1980 года. Apple III являлся кардинальной переработкой компьютера Apple II, ориентированной на бизнес, а Apple II предполагалось перепозиционировать как младшую модель, любительский компьютер для дома. Маркетологи выяснили, что бизнесмены, приобретая Apple II для работы, как правило, докупали к компьютеру две дополнительные платы расширений, позволяющие работать с масштабными таблицами. Было решено поставлять всё вместе, в одном корпусе. При этом габариты и форма корпуса были жёстко заданы Джобсом, и он не позволил их изменять, так же как и устанавливать вентиляторы — проблема теплоотвода решалась за счет тяжёлого алюминиевого корпуса. Однако быстро выяснилось, что в режиме Apple III компьютеры работают нестабильно: постоянно выходят из строя из-за перегрева, чрезмерной плотности компонентов на монтажной плате и плохих коннекторов. Кроме того, на рынке практически не было качественных программ для Apple III.

В начале 1981 года Джобс возглавил проект Macintosh. В это же время был разработан компьютер Apple Macintosh – первый массовый компьютер с системой управления GUI (уникальный графический интерфейс, управление которым осуществлялось с помощью мыши). В итоге заслугой Джобса Mac стал одним из самых успешных проектов Apple. Считается даже, что компания Microsoft позаимствовала некоторые идеи у этой графической системы, потому что именно она разрабатывала ПО для компьютеров Apple и первых Mac. Но из-за нежелания компании Apple лицензировать свои разработки, лидерство на рынке в конце 80-х-начале 90-х досталось Microsoft.

Следующим шагом к достижению успеха Джобса стал выпущенный в 1998 году компьютер iMac, который принес прибыль в размере 309 млн. долларов. iMac стал самым быстро продаваемым компьютером в истории Apple. Успех iMac G3 способствовал популяризации интерфейса USB среди производителей периферии, о чём свидетельствует тот факт, что многие ранние USB-устройства были сделаны из полупрозрачного пластика, чтобы соответствовать дизайну нового компьютера от Apple. Последующие модели «линейки» iMac включали в себя LCD-дисплеи, но концепция моноблока и традиции неожиданного, новаторского дизайна были сохранены. В частности, в основе iMac G4 , представленного в январе 2002 года, лежала идея подсолнуха, с одной стороны, а с другой — этот компьютер с монитором на подвижном шарнире снова напоминал настольную лампу.

Ключевые позиции, которые занимают персональные компьютеры в век информации – это заслуга Джобса. ПК по праву можно назвать одной из величайших инновационных технологий второй половины XX века. Стив Джобс войдет в историю как один из инноваторов, ответственных за ее развитие. Это стало возможным благодаря его воинственной воле. Его стремление познать себя и стать «хозяином положения» явились решающим фактором успеха.

Также, корпорация поменяла своё название Apple Computer на Apple, что говорило о расширении линейки корпоративных продуктов. Действительно, в 2001 вышел цифровой плеер iPod. С выпуском iPod компания Apple стала крупным игроком музыкальной индустрии. Компания выпускала различные вариации плеера: с жёстким диском и флеш-памятью, с возможностью воспроизведения видео, с сенсорным экраном и вообще без него. Последний вариант был предложен Джобсом в ходе последовательной миниатюризации устройства .70% рынка цифровых плееров сегодня занимают именно iPod, и конкурентов в данный момент у них нет.

На конференции MacWorld Expo 9 января 2007 года Стивом Джобсом был впервые анонсирован iPhone - смартфон, который совмещает в себе функциональность плеера iPod, коммуникатора и интернет-планшета. Работают под управлением операционной системы Apple iOS, представляющей собой упрощённую и оптимизированную для функционирования на мобильном устройстве версию Mac OS X.

27 января 2010 года Джобс провёл презентацию iPad. Джобс подавал iPad как недостающее звено между смартфоном и лептопом, как «правильную» альтернативу нетбуку. По некоторым данным, это был самый успешный запуск потребительского продукта в истории. На iPad работали большинство приложений для iPhone, последовал бум создания множества приложений для iPad сторонними и частными разработчиками. К iPad прикладывалась бесплатная программа для чтения электронных книг iBooks, был открыт магазин iBookstore, конкурирующий с Amazon.

2 марта 2011 года прошла презентация iPad 2 (более усовершенствованной модели iPad).

В некотором смысле, интернет-планшет - это действительно огромный iPhone и, таким образом, это не совсем новое устройство. Интернет-планшет удобен для потребления информации, то есть, просмотра фотографий, Интернета, фильмов, работы с электронной почтой, чтения книг.

К чему же привели достижения Стива Джобса?

- ✓ Создание компьютерной, телефонной и музыкальной индустрии положило новое начало к развитию современным инновационным технологиям.
- ✓ Американская корпорация Apple является лидером на рынке мобильных устройств. Компания дала возможность людям общаться по всему миру без проблем и ограничений.
- ✓ В Apple Shop работает более 30 000 сотрудников [5].

✓ Благодаря iTunes, App Store и iCloud компания Apple в корне поменяла традиционную модель потребления дисков CD, DVD и DVD-ROM для хранения музыки, фильмов и данных. С появлением iBookstore и Киоска Apple совершила переворот на рынке книг, газет и журналов. В итоге стало возможным хранение огромного количества информации.

Тем самым Стив Джобс внес огромный вклад в IT-индустрию, открыв широкие возможности обществу: удобное хранение, передача, обработка информации. Огромное количество людей отмечают, что Джобс сыграл важную роль в развитии компьютерных технологий. Он дал толчок к созданию новых идей, новых инноваций в компьютерной индустрии. Джобс стал настолько популярным, что о нем снимают фильмы и пишут книги. Даже после его смерти финансовые показатели компании удивляют: выручка составляет 46,4 миллиарда долларов, чистая прибыль — 13 миллиарда долларов, прибыль на акцию — 13,9 доллара [4].

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INDUSTRIAL ROBOTS PECULIARITIES

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Modern industrial robots are true marvels of engineering. It is desirable to note that robots have revolutionized the industrial workplace. Thousands of manufacturers rely on the productivity, high-performance, and savings provided by modern-day industrial automation.

According to the definition of robotics, it is the branch of technology that deals with the design, construction, operation, and application of robots, as well as computer systems for their control, sensory feedback, and information processing. These technologies deal with automated machines that can take the place of humans in dangerous environments or manufacturing processes, or resemble humans in appearance, behavior, and/or cognition. Today, robotics is a rapidly growing field, as

technological advances continue; research, design, and building new robots serve various practical purposes, whether domestically, commercially, or militarily.

It must be mentioned that an industrial robot is an automatically controlled, reprogrammable, multipurpose manipulator designed to both manipulate and transport parts, tools, or specialized manufacturing implements through programmed motions for the performance of specific manufacturing tasks. Simply speaking, an industrial robot is a robot which is utilized in industrial settings. In order to be officially considered an industrial robot, the robot must be capable of moving in three or more axes, usually with the use of an articulated arm which allows a full range of motion. It must also be automatically controlled, and it is reprogrammable.

George Charles Devol is often called the father of robotics. He invented the first industrial robot, the Unimate, in 1954 intended to transfer objects from one point to another, less than a dozen feet or so apart. Today there is a vast number of typical applications of industrial robots. A classic use of industrial robots appears on assembly lines, where the robots put products together, check products to make sure that they conform to standards, and package products. Some assembly lines are totally automated, with robots doing all of the work from start to finish. Robots can also be involved in welding, painting, ironing, assembly, pick and place, palletizing, product inspection, and testing, all accomplished with high endurance, speed, and precision.

Depending on the type of robot and the application, the mechanical structure of a robot can be divided into two parts: the main manipulator and a wrist assembly. The manipulator will position the end effectors while the wrist will control its orientation.

Depending on specifications, there are several basic types of industrial robots commonly used:

1. Nonservo robots.

They are used to move and place objects; it can pick up an object, transport the object and place it down);

2. Servo robots

They feature a wider range of capabilities due to the presence of manipulators and effectors, robotic appendages that function as the arms and hands of the robot, granting it increased flexibility and greater movement

3. Programmable robots.

They can store commands in a database, meaning it can repeat a task a pre-determined number of times.

4. Computer programmable robots.

They are essentially a servo robot that can be controlled remotely, via a computer.

In terms of robotic movement capabilities, there are several robotic configurations, but only five configurations are commonly used in industrial robotics:

1. Polar: in a polar configuration, the robotic arm is connected to the base via a twisting joint. The arm’s links are connected through a combination of rotary and linear joints. The work area is spherical in shape.

2. Cylindrical: The linear extending arm can be moved vertically up and down around a rotating column.

3. Cartesian: A cartesian configuration, also called rectilinear, can move along three axis (x, y and z); the work area is therefore square. The arm links in this configuration are connected via linear joints.

4. Vertically Articulated: A vertically articulated configuration, also called jointed arm, involves connecting the jointed arm of a robot to the robot via a twisting joint. Because each link in the arm is connected by rotary joints, the robotic arm appears jointed.

5. SCARA (Selective Compliance Assembly Robot Arm): This type of configuration features two horizontal joints and a cylindrical work area. It is not intended for work in multiple planes, but rather precision within one plane.

Automation has dramatically altered factories across the globe. Modern industrial robots offer multiple advantages. They have single-handedly transformed products, facilities, and companies. Recent developments have made industrial robots more user-friendly, affordable, and intelligent than ever before. Among advantages of industrial robots are:

1. Quality/Accuracy/Precision: Many industrial robots are in the form of a robotic arm. Due to its mechanical nature and computerized control, a robotic arm can carry out a repetitive task with great precision and accuracy, thus providing improved, consistent product quality. This would apply to quite a variety of production line tasks, like welding, assembling a product, spray painting, or cutting and finishing.

2. Production: With robots, throughput speeds increase, which directly impacts production. Because an automated robot has the ability to work at a constant speed without pausing for breaks, sleep, vacations, it has the potential to produce more than a human worker. Another aspect of efficiency is that robots can be mounted from the ceiling and have no problem with working upside down. This can lead to a savings in floor space.

3. Safety: There are a number of tasks that are too dangerous, too exposed to toxins, or just plain too dirty for humans to conveniently do them. These are ideal robotics tasks. This includes tasks as simple as spray painting, because there is no need to worry about the robot inhaling the paint fumes! It also includes such daunting tasks as defusing bombs and such dirty tasks as cleaning sewers.

4. Savings: Robots save time by being able to produce a greater magnitude of products. They also reduce the amount of wasted material used due to their accuracy. Robots save companies money in the long run with quick ROIs (return on investment), fewer worker injuries (reducing or eliminating worker's comp), and with using less materials.

Disadvantages come along with the advantages. In spite of the very useful set of advantages of robotics discussed above, there are some tasks for which human beings are better suited than robots. For example:

1. Robots are not suited for creativity or innovation;

2. Robots are not capable of independent thinking;
3. They are not good at learning from their mistakes;
4. Robots are not as suitable for making complicated decisions;
5. Robots can't as readily adapt quickly to changes in the surroundings.

Human beings are needed for these types of tasks, so there is hope that we will not become superfluous in a world dominated by robots at some point in the future

Finally, it goes without saying, the 21st century witnessed robots to have change the structure of society and allowed for safer conditions for labor. Industry has benefited drastically from the expanse of a robotic work force. Automated machines have taken over the duties of dangerous and mundane jobs from humans, allowing greater productivity. Robots' main position in society is in a capacity to assist humans by taking on the jobs that are dirty, dull or dangerous. Beyond the factory floor, robots have been instrumental in space exploration and performing other tasks that would be impossible for humans to accomplish.

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INTERNET FROM A TO Z

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It is a network of networks that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic, wireless and optical networking technologies. The Internet carries an extensive range of information resources and services, such as the inter-linked hypertext documents of the World Wide Web (WWW) and the infrastructure to support email.

The Internet has enabled and accelerated new forms of human interactions through instant messaging, Internet forums, and social networking. Business-to-business and financial services on the Internet affect supply chains across entire industries.

The origins of the Internet reach back to research of the 1960s, commissioned by the United States government in collaboration with private commercial interests to

build robust, fault-tolerant, and distributed computer networks. The funding of a new U.S. backbone by the National Science Foundation in the 1980s, as well as private funding for other commercial backbones, led to worldwide participation in the development of new networking technologies, and the merger of many networks. The commercialization of what was by the 1990s an international network resulted in its popularization and incorporation into virtually every aspect of modern human life.

Many computer scientists describe the Internet as a "prime example of a large-scale, highly engineered, yet highly complex system". The Internet is heterogeneous; for instance, data transfer rates and physical characteristics of connections vary widely. The principles of the routing and addressing methods for traffic in the Internet reach back to their origins in the 1960s when the eventual scale and popularity of the network could not be anticipated. Thus, the possibility of developing alternative structures is investigated. The Internet structure was found to be highly robust to random failures and very vulnerable to high degree attacks.

The Internet operates without a central governing body. However, to maintain interoperability, all technical and policy aspects of the underlying core infrastructure and the principal name spaces are administered by the Internet Corporation for Assigned Names and Numbers (ICANN), headquartered in Marina del Rey, California. ICANN is the authority that coordinates the assignment of unique identifiers for use on the Internet, including domain names, Internet Protocol (IP) addresses, application port numbers in the transport protocols, and many other parameters. ICANN is governed by an international board of directors drawn from across the Internet technical, business, academic, and other non-commercial communities.

The Internet can be accessed almost anywhere by numerous means, including through mobile Internet devices. Mobile phones, datacards, handheld game consoles and cellular routers allow users to connect to the Internet wirelessly.

Educational material at all levels from pre-school to post-doctoral is available from websites. Examples range from CBeebies, through school and high-school revision guides, virtual universities, to access to top-end scholarly literature through the likes of Google Scholar. For distance education, help with homework and other assignments, self-guided learning, whiling away spare time, or just looking up more detail on an interesting fact, it has never been easier for people to access educational information at any level from anywhere.

Content management systems allow collaborating teams to work on shared sets of documents simultaneously without accidentally destroying each other's work. Business and project teams can share calendars as well as documents and other information. Such collaboration occurs in a wide variety of areas including scientific research, software development, conference planning, political activism and creative writing.

The Internet allows computer users to remotely access other computers and information stores easily, wherever they may be. This is encouraging new ways of working from home, collaboration and information sharing in many industries. An

accountant sitting at home can audit the books of a company based in another country, on a server situated in a third country that is remotely maintained by IT specialists in a fourth.

Internet telephony is another common communications service made possible by the creation of the Internet. VoIP stands for Voice-over-Internet Protocol, referring to the protocol that underlies all Internet communication. Voice quality can still vary from call to call, but is often equal to and can even exceed that of traditional calls. Remaining problems for VoIP include emergency telephone number dialing and reliability. Currently, a few VoIP providers provide an emergency service, but it is not universally available.

Common methods of Internet access in homes include dial-up, landline broadband (over coaxial cable, fiber optic or copper wires), Wi-Fi, satellite and 3G/4G technology cell phones. Public places to use the Internet include libraries and Internet cafes, where computers with Internet connections are available. There are also Internet access points in many public places such as airport halls and coffee shops.

The spread of low-cost internet access in developing countries has opened up new possibilities for peer-to-peer charities, which allow individuals to contribute small amounts to charitable projects for other individuals. Websites such as DonorsChoose and GlobalGiving allow small-scale donors to direct funds to individual projects of their choice.

A popular twist on internet-based philanthropy is the use of peer-to-peer lending for charitable purposes. Kiva pioneered this concept in 2005, offering the first web-based service to publish individual loan profiles for funding. Kiva raises funds for local intermediary microfinance organizations which post stories and updates on behalf of the borrowers. Lenders can contribute as little as $25 to loans of their choice, and receive their money back as borrowers repay.

In Norway, Denmark, Finland, and Sweden, major Internet service providers have voluntarily, possibly to avoid such an arrangement being turned into law, agreed to restrict access to sites listed by authorities. Many countries, including the United States, have enacted laws against the possession or distribution of certain material, such as child pornography, via the Internet, but do not mandate filtering software.

А.А. Лопатина

JAVASCRIPT IN THE MODERN WORLD OF IT

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JavaScript is a prototype-based scripting language that is dynamic, weakly typed, and has first-class functions. JS is mostly used as an embedded language for programmatic access to the application site. It’s widely used in browsers as a

scripting language to make interactive Web pages. Modern JavaScript is the same as ever - solid, reliable, and incredibly powerful programming language.

The development of JavaScript has been gradual and permanent. Over the past decade, the perception has changed from a simple JavaScript to a well-respected programming language used worldwide by corporations and developers to create great apps.

JavaScript is a language assistant in the creation of applications that run on the client-side. These applications run a browser on your computer. Programs (also called scripts) are handled in JavaScript interpreter that is integrated into the browser. JS is not only used to create web applications, but also in the browser-based operating systems (Indra Desktop Web OS, IntOS), server applications, mobile applications, widgets, office applications (Microsoft Office, OpenOffice.org). JavaScript is also rich in various libraries, frameworks and other technologies. Consider, perhaps, the most popular ones.

AJAX (Asynchronous JavaScript and XML)

AJAX-technology provides an approach to building interactive user interfaces, web applications. As a result, the data is refreshed, web page is not reloaded completely and web applications become faster and more convenient.

jQuery

jQuery is the library of JavaScript. It focuses on the interaction between JavaScript and HTML. The jQuery library makes it easy to access any DOM element, refer to the attributes and DOM elements content and manipulate them. Also the jQuery library provides a convenient API (application programming interface) for working with AJAX.

jQuery includes the following features:

- DOM element selections using the multi-browser open source selector engine Sizzle, a spin-off out of the jQuery project
- DOM traversal and modification (including support for CSS 1-3)
- DOM manipulation based on CSS selectors that uses node elements name and node elements attributes (id and class) as criteria to build selectors
- Events
- Effects and animations
- AJAX
- Extensibility through plug-ins
- Utilities such as user agent information, feature detection
- Compatibility methods that are natively available in modern browsers but need fall backs for older ones.
- Multi-browser (not to be confused with cross-browser) support.

Underscore

Underscore is the library of JavaScript, which implements additional functionality for working with arrays, objects and functions initially missing in JavaScript, but having analogues in other languages. The library can delegate calls if some functionality is implemented by developers of browsers.

Flight.js

Today, the developers of Twitter present their own framework. Flight is a lightweight component of JavaScript framework. Its components describe the behavior of elements on the page. In fact, you have probably seen Flight in action, because Twitter is using it for their applications. You can see the demonstration of the framework in the form of a simple e-mail client (code on github).

Backbone.js

Backbone.js gives a structure to web applications by providing models with key-value binding and custom events, collections with the rich API of enumerable functions, views with declarative event handling, and connects it all to your existing API over a RESTful JSON interface.

Node.js

Node or Node.js is a server implementation of the programming language JavaScript, based on the engine V8. It's designed to create a scalable distributed network applications such as web server. The purpose for using Node.js is similar to the frameworks in Python Twisted and EventMachine in Ruby. Unlike most software in JavaScript, this frame is not executed in the client browser, but on the server-side.

The mentioned frameworks and libraries are not the whole list of diversity and the opportunities of the modern JavaScript offers.

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СЕКЦИЯ «НАУЧНЫЕ ИССЛЕДОВАНИЯ В ПРОФЕССИОНАЛЬНОЙ ДЕЯТЕЛЬНОСТИ»

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ADVERTISING WAR: MCDONALDS VS. STARBUCKS

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Comparing Starbucks and McDonald's may not seem to make sense at first, but the two chains actually have a lot in common--namely, they both have big advertisement campaign.[1] McDonalds and Starbucks are direct competitors in the coffee market these days, too. McDonald's used to get cheap fast food and started offering espresso drinks a few years ago (McCafe coffee line in the US). Likewise, the coffeehouse chain Starbucks added more hot breakfast items and heated sandwiches to their menus. Both companies offer gourmet coffee drinks, food and snacks, and free wi-fi - but the atmosphere, prices and the taste are different. It can be said that Starbucks had better start viewing the fast food chain as a serious rival.

Many people see these two chains as polar opposites — one designed as a comfortable living room where customers could get a decent coffee drink and read their newspapers; the other, a riot of plastic-and-vinyl booths and bright fluorescent lighting where meals are counted in billions served. Is it really possible for these two worlds to collide?

At first let’s have a look at the brands themselves.

McDonald's is the largest fast food chain in the world, operating in 119 countries and serving over 58 million customers every day. It is based in San Bernardino, California and was launched on May 15, 1940. Their usual menu includes hamburgers, chicken sandwiches, French fries, salads, soft drinks and desserts. The company launched a campaign called Unsnobby Coffee back in 2008 when they started expanding in the coffee market. The aim was to offer delicious gourmet retail coffee at a lower price than the competition. McDonald's added espresso machines to thousands of their locations, and rolled out aggressive ad campaigns for their new coffee offerings.

Starbucks is the largest international coffeehouse chain in the world, with about 17,000 stores in over 40 different countries. It is based in Seattle, Washington and was launched on March 30, 1971. Starbucks menu includes various coffee drinks, teas, hot breakfast items, salads, pastries, sandwiches, fruit and more. The aim of the company seems to be providing a place where people come to have a coffee, read a newspaper or browse the net using the free WiFi. However, after the latest McDonald's company with coffee Starbucks has lost some of their target market.

Now let’s focus on their advertising campaigns and compare them.

McDonald's has rolled out premium coffee. It's been a big hit, and it is growing by leaps and bounds. During the first quarter, sales of "specialty coffees" increased 17% from a year earlier. McDonald's could evolve into Starbucks' fiercest rival in the specialty coffee segment.

This puts Starbucks in a quandary. It's got to be careful not to cheapen its brand, yet it needs to respond to this challenge from McDonald's.

Starbucks Game Plan

- Maintain or enhance coffee shop sensory experience.
- Use advertising to emphasize the sensory advantage.
- Use advertising to avoid commoditization: superior quality through worldwide bean sourcing, coffee roasting expertise, etc.

McDonald’s Game Plan

- Increase commoditization with taste tests like those at Consumer Reports.
- Emphasize convenience and price.
- Exploit full menu advantage.
- Improve in-store sensory experience.

For comparison of their popularity on the Internet, we should refer to respective websites. Starbucks' website has 8.3% more female visitors than the McDonald's site does. While McDonalds.com visitors are about 18-to-34 age range, Starbucks owns the 35-to-44-year-old group. There's also a clear income gap between the two: McDonald's visitors earn less than $60,000 per year; Starbucks customers earn over $60,000. [2]

And, of course, we need to have a look at the statistics in Social Media Marketing (January, 2013). [3] Companies are actively promoting by Internet. SMM is most active and developing in the world of advertising.

Facebook likes: McDonald’s - 33,481,240 Fans, Starbucks - 26,993,917 Fans;

Twitter Followers: McDonald’s - 934,325 Followers, Starbucks - 3,349,993 Followers;

Pinterest: McDonald’s - 1,615 Followers, Starbucks - 69,902 Followers.

Summing up, I think that these companies appeal to two different types of customers. There’s place for both McDonald’s and Starbucks to be successful in selling coffee. This isn’t something where one is going to be completely victorious over the other.

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VIRAL MARKETING

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Viral marketing, viral advertising, or marketing buzz are buzzwords referring to marketing techniques that use pre-existing social networks and other technologies to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of viruses or computer viruses.

It is a type of word-of-mouth advertising. And while word-of-mouth advertising has been around for quite some time, information technology has enhanced the proficiency and effectiveness of an individual's ability to spread a message to others to the point where if successful viral messages have the ability to be viewed exponentially. The messages objectives are typically aimed at creating exposure and influence in an effort to increase brand awareness or to achieve other marketing related goals such as increased sales. Viral marketing is a fairly new phenomenon, and has only existed on the Internet for about a decade now.

Viral marketing can be enhanced by the network effects of the Internet and mobile networks. Viral marketing may take the form of video clips, interactive Flash games, advergames, ebooks, brandable software, images, text messages, email messages, or web pages. The most common utilized transmission vehicles for viral messages include: pass-along based, incentive based, trendy based, and undercover based. However, the creative nature of viral marketing enables an "endless amount of potential forms and vehicles the messages can utilize for transmission", including mobile devices.

The ultimate goal of marketers interested in creating successful viral marketing programs is to create viral messages that appeal to individuals with high social networking potential (SNP) and that have a high probability of being presented and spread by these individuals and their competitors in their communications with others in a short period of time.

The term "VRL marketing" has also been used pejoratively to refer to stealth marketing campaigns—the unscrupulous use of astroturfing online combined with undermarket advertising in shopping centers to create the impression of spontaneous word of mouth enthusiasm.

Viral marketing can either target a specific group of consumers, or broad audiences. The content of viral messages typically utilizes humor, entertainment, edgy/trendy, sexual, or other related attention grabbers that will entice individuals to view and share the message.

According to Ralph Wilson Doctor of Science, the six elements of a viral marketing strategy include: “gives away products or services, provides effortless transfer to others, scales easily from small to very large, exploits common motivations and behaviors, utilizes existing communication networks, and takes advantage of others resources”. However, Wilson states that “a viral marketing strategy need not contain ALL these elements, but the more elements it embraces; the more powerful the results are likely to be”. The benefits of viral marketing can be vast if utilized effectively. Some of the benefits include: low cost, far reach, and high credibility. Some of the disadvantages include: failed campaign, lack of control, and message misinterpretations.

In the late 1990’s, Hotmail.com was one of the first businesses to achieve a great deal of success using viral marketing, and is now referred to as “the classic example of viral marketing”. “Hotmail was able to sign up 12 million users in 18 months by inserting the tagline “Get your free e-mail at Hotmail” at the bottom of every e-mail sent out by its customers”. At the time this was historically the fastest growth of any user based media company. By the time Hotmail reached “66 million users”, the company was establishing “270,000 new accounts each day”.

Today, a decade after Hotmail’s success, as more and more businesses are having trouble reaching consumers through traditional advertising, many of them have turned to alternative marketing methods such as viral marketing. Some of these companies had success while others have failed. Research conducted by Millward Brown concluded that “fewer than one in six video ads achieve high viral viewing”. A few of the successful blue chip companies have included: Old Spice, Audi, Coke, E-Trade, and Google.

Old Spice’s latest viral marketing campaign which focused on promoting the company’s body wash gained widespread popularity, and has become one of the most famous viral marketing campaigns. How it worked was Old Spice collected fan questions and then created direct video responses to the questions featuring NFL player Isaiah Mustafa that were posted on Youtube.com. Latest figures state that the video responses “attracted over 35.7 million unique views”, and “sales of the body wash jumped by 55%” in the three months following the viral campaign.

The future of viral marketing currently remains uncertain, although, the possibilities and potential of this tactic of reaching and marketing to consumer groups are endless. Moreover, as more forms of communication are created by technology and more of the population maintains a presence online involved in social media interactions, so will the inventiveness of marketers as they attempt to permeate these networks. Furthermore, we can be certain that marketers will continue to attempt to achieve mass marketing success by utilizing consumers as vehicles for transmitting their viral messages.

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RUSSIA-USA: NATIONAL FEATURES OF PERCEPTION OF ADVERTISING

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The definition of PR appeared in the XX century. Despite the fact that PR there is a recently, it was widely adopted in the world, with each country PR and advertising are perceived differently.

PR is the formation of public opinion about a product, person, company, event, in order to establish a mutually beneficial relationship between an organization and the community.

There are many interpretations of the term, but in this article we are interested not in the definition, but in the fact how advertising and PR are perceived in different countries, namely Russia and America.

National characteristics, of course, have their effect on the perception of advertising. This is influenced by many factors, such as mentality, national consciousness, and psychological traits. To create effective advertising one should be aware of these features.

There are some general rules concerning the perception of advertising.

The effectiveness of advertising depends on the duration of attention, which results from an advertising message, and the power of the latter. Therefore, it is important to awaken the interest of a customer. Experts, who have studied the phenomenon of emergence of interest in the practice of advertising, have proven that it is formed when a person comprehends a product, its features, appearance and function. Attracting attention is focused on the manifestation of feeling, perception, memory, imagination, activation of consumers’ thinking.

In the perception of advertising an important role is played by the formation of the image, which affects the behavior of a buyer. The impact extent of advertising depends on the impact of its constituent parts, but in the end, people perceive advertising in accordance with the “kiss rule”. It says that all external sensations are reduced to simple and convenient forms: to understand something, the human brain breaks complex feelings into simple images.

A necessary component of perception of advertising is the emotions. Emotions and feelings evoke memories, thoughts. By addressing them advertising causes certain associations, produces certain ideas and stimulates the imagination.

Advertising affects motivational, emotional, behavioral spheres of human life. It is a powerful tool for sales and promotion of products on the market. But often, the settings used in advertising, clear to the U.S. population, may be not clear for the people of Russia. Consequently, the study of national peculiarities of advertising perception is of importance.

Advertising budgets stand at many millions of dollars in the West. The advertising market there is not only the industry, including a wide variety of businesses and organizations, the media, but also a tool providing serious psychological impact on the population, all aspects of its life.

American advertising texts make a consumer perceive a product as a symbol of success, which guarantees belonging to a select company of people and determines their uniqueness. They focus primarily on the interest to “purely masculine pursuits” (hunting, war, sports, cars), important social instincts (the spirit of competition, the concept of "the strongest wins," etc.) and many others. An American consumer wants to get the best of everything, but at reduced prices (sale - what a wonderful word!). He is confident in his own superiority and listens to the recommendations of authoritative persons.

Let’s have a look at Nike sportswear advertising as an example,. The company's slogan: “Just do it”. Nike advertising inspires athletic performance in sports, appeals not to search for excuses and obstacles. One of the strongest points is videos, “There can be no excuses” starring - Matt Scott, American paralympic basketball player. In the video Matt is sitting in an empty gym and playing with two balls, “ticking” all the alleged reasons that people use not to exercise - for example, “Now I can’t do it” and “I'm tired”. At the end of the video a viewer realizes that all these factors are listed by a person who, in spite of everything, plays sports and is successful at it.

Perfume and car advertising is especially luxurious. For example, the advertising of perfume “212VIP” says that if you have this fragrance - you are gorgeous and you are welcomed to any party.

Advertising in Russia hasn’t reached such a scale and such impact yet, but today it already uses widely advertising techniques and finished products developed by Western experts that should be studied and properly evaluated.

In Russia a consumer is focused on the perception of advertising texts which show pragmatism, for example: an appeal for joint activity, common purpose, prestige, state social support. This is due to the peculiarities of the Russian mentality. Russian texts, as opposed to American ones, address rather the images of a group activity, success and power than emotions, they are more rational, explain the merits of the goods. Russian consumer choice can be explained by the desire to achieve success, power, which is associated with a certain level of wealth and social stability.

A good example is the advertisement of the SberBank. The slogan “For 170 years we are always there”. The meaning of videos is that the bank has been serving its customers for 170 years, it is always ready to innovate, is reliable and time-tested.

The perception of advertising is a complex and multifaceted process. It is implemented through reflection and absorption of the advertising message and the formation of the image, which affects the mind, actions and behavior of a buyer.

Advertising in America makes a buyer accept goods as a symbol of success, uniqueness. The U.S. consumer buying a product needs to feel that he is the best. Advertising in Russia refers to joint activities, communication, a person should think of goods as a symbol of prestige and power.

As we can see, the national characteristics have a great impact on the perception. Thus, to create an effective advertisement it is necessary to study these features, as well as goals, desires and needs of consumers.

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HISTORY OF PUBLIC RELATIONS

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The earliest known example of "the communication of information to influence viewpoints or actions," is a clay tablet from 1800 BC, which told Babylonian farmers how to sow crops. In medieval Europe craftsmen guilds coveted their reputation and Lord Chancellors acted as mediators in England between rulers and subjects. Land promoters used exaggerated stories of grandeur to persuade English citizens to migrate to the New World in the 1600s. Exaggerated stories of Davy Crocket and the California Gold Rush were used to persuade the public to migrate West in the US and to fight the war against Mexico. But such understanding as the profession of public relations hasn’t existed yet.

The first appearance of the term "public relations" was in the 1897 Year Book of Railway Literature to persuade US consumers to use the new rail system. The first public relations agency was created in 1900 in Boston by three former journalists

under the name Publicity Bureau. So, public relations began to emerge as an identifiable industry in America only in the early part of the 20th Century. [History of public relations. URL: https://en.wikipedia.org/wiki/Public_relations#cite_note-lt-8].

From the mid-1800s onward there had been a rapid consolidation of wealth and power into the hands of big business resulting in systematic abuses of that power on their part. By the turn of the century trade unions began to emerge in order to protect workers. In time public opinion became highly sceptical of the new corporations and there were calls for stringent new regulations on corporate power. In this hostile climate of public opinion big business found itself in need of friendly propagandists. Stuart Ewen, author of "PR: A Social History of Spin", puts it thus: "corporate PR starts as a response to the threat of democracy and the need to create some kind of ideological link between the interests of big business and the interests of ordinary Americans." [Public Relations History: From the 17th to the 20th Century: The Antecedents. Scott M. Cutlip. 1995. C. 53-78.].

The practice PR was pioneered and shaped by men such as Ivy Lee and Edward Bernays. Lee was a journalist and a publicist before he distinguished himself as the first public relations counselor, who moved into handling press relations for Standard Oil and railroad companies. Up until then companies faced with a crisis, such as a railway accident, had tended to do their best to cover up accidents and problems, engendering an oppositional attitude and hostility from the press. Lee innovated by allowing journalists supervised access to accident scenes, defusing press hostility and in the process exercising some influence over coverage. He is known for his 1906 "Declaration of Principles" which called for honesty with the press and public.

Even in the early years however, PR practitioners were not above lying to promote their clients' interests. Ivy Lee famously handled public relations for the Rockefeller family after the Ludlow massacre of 1914, when 14 striking miners were shot dead by the National Guard who were working on behalf of John D. Rockefeller, the owner of the mine. The event provoked a national scandal. In spinning the Rockefeller line, Lee printed numerous falsehoods about striking miners, claiming that they had started fires and deliberately provoked the National Guard. According to Stuart Ewen, Lee quickly gained a reputation as a professional liar. In the 1930s Lee accepted work for the German Dye Trust to improve relations between Nazi Germany and America. He died with the accusation of being a Nazi sympathiser hanging over him.

Edward Bernays (quoted above) was another of the early PR men. He learnt his trade working at the Committee for Public Information, or the Creel Commission, Woodrow Wilson's pro-war propaganda outfit that coaxed the American public into supporting US involvement in World War One. After the war, Bernays opened his New York office in 1919 and worked for companies including Procter & Gamble, CBS, General Electric and Dodge Motors. Bernays, a nephew of Sigmund Freud, attempted to apply theories of social psychology to his work in mass communication. By contrast with Lee who claimed to be very open, Bernays was quite candid about the secretive and manipulative nature of his work and was expert in the use of third

party advocacy. Working for the manufacturers of Chesterfield cigarettes, he famously boosted sales of tobacco to women by persuading 1930s feminists to adopt smoking as a symbol of emancipation. [Pioneers of public relations. URL: http://faculty.buffalostate.edu/smithrd/PR/pioneers.htm].

But it wasn't until after World War Two that the PR industry really began to take off. Larger companies began to emerge from an industry dominated by individual consultants. Companies such as Hill & Knowlton and Burson-Marsteller crossed the Atlantic in the 1950s becoming the first PR transnationals and quickly assembled global networks of offices. For the first time it became possible to coordinate corporate propaganda in both the US and Europe.

In the sixties Hill and Knowlton again innovated by offering lobbying as a service to its clients. Within a few years its Washington DC office had multiplied its revenues many times and H&K began a string of acquisitions of other Washington lobbying companies. Now all of the major PR companies have a 'public affairs' or 'government relations' practice.

In recent decades the PR and advertising industries have begun to consolidate. A small number of large conglomerates, such as WPP Group and Omnicom, have been buying up the largest players and offering integrated corporate communications services. Only one of the top ten PR companies, Edelman PR Worldwide is still independent. [Today’s Public Relations: An Introduction. Chapter 2: History of Public Relationships. Robert L. Heath & W. Timothy Coombs. 2006. C. 24-31.].

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ÄGYPTISCHE PYRAMIDEN

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Ägyptische Pyramiden sind noch immer ein Mythos. Weltweit rätseln Wissenschaftler und Ingenieure, wie die monumentalen Bauten vor rund 4500 Jahren entstanden sind. Noch in den 1970er Jahren hielt Autor Erich von Däniken Außerirdische für die Urheber der Pyramiden. Solche pseudowissenschaftlichen Theorien hat die Forschung längst widerlegt. Trotzdem beherbergt der Wüstensand

und die meterdicken Mauern der Pyramiden noch genug Geheimnisse, um Generationen von Wissenschaftlern zu beschäftigen.

Verschlüsseltes Wissen

Würde ein reicher Mensch heute den Bau einer Pyramide in Auftrag geben, würden selbst die größten Bauunternehmer erst einmal schlucken: 2,6 Millionen Steinblöcke mit einem Mindestgewicht von 2,5 Tonnen pro Block. Aus den Steinbrüchen ganz Europas müssten die Brocken herangeschafft werden. Über ein halbes Jahrzehnt wäre der Unternehmer mit dem Bau beschäftigt.

Das nicht ganz ernst gemeinte Beispiel lässt erahnen, welch eine Herausforderung der Bau einer solchen Pyramide für Ingenieure und Arbeiter um 2550 vor Christi gewesen sein muss. 106 Pyramiden ziehen sich wie eine Kette durch Ägypten, doch ihre Königin ist die Cheops-Pyramide in Gizeh. Bevor die Außenverkleidung und Teile der Spitze geklaut wurden, war sie 146 Meter hoch und hatte eine Grundfläche von 53.000 Quadratmetern. In ihr liegt der Schlüssel zur gesamten ägyptischen Baukunst versteckt. Wenn die Forscher es schaffen, der Cheops-Pyramide ihre Geheimnisse zu entlocken, werden sich viele Lücken in der altägyptischen Geschichtsschreibung schließen lassen.

Eigentlich unmöglich

Der Bau der großen Cheops-Pyramide zu einer Zeit, als die Menschen im Vergleich zu heute nur einfache Hilfsmittel kannten, gleicht auch nach jahrzehntelanger Forschung noch immer einem Wunder." Vieles ist erstaunlich: Die Steinblöcke der Pyramide sind auf 0,2 Millimeter genau geschlagen. Gerade mal eine Rasierklinge würde zwischen die Steinreihen passen. Die Fundamente der Pyramide weichen nur maximal 16 Millimeter von der Horizontalen ab und das bei einer unteren Kantenlänge von rund 230 Metern. Auch die rechten Winkel der Ecken lassen Ingenieure heutiger Zeit vor Neid erblassen: Die Winkel sind so genau geschnitten, dass man selbst mit lasergestützten Messapparaten nicht genauer arbeiten könnte. Und all diese bautechnischen Meisterleistungen sollen von einem Volk stammen, das zum Zeitpunkt der Grundsteinlegung nach Meinung einiger Forscher noch nicht einmal die Vorzüge des Rades kannte?

Auf Baustelle

Für eine der scheinbar einfachsten Fragen haben die Forscher bislang keine Lösung gefunden: Wie konnten die Ägypter die Steine tranportieren und aufeinander schichten? Noch immer gibt es verschiedene Erklärungsansätze, die aber alle ihre Schwachstellen haben. Transportiert wurden die Steinblöcke wahrscheinlich auf hölzernen Schlitten.

Das größte Problem für die Architekten der Cheops-Pyramide waren wahrscheinlich die Granitsteine für die Königskammer. Jeder einzelne wiegt 50 Tonnen - zuviel, um ihn mit auch noch so vielen Arbeitern nach oben zu ziehen. Die erste Theorie geht davon aus, dass die Ägypter eine Rampe gebaut haben, die mit dem Anwachsen der Pyramide immer weiter vergrößert wurde. Über diese Rampe sollen die Arbeiter die Steine auf das jeweils fertiggestellte Plateau der Pyramide gezogen haben. Das Problem dieser Theorie ist: geht man bei der Rampe von einer

Steigung von fünf Prozent aus, dann müsste sie, um die letzten Steine an die Spitze auf über 145 Metern zu platzieren, eine Länge von drei Kilometern haben. Vor den meisten der großen ägyptischen Pyramiden war dafür kein Platz. Eine solch gigantische Rampe hätte ein Volumen von 20 Millionen Kubikmetern -fast zehnmal mehr als die Pyramide selbst. Die Cheops-Pyramide besteht aus 2,6 Millionen Steinen. Wenn man davon ausgeht, dass 20 Jahre an ihr gearbeitet wurde, dann müssten bei einem Arbeitstag von zehn Stunden knapp alle zwei Minuten ein Block angeliefert worden sein. Auch bei noch so viel Arbeitern ist dies über eine drei Kilometer lange Rampe kaum vorstellbar.

Eine äußere Rampe

Ein anderer populärer Erklärungsversuch beschreibt eine äußere Rampe, die sich um die Pyramide herumschlängelt, ähnlich einer Wendeltreppe an der Außenwand der Pyramide. Auch gegen diese Theorie spricht der Faktor Zeit, denn auch diese Rampe wäre schon nach einigen Umrundungen der Pyramide mehrere Kilometer lang. Der Bau einer solchen Rampe würde Unmengen an Holz verschlingen und das war zu jener Zeit in Ägypten Mangelware und außerdem sehr teuer. Versuche mit einer Nachbildung der Rampe haben gezeigt, dass die schwereren Blöcke nicht hätten transportiert werden können. Sollte die Theorie trotz aller Widersprüche stimmen, könnte sie nicht bewiesen werden. Die Verkleidung der Pyramide ist im Laufe der Jahrtausende gestohlen worden und damit auch die möglichen Spuren einer solchen Rampe.

Eine Erklärung muss her

Eine andere Theorie besagt, dass die Ägypter ihre Pyramiden mit Hilfe von Maschinen gebaut haben. Schon der griechische Historiker Herodot sprach im 5. Jahrhundert vor Christus von Maschinen. In der modernen Forschung wurde diese Möglichkeit jedoch lange abgelehnt, da bei den Ausgrabungen im Umkreis der Pyramiden zwar Werkstätten und Arbeitslager gefunden wurden, jedoch keine Indizien für Maschinen, die für das Heben und Ziehen solcher Lasten getaugt hätten. Da alle anderen diskutierten Möglichkeiten ihre Erklärungsschwächen haben, glauben mittlerweile viele Archäologen und Ingenieure an die Maschinen-Theorie, auch wenn sie sich bislang nicht beweisen lässt.

Auch eine Theorie, die am Institut für Ägyptologie an der Universität Münster entwickelt wurde, lehnt Rampen als Erklärung ab: Die großen Pyramiden wie die des Cheops hätten, so die Theorie, genau wie kleinere Pyramiden ursprünglich eine stufige Struktur gehabt. In diese Stufen seien kleinere Treppen gemauert worden und über diese seien die Blöcke nach oben gehebelt worden. Um eine glatte Pyramiden-Oberfläche zu erhalten, sei dann eine Zwischenschicht auf die Stufenstruktur aufgetragen worden. Doch auch für die Theorie fehlt bislang der Beweis.

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АФГАНСКИЕ БОРЗЫЕ. СИНДРОМ ГОЛУБОГО ОКРАСА

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Данная работа является результатом перевода и анализа английских статей, в которых освещается редкая генетическая аномалия афганских борзых, называемая голубым синдромом. В статье рассмотрены история породы, особенности темперамента и проблемы со здоровьем у данной породы собак, а также даны некоторые рекомендации владельцам собак.

Борзые - это древнейший тип собак. Неизвестно, как тысячи лет назад афганская борзая оказалась в горах Афганистана, за много миль от Аравийского полуострова, где в то время существовали собаки сходного типа[1]. На родине афганов называли Тази и использовали для охоты на горных оленей, антилоп, лисиц и зайцев. Они охраняли кочевые племена и их скот. Зардин, кобель афганской борзой, привезенный из Индии в Англию в 1907 году, стал эталоном для принятия стандарта породы в 1912 году. Первая мировая война прервала разведение собак [2]. Современные афганы произошли от собак, привезенных в Великобританию в 1920-х годах[3].

История породы афганская борзая в России началась в 1960-х годах, когда две борзые были подарены Н.Хрущеву королем Афганистана. В 1970-х несколько борзых были импортированы с Запада и Востока, дав начало двум линиям пород. Одна линия основана на Западном типе «цивилизованных» афганов (известны в России как декоративные, другими словами, шоу-собаки). Другая линия, Бакхмули (известны в России как рабочие/охотничьи Тази), происходит из королевского питомника Каризамир в Афганистане, от собак, приобретенных офицерами русской армии до государственного переворота 1978 года[4].

Темперамент. Афганская борзая - охотничья собака, работающая навзрячь. Для большинства из них, все, что движется, принадлежит им. Не важно, как хорошо они обучены, афганы могут быть совершенно непредсказуемы и полагаться на инстинкт. Многие из афганских борзых недоверчивы к посторонним. В тоже время, они очень привязаны к членам семьи, любвеобильные, ласковые и игривые[5].

Здоровье. Наиболее распространенные проблемы со здоровьем у афганских борзых – это заболевания сердца, ушей и травмы хвоста:

некротическая миелопатия, ушные клещи и ушные инфекции,аллергии,катаракта,CHD-дисплазия тазобедренного сустава. В общем и целом, у афганов пониженный болевой порог, и они нуждаются во внимании даже к незначительным травмам. [6]

В 2004 году, по исследованиям собаководческого клуба Великобритании, наиболее распространенными причинами смерти среди афганов были рак(31%), старость(20%), сердечные заболевания(10,5)и урологические заболевания(5%)[7]. Чувствительность к анестезии - проблема, общая у всех борзых,так как у борзых сравнительно низкий уровень жировых отложений. Так же у афганов, по сравнению с другими породами, чаще встречается хилоторакс (болезнь, вызывающая разрыв грудных протоков, из-за чего большое количество лимфы скапливается в грудной полости). [8]

Синдром голубого окраса. Афганскими борзыми - носителями голубого гена были Сэки (сука голубого окраса) и Тази (кремовый кобель). Их завезли в США из Афганистана в 1934 году. Голубой синдром, изначально встречавшийся у собак американских питомников, вскоре распространился по всему миру. Ген может передаваться через несколько поколений до того, как проявит себя в результате определенного скрещивания. Распространение потомков Сэки и Тази приводит и к распространению скрытых дефектов зародышевой плазмы. Проблема дефектов, сцепленных с геном голубого окраса, встречается не только у афганов. Исследователи выявили несколько типов наследственной бесшерстности у собак, включая алопецию мутантного окраса (алопеция ослабленного окраса(CDA) - поражает собак с ослабленным окрасом, независимо от окраса шерсти, однако, чаще встречается у собак голубого окраса), сцепленную с геном голубого окраса во многих породах, таких как доберман и чихуахуа [1].У собак голубого окраса пород такса, чау-чау, стандартный пудель, датский дог, итальянская борзая и у иппеты так же встречаются специфические проблемы со здоровьем. Наблюдение за собаками голубого окраса пород стандартный пудель и левретка, так же доказывают,что дефекты наследуемы и связаны с окрасом шерсти(Мюллер,Кинг,Скот,1989г.)

Вероятно, синдром голубого окраса проявляется еще во внутриутробном периоде, однако в тяжелых случаях зародыши мацерируются. В постэмбриональный период синдром голубого окраса проявляется в следующих симптомах:

1. При рождении щенки имеют грубые физические дефекты - незаращение брюшной стенки, заболевание, схожее с Спина Бифуа(порок внутриутробного развития позвоночника, ткани спинного мозга выходят наружу через дефекты костной ткани позвоночного столба). Может быть поражена вся ЦНС (участки, где нервная ткань соприкасается с верхними участками и наружной поверхностью, остаются незаращенными). Участки, где нервная ткань не оформилась в кости, могут быть жизненно важными, оставляя открытыми части головного и спинного мозга. Такие щенки не способны выжить, и рождаются мертвыми либо умирают сразу же после родов.

2. Пик смертности приходится на 3-й день. Щенки угасают по неизвестным причинам, возможно, связанным с отсутствием необходимых для переваривания молока пищеварительных процессов или другими физиологическими проблемами.

3. Окончание подсосного периода - следующий этап жизни щенков, когда повышается смертность. Возможно, это связано с неспособностью переваривать твердую пищу. Это не исключает других проблем обмена веществ, проявившихся со взрослением.

4. Следующий действительно опасный период наступает по достижении щенками 4-х месяцев. Наиболее распространенные синдромы - проявление анемии и хронических гастроэнтеритов. И то, и другое не поддается терапии или изменениям в питании и приводит к смертельному исходу.

Вышеперечисленные симптомы встречались во всех пометах, где проявлялся синдром голубого окраса.

Синдром голубого окраса у взрослых собак проявляется в поведенческих проблемах - пугливости, неконтролируемой агрессии, стремлении убежать. У собак из дефектных линий, распространены отсутствие полового влечения, низкая оплодотворяемость, стерильность. Зачастую рост пораженных собак находится в нижней границе стандарта. Однако, большинство собак, пораженных синдромом голубого окраса или являющиеся его носителями - прекрасно себя чувствуют и имеют превосходное здоровье[9].

В целом, афганская борзая – крепкая и выносливая порода, но необходимо пристально следить за состоянием ушей и учитывать, что даже небольшое нарушение здоровья при пониженном болевом пороге у этих собак ведет к значительному дискомфорту.

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A BRIEF HISTORY OF SOFTWARE ENGINEERING

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Computer systems are machines of large complexity. This complexity can be mastered intellectually by one tool only: Abstraction. A language represents an abstract computer whose objects and constructs lie closer (higher) to the problem to be represented than to the concrete machine. For example, in a high-level language we deal with numbers, indexed arrays, data types, conditional and repetitive statements, rather than with bits and bytes, addressed words, jumps and condition codes. However, these abstractions are beneficial only, if they are consistently and completely defined in terms of their own properties. If this is not so, if the abstractions can be understood only in terms of the facilities of an underlying computer, then the benefits are marginal, almost given away. If debugging a program - undoubtedly the most pervasive activity in software engineering – requires a “hexadecimal dump”, then the language is hardly worth the trouble.

Languages appearing around 1985 (such as Ada and C++), tried to remedy this defect and to cover a much wider variety of foreseeable applications. As a consequence they became large and their descriptions voluminous. Compilers and support tools became bulky and complex. It turned out that instead of solving problems, they added problems. As Dijkstra said: They belonged to the problem set rather than the solution set.

Meanwhile, requirements on software systems grew further, and so did the complexity of programs. The craft of programming turned to “hacking. Methods were sought to systematize, if not construction, then at least program testing and documentation. Although this was helpful, the real problems of hectic programming under timepressure remained. Dijkstra brought the difficulty to the point by saying: Testing may show the presence of errors, but it can never prove their absence. He also sneered: Software Engineering is programming for those who can’t.

A solution was to lie in a disciplined manner of programming, rather than a rigorous scientific theory. A major contribution to structured programming was made by Parnas in 1972 with the idea of Information Hiding [13], and at the same time by Liskov with the concept of Abstract Data Types [14]. Both embody the idea of

breaking large systems up into parts called modules, and to clearly define their interfaces. If a module A uses (imports) a module B, then A is called a client of B. The designer of A then need not know the details, the functioning of B, but only the properties as stated by its interface. This principle probably constituted the most important contribution to software engineering, i.e. to the construction of systems by large groups of people. The concept of modularization is greatly enhanced by the technique of separate compilation with automatic checking of interface compatibility.

However, another development influenced the computing field more profoundly than all programming languages. It was the workstation, whose first incarnation, the Alto, was built, once again, in the Xerox Research Lab in Palo Alto (1975) . In contrast to the mentioned micro-computers, the workstation was powerful enough to allow serious software development, complex computations, and the use of a compiler for an advanced PL. Most important, it pioneered the bit-mapped, high-resolution display and the pointing device called mouse, which together brought about a revolutionary change in computer usage. Along with the Alto the concept of local area network was introduced, and that of central servers for (laser-) printing, large scale file storage, and e-mail service. It is no exaggeration at all to claim that the modern computing era started in 1975 with the Alto. The Alto caused nothing less than a revolution, and as a result people to-day have no idea, how computing was done before 1975 without personal, highly interactive workstations. The influence of these developments on software engineering cannot be overestimated.

As the demand of ever more complex software grew persistently, and as the difficulties became more menacing, as some spectacular failures demonstrated that problems were serious, the search for panaceas began. Many cures were offered, sold, and soon forgotten. One of them, however, proved fruitful and survived: Object-oriented programming (OO).

Up to 1980 the commonly accepted model of computing was transforming data from their given state to the result, gradually transforming input into output. In its simplest abstract form this is the finite state machine. This view of computing stemmed from the original task of computers: Computing numerical results. However, another model gained ground in the 1960s: It originated from the simulation of complex systems (supermarkets, factories, railways, logistics). Their abstraction consists of actors (processes) that come and go, that pass phases in their lifetime, and that carry a set of private data representing their current state. It proved natural to think of such actors with state as a unity, as an object. Some programming languages were designed on the basis of this model, their ancestor being Dahl and Nygaard's Simula in 1965. But they remained confined to the field of simulation of discrete event systems. Only after the emergence of powerful personal computers did the OO-model gain wider acceptance.

Now, computing systems would feature windows, icons, menus, buttons, toolbars etc., all easily identifiable as visible objects with individual state and behavior. Languages appeared supporting this model, among them Smalltalk (Goldberg and Kay, 1980), Object-Pascal (Tesler, 1985), C++ (Stroustrup, 1985), Oberon (Wirth,

1988), Java (Sun, 1995) and C# (Microsoft, 2000). Object-orientation became both a trend and a buzzword. Indeed, choosing the right model for an application is important. Nevertheless, one must not overlook the fact that there exist applications for which OO is not the appropriate model.

Whereas the incredible increase in the power of hardware was very beneficial for a wide spectrum of applications (we think of administration, banks, railways, airlines, guidance systems, engineering, science), the same cannot be claimed for software engineering. Surely, software engineering has profited too from the many sophisticated development tools. But the quality of its products hardly reflects signs of great progress. No wonder: After all, the increase of power was itself the reason for the terrifying growth of complexity. Whatever progress was made in software methodology was quickly compensated by higher complexity of the tasks. This is reflected by Reiser's "law": "Software is getting slower faster than hardware is getting faster". Indeed, new problems have been tackled that are so difficult that engineers often have to be admired more for their optimism and courage than for their success.

What happened in software engineering was predictable and inherent in a field of engineering, where the demands rise, work is done under time pressure, and the cost of resources are almost disappearing. The consequence is waste of cheap resources – processor cycles and storage bits – resulting in inefficient code and bulky data. This waste has become ever-present and represents a grave lack of sense for quality. Inefficiency of programs is easily covered up by obtaining faster processors, and poor data design by the use of larger storage devices. But their side effect is a decrease of quality – of reliability, robustness, and ease of use. Good, careful design is timeconsuming, costly. But it is still cheaper than unreliable, difficult software, when the cost of "maintenance" is not factored in. The trend is disquieting, and so is the complacency of customers.

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LICHTDURCHLÄSSIGER BETON

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Chemie und Technologie der Baustoffe, Bautechnik sind vielleicht nicht so interessant wie, zum Beispiel, Quantenphysik und schwarze Löcher oder Paläontologie und Dinosaurier, aber die Baustoffe sind ständig neben uns und beeinflussen ständig unser tägliches Leben. Beton und Mauerwerk, sogar Bodenbeläge bilden die Welt um uns herum. Ich möchte Sie über ein neues Erzeugnis aus der Welt von Baustoffen erzählen. Das ist lichtdurchlässiger Beton.

Die Häuser aus Beton sind besser mit ihrer Haltbarkeit und Beständigkeit als mit ihrer Lichtdurchlässigkeit bekannt. So war es, bis auf dem Baustoffmarkt der lichtdurchlässige Beton erschien. Der lichtdurchlässige Beton ist ein Gemisch aus Beton mit Glasfasern, die den gewöhnlichen feinkörnigen Zement hart und stark wie vorher, aber noch transparent machen.

Einige Tausenden von winzigen Glasfasern bilden die Matrix einer separaten Einheit, durch die man zum Beispiel die Silhouette einer Person oder eines Baumes sehen kann. Solche lichtdurchlässigen Betonblöcke können den Innenberich eines Wohnhauses hell und luftig machen, haben die Illusion, dass es keine massive Wände gibt. Mit Blöcken aus lichtdurchlässigem Beton können Sie natürliche Beleuchtung in erster Linie für die dunklen Räumen, wie Flur, Badezimmer, Speisezimmer, etc schaffen. Und diese Betonblöcke als Lichtleiter mit dem System der äusseren Gerüste können für die Beleuchtung der Fassade dienen.

Litrakon (LintraCon), - das ist der Name dieses einzigartigen Baustoffes. Die Blockgröße ist wie bei einem gewöhnlichen Stein und scheint schwerlos. Ein solches Material ist ein Glücksfall für Architekten und Desighner, so sind sie in der Lage mit Licht und Schatten zu spielen, benutzt die Gelegenheit, die Konturen eines Objekts, das sich hinter einer Mauer aus lichtdurchlässigem Beton befindet, oder Skelett des Gebäudes zu sehen. Der neue Baustoff hat das volle Recht, seinen rechtmäßigen Platz unter den modernen dekorative Baustoffe zu nehmen.

Die Abmessungen des transparenten Betonblöcke können ganz verschieden sein, aber die Eigenschaften hängen von ihren Grössen nicht. Und wie Glas dieser Betonklotz ist geeignet zur Übertragung von Licht in einem Abstand von 20 Metern. Technologie zur Herstellung hängt von den spezifischen Projektziele und Kundenwünsche ab. Die Glasflächen können zufällig über die Oberfläche des Blockes, oder in einer bestimmten Reihenfolge gestreut werden und die Konturen der bestimmten Bilder wiederholen.

Die Blöcke aus transparentem Beton können für die Wände und die Strassen verwendet werden. Die Betonmischung enthält nur 4% Lichtleitfaser. Das erhält klassische Eigenschaften des Betons, sondern gibt eine unverwechselbare Optik.

Die Idee eines solchen ungewöhnlichen Baumaterials kam zu dem ungarischen Architekten Aron Loskonshi, und im Jahr 2005 war der erste Projekt, in dem dieser ungewöhnliche Material verwendet war. Also, warum, wenn der transparente Beton vor vielen Jahren erfunden war, ist es nicht weit verbreitet? Erklärt wird es ganz einfach - ein neuer transparenter Beton ist sehr teuer. Aber für Luxus-Gebäude, den Bau von Luxus-Ferienhäuser hat der Einsatz von transparentem Beton einige Vorteil, solche Konstruktionen werden nie unbemerkt geblieben, sind sehr beeindruckend und wird sicherlich Stolz von Hausbesitzer sein.

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AGILEMETHODOLOGY

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Software development process today is the thing that deserves attention and it is various throughout many companies. There is a lot of different methodologies, and each is good at its trade. For example, agile development methods focusing on their adaptive nature and people-first orientation. The main thought about agile methods is that they are much more flexible and imply less amount of documentation. They try to make software development a more enjoyable activity and demand people involvement at higher rate.

Not every software development methodology should not be necessarily be inspired by familiar design processes, such as civil engineering, which are very predictable and allow the construction step to be less creative and intellectual, but more expensive when some changes occur. At the other hand, software development is construction-wise cheaper but requires creative and talented people for design stage and cannot be easily planned. Project requirements can change very often, but it is no problem, they are supposed to be changeable.

The key to controlling an unpredictable process is iterative development, which gives one the chance to gain feedback from customers, and respond to it quickly enough not to lose their interest. Iterative development should be backed by tested code, which frequently changes its version and has a minimal subset of the required features. There is no clear answer to the question about how long an iteration should be. Different agile techniques give different answers. So, XP (eXtreme Programming) suggests iterations of about two weeks, and SCRUM suggests a length of a month. Nevertheless, there is a tendency to make each iteration as short as possible because this gives feedback that is more frequent.

Another thing is the stable cooperation with customer to gradually build the design of the required features, leaving the system responsive enough to respond to possible changes in the future. An adaptive process implies changes and that’s why fixed price model is not suitable. Instead, the customer has much finer-grained control over development process and can alter its direction at every iteration. This leads to much closer relationship between the customer and the developing team, which is essential to make an adaptive process work properly. One of the key moments here is to produce a full range of use cases of your software to give the customer the idea of all the software features.

One of the aims of traditional methodologies is to develop a process where the people involved are replaceable parts. With such process you can treat people as resources who are available in various types. You have an analyst, some coders, some testers, and a manager. The individuals aren't so important, only the roles are important. That way if you plan a project it doesn't matter which analyst and which testers you get, just that you know how many you have so you know how the number

of resources affects your plan. The mistake in this approach is that "people" are highly variable and non-linear, with unique success and failure modes. Those factors are first-order, not negligible factors. Failure of process and methodology designers to account for them contributes to the sorts of unplanned project trajectories we so often see.

One of the features of agile methods is that they reject the idea of people being not first-order component in software development. It is clear that such approach make people feel treated as individuals, with their unique work mode, makes their morale and productivity higher. On the other hand, such approach demands accepting the process and active involvement of all the team.

Often software processes are imposed by management figures. As such they are often resisted, particularly when the management figures have had a significant amount of time away from active development. Accepting a process requires commitment, and as such needs the active involvement of all the team. Another point is that the developers must have technical leadership, and to be the only ones, who may make estimates on how much time it will take to do some work.

An important reason for this is the rate of change of technology in our industry. After a few years technical knowledge becomes obsolete. Even technical people have to recognize that entering management means their technical skills will wither rapidly. Ex-developers need to recognize that their technical skills will rapidly disappear and they need to trust and rely on current developers.

Nevertheless, the technical people should have guidance on the business needs. Agile teams cannot exist without continuous communication and business expertise. Everyone should be able to advise everybody of the changes, and see the results of their work. There is nothing more frustrating to a developer than seeing their hard work go to waste. Therefore, it's important to ensure that there is good quality business expertise that is both available to the developer and is of sufficient quality that the developer can trust them. Adaptive processes rely on you trusting your developers, they are not for everyone.

However, there's another angle to adaptivity: that of the process changing over time. A project that begins using an adaptive process won't have the same process a year later. Over time, the team will find what works for them, and alter the process to fit. A consequence of self-adaptivity is that you should never expect to find a single corporate methodology. Instead, each team should not just choose their own process, but should also actively tune their process as they proceed with the project. While both published processes and the experience of other projects can act as an inspiration and a baseline, the developers' professional responsibility is to adapt the process to the task at hand.

Using a agile method is not for everyone. One of the biggest limitations to these new methodologies is how they handle larger teams. Some agile techniques has been used up to about fifty people, but beyond that size there is little evidence as to how you can use an adaptive approach, or even if such approaches work at all. So if you

have small, qualified, motivated team of developers – you should go agile. Big teams and fixed contracts suggest a predictive, heavyweight process.

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SHOOTING AND DEVELOPMENT OF A FILM.

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Cinematography - is the art or science of motion picture photography. It is the technique of movie photography, including both the shooting and development of the film. A cinematographer could also be referred to as a film director's main visual collaborator.

Cinematography is an art form in the field of filmmaking. Although the exposing of images on light-sensitive elements dates to the early 19th century, motion pictures demanded a new form of photography and a new aesthetic.

Chroma key compositing, or chroma keying, is a special effects / post-production technique for compositing (layering) two images or video streams together based on color hues. The technique has been used heavily in many fields to remove a background from the subject of a photo or video – particularly the newscasting, motion picture and videogame industries. A color range in the top layer is made transparent, revealing another image behind. The chroma keying technique is commonly used in video production and post-production. This technique is also referred to as color keying, colour-separation overlay, or by various terms for specific color-related variants such as green screen, and blue screen – chroma keying can be done with backgrounds of any color that are uniform and distinct, but green and blue backgrounds are more commonly used because they differ most distinctly in hue from most human skin colors. No part of the subject being filmed or photographed may duplicate a color used in the background.

It is commonly used for weather forecast broadcasts, wherein the news presenter appears to be standing in front of a large map during live television newscasts, though in actuality it is a large blue or green background. When using a blue screen, different weather maps are added on the parts of the image where the color is blue. If the news presenter wears blue clothes, his clothes will also be replaced with the background

video. A complementary system is used for green screens. Chroma keying is also used in the entertainment industry for special effects in movies and videogames. The advanced state of the technology and much commercially available computer software, such as Apple's Final Cut Pro X, Vegas Pro, Adobe After Effects, and dozens of other computer programs, makes it possible and relatively easy for the average home computer user to create videos using the "chromakey" function with easily affordable greenscreen or bluescreen kits.

The principal subject is filmed or photographed against a background consisting of a single color or a relatively narrow range of colors, usually blue or green because these colors are considered to be the furthest away from skin tone. The portions of the video which match the preselected color are replaced by the alternate background video. This process is commonly known as "keying", "keying out" or simply a "key".[1]

Motion capture is the process of recording the movement of objects or people. It is used in military, entertainment, sports, and medical applications, and for validation of computer vision and robotics. In filmmaking and video game development, it refers to recording actions of human actors, and using that information to animate digital character models in 2D or 3D computer animation. When it includes face and fingers or captures subtle expressions, it is often referred to as performance capture. In many fields, motion capture is sometimes called motion tracking, but in filmmaking and games, motion tracking more usually refers to match moving.[3]

In motion capture sessions, movements of one or more actors are sampled many times per second, early techniques used images from multiple cameras and calculate 3D positions, motion capture often records only the movements of the actor, not his or her visual appearance. This animation data is often mapped to a 3D model so that the model performs the same actions as the actor. This process may be contrasted to the older technique of rotoscope, such as the Ralph Bakshi 1978 The Lord of the Rings.[2]

3D computer graphics are graphics that use a three-dimensional representation of geometric data that is stored in the computer for the purposes of performing calculations and rendering 2D images. Such images may be stored for viewing later or displayed in real-time.

3D computer graphics rely on many of the same algorithms as 2D computer vector graphics in the wire-frame model and 2D computer raster graphics in the final rendered display. In computer graphics software the distinction between 2D and 3D is occasionally blurred; 2D applications may use 3D techniques to achieve effects such as lighting, and 3D may use 2D rendering techniques.

3D computer graphics are often referred to as 3D models (3D modeling is the process of developing a mathematical representation of any three-dimensional surface of object via specialized software). Apart from the rendered graphic, the model is contained within the graphical data file. However, there are differences. A 3D model is the mathematical representation of any three-dimensional object. A model is not technically graphic until it is displayed. Due to 3D printing, 3D models are not

confined to virtual space. A model can be displayed visually as a two-dimensional image through a process called 3D rendering, or used in non-graphical computer simulations and calculations.

3D computer graphics creation falls into three basic phases:

- 3D modeling – the process of forming a computer model of an object's shape
- Layout and animation – the motion and placement of objects within a scene
- 3D rendering – the computer calculations that, based on light placement, surface types and other qualities, generate the image

Computer animation or CGI animation is the process used for generating animated images by using computer graphics. The more general term "computer-generated imagery" encompasses both static scenes and dynamic images, while "computer animation" only refers to moving images.

CGI short films have been produced as independent animation since 1976, though the popularity of computer animation (especially in the field of special effects) skyrocketed during the modern era of U.S. animation. The first completely computer-generated television series was ReBoot, in 1994, and the first completely computer-generated animated movie was Toy Story (1995). See List of computer-animated films for more.

Bullet time is a special and visual effect that refers to a digitally enhanced simulation of variable-speed (slow motion, time-lapse) photography used in films, broadcast advertisements, and video games. It is characterized both by its extreme transformation of time (slow enough to show normally imperceptible and unfilmable events, such as flying bullets). This is almost impossible with conventional slow-motion, as the physical camera would have to move impossibly fast; the concept implies that only a "virtual camera", often illustrated within the confines of a computer-generated environment such as a virtual world or virtual reality, would be capable of "filming" bullet-time types of moments. Technical and historical variations of this effect have been referred to as time slicing, view morphing, slow-mo, temps mort, and virtual cinematography.

In *The Matrix*, the camera path was pre-designed using computer-generated visualizations as a guide. Cameras were arranged, behind a green or blue screen, on a track and aligned through a laser targeting system, forming a complex curve through space. The cameras were then triggered at extremely close intervals, so the action continued to unfold, in extreme slow-motion, while the viewpoint moved. Additionally, the individual frames were scanned for computer processing. Using sophisticated interpolation software, extra frames could be inserted to slow down the action further and improve the fluidity of the movement (especially the frame rate of the images); frames could also be dropped to speed up the action. This approach provides greater flexibility than a purely photographic one. The same effect can also be produced using pure CGI, motion capture [4].

With certain exceptions, cinema always emphasized its entertainment aspects over its artistic pretensions. It was a popular art form that people went out of their

way to see. Its influence as the first form of mass media and mass art was profound, as it did not rely on literacy or the necessity for extensive travel to be experienced.

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С. Ю. Иноходцева

ВОЗДУШНОЕ ОТОПЛЕНИЕ – ГАРАНТ КОМФОРТНОГО И ЭКОЛОГИЧЕСКИ ЧИСТОГО ЖИЛЬЯ

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Отопление - это неотъемлемая часть комфорта в доме. Оно бывает печное, газовое, паровое, воздушное, электрическое и другого типа [1]. В статье я задалась вопросом, почему для поддержания комфортных условий американцы устанавливают в своих частных и загородных домах системы именно воздушного отопления, и что же следует понимать под «комфортом в доме».

Воздушное отопление стало использоваться для обогрева жилища несколько тысяч лет назад. Наиболее древняя из известных нам воздушных отопительных систем, созданная в Италии в конце 1 века до н. э., подробно описана римским архитектором и инженером Витрувием. Наружный воздух подогревался в проложенных под полами каналах, предварительно прогретых горячими газами, а затем поступал в отапливаемые залы. Первые системы воздушного отопления современного типа, предназначенные в основном для отопления коттеджей, создали в начале прошлого века после того, как на одном из машиностроительных предприятий Германии стали выпускать простейшие модели газовых воздухонагревателей. Позднее более совершенные газовые воздухонагреватели стали делать в Северной Америке [2, с. 2]. Настоящий бум внедрения СВО начался в США в 1940-60-х годах XX века, когда в технологии производства газовых воздухонагревателей произошел «прорыв» – коэффициент использования тепла при сгорании топлива достиг 80%. В настоящее время подавляющее большинство индивидуальных домов США оснащены этими системами [3].

Воздушное отопление жилых помещений – это эффективная и энергосберегающая технология по созданию комфортного для жизни людей микроклимата в доме. Климатические системы воздушного отопления позволяют в автоматическом режиме обеспечивать заданные параметры воздуха в жилых помещениях, как правило, наиболее благоприятные для человека значения температуры 22-24°С, относительной влажности 40-50%, подвижности воздуха 0,15-0,25 м/с, а также поддерживать уровень чистоты воздуха в доме на порядок выше, чем при использовании других видов отопления. Экономия энергоресурсов при воздушном отоплении дома составляет до 30% за счет того, что одновременно с отоплением обеспечивается энергосберегающий режим вентиляции [4].

Климатические системы воздушного отопления и кондиционирования в США практически полностью вытеснили водяное отопление. Большинство североамериканских семей предпочитает жить в собственных, как правило, малоэтажных домах с высоким уровнем климатического комфорта [4].

Сегодня воздушное отопление уже давно применяется для обогрева объектов самого различного назначения, таких как аэропорты, вокзалы, крупные торговые центры а так же промышленные и сельскохозяйственные здания [7]. И в США оно уже несколько десятилетий является наиболее востребованным, популярным и оптимальным для отопления жилых домов и коттеджей ввиду целого ряда преимуществ перед традиционными водяными системами.

К главным преимуществам воздушного отопления относятся: высокая надёжность и большой срок службы; очистка воздуха от пыли, увлажнение стерилизация; более *выгодная* стоимость монтажа и оборудования; значительная экономичность при квалифицированном проектировании; более точный контроль температуры внутри помещений, когда регулируется сама температура подаваемого в помещения воздуха (переход с дневного режима на ночной, с летнего на зимний температурный режим); независимость от центрального отопления (экономия достигает от 200 до 400 %) [5].

Данные системы обогрева могут служить как отопительными приборами, так и кондиционерами и вентиляторами в одном источнике. Воздушное отопление значительно дешевле классического водяного газового обогрева, застраховано от взрывов и пожарных опасностей, так как в системе отсутствует газ или горючее [5]. По данным экспертов США эксплуатационные затраты у воздушной системы отопления ниже на 20-30% по сравнению с водяной [3]. Часто в состав системы воздушного отопления могут входить тепловые насосы – устройства, способные использовать геотермальную (низкопотенциальную) энергию разности температур окружающей среды как для нагрева помещения, так и его кондиционирования в жаркое время, что позволяет до 4 раз сократить энергозатраты [5]. Также в доме появляется возможность получить больше свободного пространства, ввиду отсутствия батарей отопления, и более

рационального использования площади пола помещений. Можно расставить мебель в тех местах, где это необходимо.

Системы воздушного отопления в отличие от парового и водяного отопления в качестве теплоносителя использует воздух. Сердцем всей системы является газовый котел, в который принудительно всасывается воздух из отапливаемого помещения и прогоняется через фильтр [6]. После этого, теплый и очищенный воздух распределяется через систему обратных воздуховодов по помещениям дома. В печах старых конструкций воздух циркулировал по контуру отопления естественной гравитационной конвекцией, без применения вентилятора. В современных системах отопления обязательно применяется вентилятор, для повышения общей эффективности процесса.

Большинство современных котлов для воздушного отопления работает на природном газу. Но существуют варианты с применением и других видов топлива: нефти, угля, дров, электричества и даже отработанного масла, которые иногда могут оправдывать своё применение. Как правило, такие воздухонагреватели применяются на промышленных производствах и крупных объектах. В обычных печах газ доставляется по трубопроводу к горелке, расположенной внутри камеры сгорания. Там он смешивается с воздухом, подаваемым снаружи, а затем происходит воспламенение смеси при помощи искры электрода или другого аналогичного устройства. Процесс скорости подачи смеси и её воспламенения контролируется термостатом и управляющей электроникой. Как правило, температура подогретого воздуха, подаваемого в помещение составляет около 50°С Металлические воздуховоды внутри помещения иногда имеет смысл оборачивать в теплоизоляционный материал, дабы сократить потери тепла, которые неизбежно происходят через стенки при движении через них нагретого воздуха.

Пламя в горелке нагревает металлическую вставку-теплообменник, через которую постоянно проходит воздух, нагреваясь при этом. Продукты сгорания удаляются из котла через дымоход, и никак не контактируют с воздухом, подаваемым в помещения. Дымоход обычно выходит на крышу дома, но в некоторых высокопроизводительных моделях он может быть выведен наружу через отверстие в стене.

В электрических печах воздушного отопления для нагрева теплообменника вместо газовых горелок применяются электронагревательные элементы. Как правило, их эксплуатация обходится дороже.

Также достоинством воздушной системы отопления является возможность увлажнения воздуха в помещениях и объединения контура отопления с системой центрального (общего) кондиционирования, которая использует единый воздуховод в летний период.

При воздушном методе отопления могут применяться более дешевые, пластиковые дымоходы, т.к. температура продуктов сгорания на выходе из печи современных высокоэффективных моделей котлов с КПД 80% и 93% составляет всего порядка 40°С. К ним относятся газовые котлы Goodman

(США) серий GMP и GMS/GDS. У жителей Северной Америки немалый опыт производства этих устройств из-за схожести климата с нашим, и похожими проблемами с обогревом жилища [5].

По мере повышения уровня жизни в нашей стране, строительство малоэтажных зданий, оснащенных современными инженерными системами, стало реальным и для наших соотечественников. В связи с этим воздушные климатические системы становятся все более популярными в России. Сдерживающим фактором массового распространения у нас этой прогрессивной технологии стало то, что, с одной стороны, импортное оборудование для воздушного отопления (Goodman, Lennox и др.) не в полной мере соответствует нашим условиям эксплуатации, а с другой – отсутствие в России региональных центров технической поддержки оборудования зарубежных производителей создает серьезные проблемы для пользователей при его обслуживании и ремонте в процессе эксплуатации. С 2010 года на российском рынке появилось отечественное оборудование для воздушного отопления, производимое в России под торговой маркой «Антарес Комфорт». В отличие от зарубежных аналогов данное оборудование разработано для применения в российских условия и имеет высокую надежность, что позволило установить на него срок гарантии 3 года (в отличие от сроков гарантии на импортное оборудование не более 1 года). Но, что самое главное, новые технические решения, реализованные в воздушной климатической системе «Антарес Комфорт», позволили практически полностью исключить в жилых помещениях какие-либо шумы, связанные с функционированием этой системы [3].

Итак, мы выяснили, что воздушное отопление – эффективная и энергосберегающая технология по созданию комфортного для жизни людей микроклимата в доме. Эта система выполняет функции отопления, тонкой очистки воздуха, приточной вентиляции, увлажнения воздуха. А также такие опции, как охлаждение (в жаркое время), температурное зонирование и программирование по времени параметров воздуха в зонах, удаленное мониторирование и управление климатом. Именно такие функции позволяют воздушному отоплению занимать ведущие позиции на ряду с водяным-централизованным отоплением.

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М. Н. Калмыков

ВЛИЯНИЕ ВИЗОВОГО РЕЖИМА И ВСТУПЛЕНИЯ В ВТО НА ЭКОНОМИЧЕСКИЕ ОТНОШЕНИЯ МЕЖДУ РОССИЕЙ И США

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В настоящее время в мире активно развивается международное экономическое сотрудничество. Повсеместно заключаются экономические соглашения, динамично развивается мировая торговля.

Для того, чтобы активно развивать и поддерживать международные экономические отношения, необходимо грамотно осуществлять визовую политику.

Учитывая вышеперечисленные факты, а также недавнее вступление России в ВТО, выбранная тема является очень актуальной в настоящее время.

Для начала рассмотрим сущность понятий «виза», «визовый режим», а также «безвизовый режим».

Виза — это документ, разрешающий человеку пересекать те или иные границы. Обычно под визой подразумевается фактическое разрешение иностранцам въезда на территорию другого государства[1].

Существуют различные типы виз. Представим наиболее общую классификацию:

- Транзитная виза - выдаётся на короткий (до 5 дней) срок, для проезда по территории страны, выдавшей визу, в третью страну.
- Туристическая виза – выдаётся на ограниченную во времени поездку с туристической целью.
- Деловая виза - выдаётся для бизнесменов и лиц, посещающих страну для установления коммерческих отношений, ведения бизнеса, деловых встреч и соглашений.
- Рабочая виза — выдается для трудоустройства в соответствующей стране. Срок действия такой визы может длиться дольше, чем других видов виз.
- Студенческая виза - выдаётся лицам, приезжающим в страну на учёбу.
- Дипломатическая виза.
- Иммиграционная виза - выдаётся лицам, желающим иммигрировать в другую страну.

Визовый режим — условия получения визы, а также особый порядок пересечения государственной границы, который может устанавливаться государством, как в одностороннем порядке, так и на основании договоренностей между государствами.

Безвизовый режим — это режим взаимоотношений между странами, при котором граждане этих государств имеют возможность свободного перемещения по их территории, не требующего оформления визы.

Наиболее ярким примером реализации безвизового режима на практике являются страны Шенгенской зоны. Она была основана 26 марта 1995 года и состоит, на данный момент, из 26 европейских государств, границы между которыми являются открытыми для их граждан.[4]

Очевидно, что для развития международных отношений, а также более плотной экономической интеграции безвизовый режим наиболее выгоден, потому что его введение означает существенную экономию времени на оформление документов и позволяет избежать ненужной волокиты, а также обеспечивает значительный приток иностранных граждан в страну, что не может не отразиться благоприятным образом на экономике страны. Но что на практике?

На практике мы видим, что далеко не во всех странах действует безвизовый режим с партнерами. В основном безвизовый режим применяется на территориях, которые непосредственно граничат друг с другом для облегчения проезда через них. При этом, в основном, такие договоры заключаются между развитыми странами.

Из отрицательных моментов безвизового режима можно выделить:

- Сильный приток мигрантов, в том числе и трудовых, не имеющих соответствующей квалификации;
- Увеличение притока контрабандных товаров на территорию страны;
- Затруднение контроля за въезжающими и выезжающими лицами, как следствие, возможно возрастание числа криминальных элементов;
- Приток некачественной продукции, нарушающей нормы стандартов.

22 августа 2012 года Россия вступила в ВТО. Это событие не могло не наложить свой отпечаток на международные отношения России. Вступление в ВТО – это шаг к глобализации и мировой интеграции. И он повлек за собой ряд довольно существенных результатов.

Помимо изменения таможенной политики и налаживания отношений с зарубежными партнерами, с 9 сентября вступило в силу соглашение между Россией и США о взаимном упрощении визовых формальностей.

Данной соглашение предусматривает выдачу гражданам России и США трехлетних многократных виз для непрерывного пребывания в каждой из стран в течение 6 месяцев со дня въезда. Россия по новым правилам будет оформлять деловые, частные, гуманитарные и туристические визы по прямым приглашениям граждан и организаций, а Соединенные Штаты Америки – визы категории "B1/B2" (бизнес/туризм) [5].

С 9 сентября сумма в $100, взимаемая с россиян за выдачу бизнес-виз в США (визы B2), снизилась до $20.[6] С этого момента данные типы виз будут выдаваться сроком на полных три года. При этом по-прежнему будет взиматься консульский сбор в размере $160 [7].

18 марта официальные представители министерств торговли США и России объявили о подписании соглашения по плану действий на 2013-2014 гг., который послужит основой для двустороннего экономического сотрудничества[8].

Соглашение подписали Алексей Лихачев, замминистра экономического развития России, и Майкл Камуньес, помощник министра торговли США по вопросам доступа на рынки и контроля за соблюдением торговых соглашений. Они являются координаторами рабочей группы по развитию бизнеса и экономических отношений при Российско-американской двусторонней президентской комиссии.

По словам Комуньеса, вступление России в ВТО, а также введение упрощенного визового режима открывает широкий спектр возможностей для укрепления дальнейшего экономического сотрудничества между Россией и США.

Появились возможности для сотрудничества и координации действий правительств России и США, которые будут учитывать потребности, интересы и приоритеты частного сектора, обеспечат содействие развитию двусторонней торговли и рост инвестиций в экономики обеих стран.

По последним данным, прямые инвестиции США в экономику России в 2011 г. составили 3375 млн. долларов[9]. Россия в 2012 г. экспортировала товары в США на сумму свыше 29 млрд. долларов[8].

К примеру, в 2009 году сумма прямых инвестиций США в экономику России составила 2964 млн. долларов, в 2010 году – 3265 млн. долларов. Экспорт Российских товаров в США составил в 2009 году 18,2 млрд. долларов в 2010 году – 25,685 млрд. долларов[10].

Таким образом, можно проследить положительную тенденцию развития Российско-Американских экономических отношений с момента вступления России в ВТО и введения упрощенного визового режима между двумя странами.

Можно сделать вывод, что вступление России в ВТО в августе 2012 г. и установление упрощенного визового режима между Россией и США в сентябре того же года обеспечило создание более равных условий для дальнейшего роста рынка и развития двусторонней торговли. И не исключено, что данные соглашения послужат отправной точкой для последующей либерализации отношений между Россией и США.

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THE MAIN PROBLEMS OF MODERN RUSSIAN ECONOMY

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Modern economy of any country is made according to the following principle: “to get maximum benefit with minimal effort and sell at the most expensive rate.” In

other words, this principle determines the wealth level of the country, but not the quality of the goods and services. Depending on this very wealth level, the country can be referred to one of three groups of countries by the achieved level of economic development. The first group is a small group of industrialized countries. These countries are characterized by high level of economic development, welfare of its citizens, high scientific potential, strong education system and efficient health system. Such countries are the USA, Japan, Germany and some other countries. The second group is a group of new industrialized countries. These countries are rapidly catching up with the first group by all parameters. The most outstanding representatives of this group are Taiwan, Singapore and South Korea. The third group is a group of developing countries which have just started its industrialization. These countries have the lowest living standards. It can be referred to India, China, Mexico, Brazil, some African countries and North Korea. But where is Russia's place among these groups? Russia cannot be related to any of these groups.

Many representatives of Western economies consider Russia as agricultural and primary producing country. It's a shame to admit, but it's true. Despite the European press' statements that Russia is "the energy giant, the major gas supplier to Europe and one of the world's major suppliers of oil".

Europeans are beginning to fear that Russia will soon be able to put them on their knees with a simple gas control valve, as Russia's position in the European gas market is close to monopoly. One may say that there is a lot of truth in these words. But we should remember that the most optimistic experts predict that hydrocarbon raw materials in the subsoil of our country will be enough for only 60-75 years. And what's next? Will Russia depend on energy? To be honest, I don't like having such perspectives even in 60-75 years. So what solution can be found in this situation? Definitely, radical methods of our government will not be acceptable. The government would probably raise the price of exported hydrocarbon raw materials or would probably limit the amount of raw materials and then begin to work it up at a very quick rate. Both cases would lead us to irreversible consequences. But why can't they spend a little part of the enormous profits from the sale of oil and gas on research and further development of technologies that would let us use renewable natural resources to develop alternative energy sources? What could be simpler than that? But here we have another problem that is lack of technological equipment in researching centers. That leads to reducing the level of scientific potential of Russian scientists. There is no need in throwing yourself on fitting up the scientific research centers with foreign equipment of many millions throughout Russia. It will be enough to create a single large research complex and invite the best Russian scientists to work in it. I am sure that the technological advances of this complex will allow them to create their own equipment at much lower cost, and the difference between the value of foreign and domestic production can be spent on the staff training to operate this equipment. Creating such kind of research complex will require a strong and steady development of the chemical and laboratory equipment producing industries. Actually, it's not as hard as it may seem. The significant step towards the creation of

such kind of center was made with the help of the ”Skolkovo” project, which is mainly working on some innovative plans that has to do with finding and creating products and technologies designed to change the image of modern markets.

Recently, our government has to contend with a variety of political phenomena and manifestations of the “people's will”, spending a lot of resources. Demonstrating one’s own will at various political meetings and demonstrations has become fashionable nowadays. Most often young population that takes part in such kind of gatherings has two main reasons for it. The first one is that they have nothing to do in their spare time. The second one is that they somehow want to have a fight with someone. Such a situation usually ends in some confrontations with authorities. And in the long run numerous conflicts occur. To avoid such incidents we should give this group of population some activities to participate in. The most effective way would be their involvement in introducing various kinds of innovations and technologies into our daily lives. I had first-hand experience of communicating with many different people and as it turned out 7 out of 10 told me the following: “I really want to do something but I don’t know what to do and where”. According to this statistics (7 out of 10) we feel the necessity for finding socially useful work for the young to be engaged in. To be honest, various volunteer organizations can provide this if they will work not for a show. Next to it, some ecological communities could help in this situation too. Actually, we can name many other similar areas.

In the conclusion we must say that such problems should be solved right now, they can’t be delayed. It may seem that aforementioned time (60-75 years) is very long and we won’t have to do anything in the near future but time does fly. It goes without saying, such amount of time is a short period for energy breakthrough, ecological innovations, developing and maintaining high level of social sphere, but as the popular folk saying goes: “Where there’s a will there’s a way.”

С. Ю. Лукичев

DIE BRÜCKEN DER ZEITEN

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Die Brücke ist ein künstlicher Bau, der über irgendwelches physische Hindernis errichtet ist. Die Brücke ist die altertümlichste ingenieurmässige Erfindung der Menschheit. Uljanowsk hat 2 grosse Brücken über der Wolga, die sogenannten, alte und neue. Die alte Brücke heißt "Kaiserlich". Die Brücke begann man, 1913 zu bauen. Sie wurde als Eisenbahnbrücke gebaut. Diese Brücke wurde die größte in Europa angenommen. Ihre Länge erreicht 2 Wersten. Die feierliche Eröffnung fand am 5. Oktober 1916 statt und die neue Brücke nennt man «die Präsidentenbrücke», die die rechts- und linksufrige Teile unserer Stadt verbindet. Die Länge der neuen Brücke ist fast 13 Kilometer. Der Brückebau wurde 1986 angefangen. Die Einrichtung der Brücke begann man, von der Mitte des Flußbetts. Die allgemeine Baufrist der Brücke war 23 Jahre. Die Brücke ist ein wichtiger Verkehrsknotenpunkt,

der den europäischen Teil Russlands mit dem Ural, Sibirien und dem Fernen Osten verbindet. Die offizielle Eröffnungsveranstaltung der Brücke fand am 24. November 2009 statt.

Beim Betonieren der Bohrpfähle von «der Präsidentenbrücke» wurde die trockene Ableitung des Betons auf die Tiefe bis zu 25 Metern verwendet, was als Folge die Veränderung der Baunormen und der Regeln hatte. Die Konstruktion der gitterartigenBrückeöffnungen sieht die Vereinigung der Elemente auf den Knotenschachteln vor, dass die Härte der Knoten der Konstruktion wesentlich vermehrt hat und zur Einsparung der Werkstoffe gebracht hat. Die Decke der Brücke ist aus zukunftsorientierenden und für heute lebensdauernden Straßenbaustoffen erfüllt. Pflasterbeton mit Schotter und Kitt ist für die obere Schicht der Decke verwendet. Pflasterbeton dient als zusätzliche Schicht der Isolation von der Brücke, hat absolute Wasserdichtigkeit. Beide verwendete Baustoffe wurden mit dem Zusatz der speziellen Polymere hergestellt.

Im Winter 1953 in Uljanowsk wurde der Straßenbahnverkehr geöffnet. Die Linie №1 verband den Straßenbahnpark (die Straße Radischtschew) mit dem Eisenbahnbahnhof (4 Mikrorayon). Die Verkehrsverbindung in der Stadt wurde viel einfacher. Aber Saswijashje wurde mit dem zentralen Stadtteil nur durch die alte Brücke aus Holz verbunden. Die Stammeinwohner erinnern sich, daran wie viele Arbeiter, die im Zentrum wohnen, gingen nach der Schicht nach Hause zu Fuß. Das Problem sollte mit dem Bau der neuen modernen Brücke über die Swijagaauf der Straße Minajew erledigt werden. Laut dem Bauplan sollten beide Fundamentstützen der Brücke bis zum Sommer 1953 erledigt sein. Zur Frist war nur eine Stütze der Bahnüberführung erledigt. Es fehlten die Pfähle. Wegen des Betonmangels wurde die erste Stütze der Brücke 11 Tage statt 2-3 Tage gemacht, die nach den Technologien notwendig sind. Statt des einheitlichen Monoliths bekam man viele Schichte aus dem Beton. Die Festigkeit der Konstruktion war viel niedriger als Sollwert, was die Anwendung des verstärkten Betons forderte. Dieselbe Situation war mit der zweiten Stütze. Das Betonieren der Brücke begann nur im Frühling 1955. Die Brücke musste man auf jeden Fall zum Oktoberfeiertag beenden. Der Wettbewerb im Tempo der Betonierung fing an. Es ist bis dazu angekommen, dass die Hydroisolation während des Regens gelegt wurde, die Oberfläche der Brücke künstlich ausgetrocknet wurde, damit das Bitumen gelegen werden kann. Zum Oktober war sie schlüsselfertig und bis zum Ende des Jahres war die neue Straßenbahnlinie №2 (vom Strassenbahnparkplatz bis zum Autowerk) geöffnet. Ende sechziger Jahre entschied man, in Uljanowsk den Bau der neuen Brücke über Swijaga im Bezirk Peski zu beginnen. Der Bau dauerte von 1972 bis 1973. Der Teil der neuen Brücke für die Straßenbahn №15 war, nur im Oktober 1975 geöffnet. Im Jahre 1970 wurde die Brücke über Swijaga im Bezirk der Straße Insenski im Betrieb eingesetzt. Den komplexen Bau führten sofort viele Betriebe. Gleichzeitig wurde sowohl die Brücke, als auch die Bahnüberführung für syzranische Eisenbahn und die Zufahrtswege errichtet. Am Anfang 1975 war die neue Straßenbahnlinie durch die aufgebaute Brücke gestartet, die den Wohnkomplex USTS mit Kindjakowka verband. Heute

existieren 12 Brücken über die Swijaga in Uljanowsk, von denen ihnen 2 Eisenbahnbrücken sind.

Alle Brücken unseres Uljanowsks verbinden nicht nur verschiedene Teile der Stadt, sondern auch erinnern uns an die vergangenen Zeiten, wann es keine Brücken gab an, die Ereignisse, die mit dem Bau dieser oder jener Brücke verbunden sind. Zum Beispiel, auf der Präsidenten Brücke während des Bauers war das Video der Gruppe "Nitschja" zum Lied " Nitschja " gedreht. Wenn wir durch unsere Brücken fahren, besichtigen wir die Umgebung, und erinnern wir uns an irgendwelche Zeit aus dem Leben. Sie sind wie «die Brücken der Zeit» und verbinden, uns mit der wertvollen Vergangenheit und zeigen den Weg zur hellen Zukunft.

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ADVERTISING AND PUBLIC RELATIONS: WHAT IS THE DIFFERENCE?

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PR and advertising often go hand in hand but they are two completely different things with a completely different goal and overall effect. While advertising is exclusively focused on promotion of products or services with an aim to encourage target audience to buy, PR is specialised in communication with the public and media.

Advertising is big business. The biggest advertisers spend billions of dollars each per year to market their products and services; General Motors and Procter & Gamble, for instance, each spend about $4 billion annually on advertising, direct mail, and promotions. That translates to lots of work for advertising agencies.

In 2006, traditional advertising activities in the U.S.-the creation and dissemination of TV, print, and radio ads-generated $13.1 billion in revenue for advertising agencies, up 4.2 percent from the previous year, according to the 2007 Advertising Age Agency Report. Interactive advertising yielded another $3.6 billion in revenue during the year, while health care advertising-not considered a traditional field-brought in $2.1 billion.

In broad terms, an advertising agency is a marketing consultant. It helps the client-for example, a consumer goods manufacturer like Nike or a service provider like Charles Schwab-with all aspects of marketing, from strategy and concept through execution. Strategy involves helping the client make high-level business decisions, such as determining which new products to develop, or how to brand or define itself to the world.

PR has long taken a backseat to advertising in terms of industry revenue and prestige, but with the proliferation of media outlets and the increasing complexity of the marketing landscape, it's growing in size and importance. In 2006, the PR industry generated $3.1 billion in revenue, according to the 2007 Advertising Age Agency Report. Unlike advertising, which is paid media exposure, PR involves communicating the organization's message through the news media, whose supposed objectivity lends credibility to the message and thus makes it more powerful. The goal in PR is to make your client-or your company, if you work in-house in a corporate or marketing communications position-look great. PR professionals work primarily with members of the press to ensure that newspapers, magazines, and radio and TV outlets run stories favorable to their clients.

In addition, they might speak on behalf of client organizations; arrange for clients' presence at appropriate industry events; help mitigate harmful publicity when, for instance, the federal government sues a client for antitrust violations; or help clients come up with an overall marketing strategy for, say, a new product launch. PR professionals serve companies, government agencies, charitable organizations, and famous individuals-in short, just about anyone seeking to promote a public image, message, or product.

The old advertising model is dead. No longer can advertisers expect to reach their target audiences by force-feeding ads to TV viewers and magazine and newspaper readers. TV viewers are no longer limited to just a handful of television networks; the spread of cable TV means that viewers now have a seemingly limitless array of programming options. And no longer are readers limited to the newspapers and magazines for sale at their local newsstand; nowadays, they can readily access any publication that has a presence online, as well as a host of other websites. Indeed, media markets are fragmenting-breaking up into smaller chunks of viewers, readers, and Net surfers with specific interests and demographic characteristics.

Just like advertising, PR often helps increase the sales as well and may include elements of marketing. However, it is mainly focused in creating positive publicity about a particular company, organisation or individual and maintain a good reputation in the public. By doing so, PR helps create a relationship between let’s say a commercial company and its customers who are more likely to choose the products from a company they have a good opinion over those from a firm they have never heard off before or heard something negative about it.

The effect on the public: the public reacts very differently to an add than to a newspapers article or a TV report. They know very well when they are reading/looking an add and the information they are communicated is perceived with a certain degree of skepticism. They know that the add wants to persuade them to buy a particular product or service and will either believe or disbelieve the information they are communicated. But when they are communicated news about a new product or service through a third party, for example a newspapers or online article they perceive it as informative and worthy of their attention. A press release for instance

does not directly encourage them to buy but it often achieves just that by creating a positive image about the product/service or its manufacturer, or both.

Cost: neither a professionally led marketing or PR campaign is inexpensive. The cost depends greatly on who you hire but generally, PR is a lot less expensive than advertising. But it is also true that PR has a lot less control over the way their clients are presented by the media in comparison to paid adds that oblige the media to publish them unchanged. At the same time, a press release is published only once by a single media, while the adds can be published over and over again.

But given that press releases and other PR tools to attract publicity usually achieve a greater impact on the target audience, there is no need for repetition of the same stories over and over again to attract attention of the public like this is usually the case with adds. In addition, an article or TV cover of purely informative nature is more likely to led the target audience believe the content of the adds. As a result, PR campaigns often precede or/and accompany marketing campaigns or are an integral part of advertising strategy.

The difference between PR and advertising is that PR builds awareness of your product or service which is critical for startups and entrepreneurs, and advertising supports the brand when it gets known.

If you are a business man, with PR you can get:

1. Free Placement
2. Less, or no control- a journalist can write what they want no matter how you position your story
3. A story that runs only once or twice (exceptions are when a newswire picks up the story)
4. Credibility because it's viewed as a third-party endorsement
5. No guarantees and it can be time-consuming

And with Advertising you can get:

1. Paid Placement
2. Complete creative control
3. Your ads will run as often as you're willing to pay
4. Savvy consumers know it's an ad, and tend to be skeptical
5. A guaranteed date the ad will run and it's easy if you have money to spend.

PR builds credibility, Advertising builds visibility. What's cool about getting PR is because it's written by a journalist, there's instant credibility and other people become more interested. If you're a small business, it can turn you from a nobody into a somebody who can compete against a bigger business.

Advertising and PR isn't easy to get into. Most people start out at the entry level and jump agencies as they move up-insiders say that it may even be essential to move from agency to agency in order to get to work on new clients. Once you pick your area-creative, account management, media-it can be difficult to change, unless you want to go back to the entry level. Public relations agencies are more likely to hire somebody with several years of experience outside PR, but that depends on the experience. Proof that you can juggle lots of projects, write well, work under

deadline, understand media, and serve a client will help you land a job. If you're interested in getting into this industry, keep these things in mind:

1. Many advertising agencies hire people only at entry level. If you're in college and you know you want to enter the industry, see if you can get some work experience. (Every year a huge number of internships in advertising and public relations are available.) If you've interned, you'll have a definite leg up on others trying to land a spot.
2. Before an advertising interview, look at some magazines and watch television. Pick a couple of campaigns that you like and be able to explain why you think they're good. Think about how they target a particular audience and what they do well.
3. In creative, you'll need to present your book, a portfolio of projects you've helped design or write copy for. If you don't have one, but want to break into the industry, then make one. Create some ads or concepts on your own ("on spec" in industry parlance). Your book must demonstrate your design or writing ability and your marketing sense. Creatives must take a different path into advertising. For them, it's less about whom they know, where they went to school, or what their grades were. Creatives must have a good book to get a job. As one insider puts it, "It's not about your resume; it's about your book."
4. Advertising and PR are all about selling products. To get hired, you need to sell your abilities. If you can't communicate why you're better than all the other people who want the job, then you probably don't belong in the industry.

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