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Институт языка и литературы

**Межкультурное взаимодействие  
в научно-образовательном  
пространстве**

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В сборнике представлены материалы двух междисциплинарных студенческих научно-практических конференций на иностранных языках с международным участием. Опубликованные статьи и тезисы отражают результаты научно-практической деятельности студентов, аспирантов, молодых учёных, представленные в рамках конференций на иностранных языках. Сборник может быть рекомендован специалистам в разных областях науки, владеющим иностранными языками.

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## CONTENTS

<b>M.N. ALBASEESE</b> NANOTECHNOLOGY .....	7
<b>I. ANDRIYANOVA</b> REACTIONS OF ELECTROENCEPHALOGRAPHIC PARAMETERS UNDER THE INFLUENCE OF THE PSYCHOTHERAPEUTIC TECHNIQUE ACCORDING TO H. ALIEV ON THE FUNCTIONAL STATE OF AN ORGANISM.....	7
<b>Y. BALITSKIY, D. KHANNANOV</b> MOBILE UNIT FOR UNILIZATION OF USED CHEMICAL CURRENT SOURCES IN BIG CITIES.....	8
<b>T. BRAGINA</b> THE ROLE OF NONVERBAL BEHAVIOR IN THE LIFE OF MODERN TEENAGERS .....	9
<b>M. BULDAKOVA</b> THE MINISTRY OF INTERNAL AFFAIRS OF THE UDMURT REPUBLIC AS AN EXAMPLE OF PUBLIC RELATIONS ACTIVITY .....	10
<b>E. BURGANOW</b> BARRIEREFREIER TOURISMUS IN UDMURTIEN (PERSPEKTIVEN DER UNTERSUCHUNG).....	12
<b>D. CHERKASSKAYA</b> PROHIBITION OF SLAVERY AND FORCED LABOUR UNDER THE ARTICLE 4 OF EUROPEAN CONVENTION ON HUMAN RIGHTS .....	13
<b>A. CHERNYSHOV</b> LINGUISTIC AND CULTURAL ASPECTS OF AMERICAN FILMS LOCALIZATION .....	15
<b>A. CHUNTOMOVA</b> PR-TEXTS AS AN INSTRUMENT OF CREATING AN INDIVIDUAL IMAGE OF A POLITICAL LEADER..	15
<b>A. DIUKINA</b> ARBEITSMIGRATION IM ZAVYALOVSKY BEZIRK.....	17
<b>A. EFREMOVA</b> CHINA'S FOREIGN POLICY IN CENTRAL ASIA.....	19
<b>A. FILIPPOVA</b> HOSPITALITY IN MEDIEVAL EUROPE .....	20
<b>R.R. GABDULLINA</b> ORNAMENTAL STYLES OF THE VIKINGS AGE AS PRESENTED IN THE ARCHAEOLOGICAL MATERIALS OF THE ANCIENT RUS': THE HISTORIOGRAPHIC ASPECT.....	21
<b>A. GEYDT, V. PROKOPTSCHUK</b> DIE PRÜFUNG DES GERÄTES „TEREM-4.1“ .....	22
<b>L. GEYDT</b> DIE ERHÖHUNG DER FILTEREIGENSCHAFTEN DER VERTORFTEN GRÜNDUNGEN VON VERSCHIEDENEN KOMBINIERTEN DRÄNIERENDEN MATERIALIEN .....	23
<b>A. GEYDT</b> DIE VERBESSERUNG DER EIGENSCHAFTEN DER VERTORFTEN BÖDEN, DIE ALS GRÜNDUNGEN VERWENDET WERDEN .....	23
<b>A. GOLUBTSOVA</b> ARCHITECTURALLY – PLANNING DECISIONS, AS A FACTOR IN THE FORMAYION OF CERTAIN LEVELS OF POLLUTANTS CONCENTRATIONS IN AMBIENT AIR (ON THE EXAMPLE OF IZHEVSK CITY).....	24
<b>S. GUNICHEVA, S. SARGSJAN</b> THE MOST POPULAR RESTAURANTS IN IZHEVSK.....	26
<b>L. GUNKEL</b> DIE ÜBERSETZUNG VON DEUTSCHEN WISSENSCHAFTLICHEN PSYCHOLOGISCHEN TEXTEN INS RUSSISCHE: SOZIOKULTURELLER UND SPRACHLICHER ASPEKTE (AM BEISPIEL DER ÜBERSETZUNG VON ARTIKELN AUS "INTERNATIONALER ZEITSCHRIFT FÜR PSYCHOANALYSE " VI/4,1920).....	27
<b>V. IVANOVA</b> LA SEGURIDAD INFORMÁTICA DE CHINA .....	28
<b>K. IWSCHINA</b> SEMANTISCHE BESONDERHEITEN DER NOMINATION VON PERSONEN	

IM PÄDAGOGISCHEN DISKURS (AM BEISPIEL VON „UTSCHITELSKAJA GASETA“)	29
<b>I. KALININ</b>	
STUDYING OF AN ECOLOGICAL CONDITION OF ROADSIDE SOILS OF IZHEVSK	30
<b>S. KAMASHEV</b>	
THE PROBLEM OF HARMFUL EMISSIONS	31
<b>L. KHITMATULINA</b>	
THE COMPARISON OF BASIC OIL RESERVOIR ROCK CHARACTERISTICS OF RUSSIA, THE USA, IRAQ, NORWAY	32
<b>N. KHUDYAKOV</b>	
TARGETED ADVERTISING	33
<b>D. KHVALYOV</b>	
NEW MEDIA RESOURCES IN GAMING JOURNALISM	34
<b>S. KISELEVA</b>	
ANALYSIS OF TRANSLATIONAL TRANSFORMATIONS OF THE NAMES OF AMERICAN FILMS	35
<b>E. KLYUEVA</b>	
LOCALIZATION AND THE NATURE OF ANTIGENIC DETERMINANTS ON FRAGMENTS OF THE HUMAN IMMUNOGLOBULIN G, WHICH ARE DISTINGUISHED BY THE GENERAL PARATOP OF A REGULATORY RHEUMATOID FACTOR	36
<b>A. KNYAZEVA</b>	
TEENAGE INTERNET ADDICTION	38
<b>O. KNJAZEVA</b>	
DIE ENTWICKLUNG DES IMAGES VON STUDENTISCHEN ORGANISATIONEN (AM BEISPIEL DES ZENTRALEN STUDENTENRATS DER UDSU	39
<b>A. KOROBEINIKOVA</b>	
AGGRESSION AS AN ELEMENT OF SPORT BEHAVIOR	40
<b>G. KRIVILEV</b>	
APPLICATION AND FUTURE DEVELOPMENT OF UNMANNED AERIAL VEHICLES IN THE INTERNATIONAL OIL AND GAS INDUSTRY	40
<b>L. KUZMITSKAYA, L. SHABROVA</b>	
ALTERNATIVE ENERGY SOURCES	42
<b>I. LEONTIEV</b>	
TECHNOLOGY OF DRILLING A HORIZONTAL WELL USING THE ROTARY-STEERABLE SYSTEM	43
<b>I. LIPINA</b>	
PROBLEMS OF OPTIMIZATION OF ANTHROPOGENIC LANDSCAPES ON THE EXAMPLE OF THE MUNICIPALITY «BOLSHEKIBYNSKOE»	44
<b>N.G. LUNGU</b>	
THE CURRENT PERIODIC ASSESSMENT OF STAFF	45
<b>I. MAKAROVA</b>	
SPATIO-TEMPORAL ANALYSIS OF TUBERCULOSIS DISEASE AMONG THE POPULATION OF UDMURT REPUBLIC	47
<b>E. MEKHTIEVA</b>	
ACADEMIC MOBILITY: POSSIBILITIES IN EDUCATION IN THE CZECH REPUBLIC FOR RUSSIAN STUDENTS	49
<b>A. NIZAMEEVA</b>	
ASISTENCIA HUMANITARIA: RESOLVER EL PROBLEMA DE LA POBREZA EN EL CONTINENTE AFRICANO	50
<b>A. NIZAMEEVA</b>	
HUMANITARIAN ASSISTANCE AND CARE INTERNATIONAL: OVERCOMING OF POVERTY IN AFRICA	51
<b>V. NIKIFOROVA</b>	
SOCIAL NETWORKS (FACEBOOK) AS A TOOL FOR PUBLIC RELATIONS	53
<b>E. NOVIKOVA</b>	
USING OF LOGISTICS IN THE TRANSPORT SYSTEM OF THE CITY OF IZHEVSK	55
<b>O. NOVOZHILOVA</b>	
THE DEFINING OF CHLORINE – ORGANIC COMBINATIONS IN THE WATER BY THE GAS CHROMATOGRAPHY METHOD	56

<b>N. OKOROKOVA</b>	
THE MAIN COMPONENTS OF THE WATER .....	57
<b>E. PARYGINA</b>	
DEVELOPMENT OF RAVINE EROSION .....	58
<b>M. PETUJOVA</b>	
LA POLÍTICA MILITAR DE RUSIA EN EL ESPACIO POSTSOVIÉTICO DESDE LA DÉCADA DE 1990 HASTA LA ACTUALIDAD.....	59
<b>O. POMYTKINA</b>	
DIE ÄNGSTE DER VORSCHUL- UND GRUNDSCHULKINDER .....	60
<b>CH. RAEVSKIH</b>	
THE MEASUREMENT OF REDOX POTENTIAL AND BIOCHEMICAL INDICATORS OF BLOOD PLASMA OF HEALTHY PEOPLE AND PATIENTS WITH PARKINSON'S DISEASE .....	61
<b>A. RYZHKOV</b>	
METHODS OF PROTECTING CREDIT TRANSACTIONS ON THE INTERNET.....	62
<b>Z. SADYKOVA</b>	
THE INFLUENCE OF RACIAL DISCRIMINATION ON HEALTH.....	63
<b>K. SANNIKOWA</b>	
DIE PROBLEME DER WOHNKREDITIERUNG UND IHRE LÖSUNGSWEGE.....	64
<b>V. SEMENOVA</b>	
THE ROLE OF GREAT POWERS IN CREATION OF THE STATE ISRAEL .....	65
<b>N. SCHAKOLINA</b>	
EIN SCHIEDSVERFAHREN IN DER UDMURTISCHEN REPUBLIK .....	67
<b>E. SMIRNOVA</b>	
TECHNOLOGIES OF BLACK PR IN THE POLITICAL SPHERE .....	68
<b>T. SELIVERSTOVA</b>	
ALLOTROPY CARBON.....	70
<b>S. SUNTSOVA</b>	
METHOD OF HARMONIZATION OF REQUIREMENTS WITH RESULTS IN A «PULLING» LOGISTIC SYSTEM .....	71
<b>S. SUNTSOVA</b>	
PROJECT-PROCESS APPROACH TO THE DEVELOPMENT OF THE ALGORITHM OF INTRODUCTION OF PROFESSIONAL STANDARDS IN THE ORGANIZATION.....	74
<b>E. TENYAKOVA</b>	
PARTIZAN MARKETING.....	75
<b>Y. TOKAREVA</b>	
"SOFT POWER" IN FOREIGN POLICY OF THE PRC: POLITICAL AND DIPLOMATIC ASPECT.....	77
<b>K. TUKMACHEVA</b>	
DEVELOPMENT OF A COMBINED NEUROPROTECTIVE AGENT .....	78
<b>Y. UCHANOVA</b>	
THE ASSESSMENT OF THE ORGANIZATION'S PERSONNEL .....	79
<b>E. VAKHRUSHEVA</b>	
CREATIVITY IN ADVERTISING .....	80
<b>S. VALIMATOVA</b>	
NEUROTRACING.....	82
<b>A. VASILYEVA</b>	
LONGREAD AND ONLINE ARTICLE: COMPARATIVE ANALYSIS.....	83
<b>E. VASIULLINA</b>	
LOS CONFLICTOS INTERESTATALES EN EL PROBLEMA DE LA PARTICIÓN DEL TERRITORIO EN EL ÁRTICO .....	84
<b>D. VOZNESENSKAYA</b>	
PARTICULARITIES OF THE NORTH KOREAN POLITICAL REGIME.....	85
<b>A. VILMON</b>	
DIE GELTUNG DER EUROPÄISCHEN MENSCHENRECHTSKONVENTION IM DEUTSCHEN UND RUSSISCHEN RECHT.....	87
<b>A. ZAITSEV</b>	
BIRD POPULATION OF URBAN FOREST AREAS.....	91

<b>M. ZARUBIN</b>	
THE ROLE OF NATO IN THE BOSNIAN WAR .....	92
<b>M. ZARUBIN</b>	
LA ORGANIZACIÓN DEL TRATADO DEL ATLÁNTICO NORTE EN LA GUERRA DE BOSNIA .....	93
<b>A. ZHAVORONKOVA</b>	
PEAT BURNING IN COMBINED HEAT POWER PLANTS .....	94
<b>E. ZHUJKOV</b>	
EINIGE PROBLEME DER ENTWICKLUNG VON DEN GRÖßTEN INDUSTRIEENTWICKELTEN LÄNDERN .....	95
<b>A.ZHURAVLEVA</b>	
TOXIZITÄT URBANER BÖDEN UND IHRE AUSWIRKUNG AUF DEN ZUSTAND DER BEPFLANZUNGEN .....	99
<b>E. ZUEV</b>	
ERNEST HEMINGWAY AS A JOURNALIST .....	100

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## **NANOTECHNOLOGY НАНОТЕХНОЛОГИЯ**

Nanotechnology is a new branch of science in oil and gas extraction and the use of nanotechnology provides us with the solution of the main problems of oil and gas extraction. Nanotechnology studies small particles and their influence on productive horizons in small scales. It helps us understand their actions in different situations. Moreover nanotechnology is able to solve and show excellent results in practice.

### **What does nanotechnology give us?**

1. The growth in production by 1.3–1.5 times.
2. And in some cases, 2.0–2.5 times.
3. The reduction of energy inputs in oil production up to 15 percent.
4. The reduction of water content in the produced environment up to 20 percent.
- 5-The efficiency of application is 1:25.

### **What problems does nanotechnology solve in the oil industry:**

1. The reduction of pulsation in the system during oil and gas transportation by pipelines.
2. The solution of drilling problems.
3. The control of paraffin and salt in wells.
4. The preparation and storage of oil.

The example of nanotechnology is the solution NT used to decrease water cut. Firstly it is injected into the formation. Some time later we can see that the process of demulsification starts. The oil separates from the water. Favorable conditions for oil production are created. The oil production before using NT was 8 tons a day and after using increased to 10 tons a day. Therefore using nanotechnology we got about 30 additional tons of oil during 15 days. And the same result can be seen in the second well № 1947. Before using NT solution the production was 1.2 ton and after using nanotechnology during 40 days the production increased by 2-3 times with water cut decreasing from 70% to 55%. Thus, in 2006-2008 we got more than 1000 additional tons of oil. The cost of nanotechnology got regained by 25 times.

In 2009 the oil recovery factor in Russia was 0.3, in 2015 it was 0.27 and in the US the oil recovery factor increased to 0.4 with a significantly lower reserve structure. To ensure high oil recovery factor it is necessary to study the features of the displacement of oil from productive rocks at the nanoscale and to create oil and gas nanotechnology. Nanotechnology can solve problems of increasing oil production.

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## **REACTIONS OF ELECTROENCEPHALOGRAPHIC PARAMETERS UNDER THE INFLUENCE OF THE PSYCHOTHERAPEUTIC TECHNIQUE ACCORDING TO H. ALIEV ON THE FUNCTIONAL STATE OF AN ORGANISM РЕАКЦИИ ЭЛЕКТРОЭНЦЕФАЛОГРАФИЧЕСКИХ ПАРАМЕТРОВ ПРИ ВЛИЯНИИ ПСИХОТЕРАПЕВТИЧЕСКОЙ МЕТОДИКИ ПО Х. АЛИЕВУ НА ФУНКЦИОНАЛЬНОЕ СОСТОЯНИЕ ОРГАНИЗМА.**

Relevance of the problem lies in the fact that in today's world a great deal of stress is being put on the psychological and functional state of a person. In connection with this, some help is required for the body, which is capable of including psychotherapeutic techniques for H. Aliyev. The psychotherapeutic

method according to Aliev is a method of self-regulation, based on a controlled ideomotor movement, which causes harmonization of mental and physiological processes.

Objective: to study the reactions of electroencephalographic parameters under the influence of the technique on the functional state of a person and to show the relevance of self-regulation as a method of normalizing processes in the body.

In the study, 27 subjects aged 18 to 27 years were involved (16 people participated in the control sample (namely, a sample without the Aliev method), 16 subjects participated in the performance of the trial with the use of Aliev's psychotherapeutic technique). The experiment was conducted during a month for 4 tests for each subject. The psychoemotional state was assessed by the Luscher test. For the recording of EEG, an encephalograph-analyzer was used. EEG processing was performed using statistical processing programs for Encephalan 131-03.

In the experimental group, alpha and delta rhythms were reliably recorded ( $p < 0.05$ ), alpha-rhythm predominated ( $p < 0.05$ ). According to the psychoemotional state, the subjects were divided into ergotrophs and trophotropes. In ergotrope we obtained the following results: reliable data were obtained from alpha, beta and delta EEG rhythms ( $p < 0.05$ ). The absolute amplitude of the alpha rhythm during the first and last days of the experiment increases equally in all regions, but the increase in the occipital regions is especially clearly seen, both in comparison with the background and in the aftereffect. In trophotropes, reliable data were obtained for alpha, beta, theta, and delta rhythms of the EEG ( $p < 0.05$ ). The absolute amplitude of the alpha rhythm during the first and last days of the experiment increased in contrast to the background and aftereffect, the differences in the right hemisphere of the occipital region are especially clearly visible. During the experiment, in the control group without influencing of Aliev's technique, the subject's alpha, beta, delta and theta rhythms were recorded during the first and last days. With the control, alpha and beta rhythms increase, but delta and theta rhythms decrease. In the process of performing the psychotherapeutic method for Aliyev, during the first and last day the subject immersed himself in an altered state of consciousness, which was expressed not only in ideomotor reactions, but also in EEG indicators, while beta, delta and theta rhythms increased.

Thus, the psychotherapeutic method according to Aliev influences the functional state of the organism and has special tendencies in manifestation in people with different psychoemotional states.

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### **MOBILE UNIT FOR UTILIZATION OF USED CHEMICAL CURRENT SOURCES IN BIG CITIES**

#### **МОБИЛЬНАЯ УСТАНОВКА ДЛЯ УТИЛИЗАЦИИ ИСПОЛЬЗОВАННЫХ ХИМИЧЕСКИХ ИСТОЧНИКОВ ТОКА В БОЛЬШИХ ГОРОДАХ**

The processing of chemical current sources in the countries of the European Union is compulsory. In Russia this sphere of waste processing is practically not developed.

Since 2008 all chemical current sources, accumulators and their components must be marked with the special symbol (the crossed-out dustbin on castors). It should be on a battery or its packaging depending on the size.

As the main types of chemical current sources are considered to be manganese-zinc, alkaline electrolyte, coal-zinc, nickel-cadmium batteries. Used alkaline and salt batteries can be ranged in the 2nd class of waste hazard, nickel-cadmium ones in the 1st class of waste hazard.



At the moment the utilization project of chemical current sources is being conducted in the Mechanical Institution of the Ural department of Russian Academy of Science. The Institute specialists are designing the mobile unit to utilize used chemical current sources.

The main goal of this equipment is to utilize chemical current sources at any place of their collecting and not to transport them to special processing plants.

The operation of this equipment is carried out by one or two operators.

The productivity is about 50 kg of chemical current sources a day.

The implementation of the project includes the following steps: to organize places where used current sources can be collected; to sort into categories; to install the mobile unit in a car (i.e. a mini-van); to recycle this kind of chemical wastes; to deliver components received after the utilization to not heated warehouse; to re-use the received components; to transport more poisonous wastes such as nickel-cadmium for an advanced processing.

The planned costs of the project for the first year: to get a certificate to collect and recycle chemical current sources; to pay contracts with organizations that collect used chemical current sources; the cost of the chassis of the mobile unit; the cost of the special equipment to sort used chemical current sources; to rent not heated warehouse to store the components received after the utilization (indoor parking space); transportation costs (fuel and lubricants, service of motor transport); salaries of mobile unit operators; patent maintenance.

The expected profit and effect from the project: sale the components received during the utilization; participation in regional and municipal programs on waste management; possibility to pay for works due to the utilization fee for solid municipal waste; payment of work using the utilized collected solid municipal waste; optimization of logistic schemes of the utilization of chemical current sources through the use of the mobile unit; to reduce the toxicity of solid municipal waste and the favorable environmental impact.

The expected payback period of the project is 2-3 years.

The development prospects of the project: the possibility to develop the similar schemes for neutralizing wastes of 1 and 2 classes of hazard (for example neutralization and utilization of mercury-containing luminescent lamps and other types of hi-tech waste, obsolete computers and mobile phones, office equipment); the possibility of this mobile unit to be entered into the structure of an enterprise being re-profiled to destruct chemical weapons.

In conclusion it is necessary to say that this mobile unit will be able to make the process of utilization of chemical current sources more convenient and less expensive.

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## **THE ROLE OF NONVERBAL BEHAVIOR IN THE LIFE OF MODERN TEENAGERS**

### **РОЛЬ НЕВЕРБАЛЬНОГО ПОВЕДЕНИЯ В ЖИЗНИ СОВРЕМЕННЫХ ПОДРОСТКОВ**

Nonverbal communication refers to the communication and interpretation of information by any means other than language. Nonverbal communication includes communication through any behavioral or expressive channel of communication such as facial expression, bodily movements, vocal tone and pitch, and many other channels. The communication and interpretation of nonverbal behavior draws on tacit, implicit knowledge that all human beings possess. Nonverbal communication can be controlled to adhere to cultural display rules (norms that regulate the expression of emotion) and to meet certain personal goals such as impression management or deception such communication is generally a more automatic rather than controlled process.

The aim of our research is to define how nonverbal behavior influence to teenager's communication. Our research is based on the following hypothesis: development of understanding nonverbal behavior of adolescence appears as an effective tool of interpersonal interaction.

It's well known that good communication is the foundation of any successful relationship, be it personal or professional. It's important to recognize, though, that it's our nonverbal communication – our facial expressions, gestures, eye contact, posture, and tone of voice – that speak the loudest. The ability to

understand and use nonverbal communication, or body language, is a powerful tool that can help you connect with others, express what you really mean, and build better relationships.

Jon Kasper Lavater was the first person, who started the systematic learning of body movement. In 1792 he had published the book "Essay about physiognomics". Great contribution in this sphere had made by Paul Ekman and his colleges. P. Ekman and others found out there are more than thousands different movement of facial muscles. These observations were the same as thoughts of American psychologist S. Thomkins. Joined their investigations, scientists produced original system of coding facial movement. They created the test "FAST" - Facial Affect Scoring Technique.

The theme of nonverbal communication is one of the actual and interesting in modern science. And our investigation is based on "The definitive book of body language" by Allan and Barbara Pease. This book will be a good place to start your learning of nonverbal behavior and independent evolve this skill.

In modern life we have many gadgets, many device applications to connect with people. For example, teenagers actively use Skype, Facetime, text messages and others for our communication and interaction. That is why, communication with other people gains new form more close and long distance from your companion. As a result, people stop to understand emotions, and perceive behavior's particularities not correctly. In our previous research we find out the fact that teenagers have difficulties in understanding and interpretation of emotions and feelings of other people.

The main components of nonverbal behavior are body language, gestures, posture, mimic. Scholars divide nonverbal behavior into such aspects: close or open posture, confidence posture, distance between companions, tone, volume of sound, and other.

There are some cultural differences in interpretation of some gestures and mimic. For example, gesture "OK": in Western counties it means "ok", for Japanese it means "money", for Franks - "zero", for Turks and Brazilians - "mortal offence". Other gesture - V. In WW II this gesture means "victory", if your hand is spread to companion, but if your hand is spread to you, it is insult. That is why, you should be more carefully, when you use different gestures.

People would be more attentive, they can observe different sighs of nonverbal behavior. Sometimes when people say that they absolutely agree with you, and during this time they shake their heads no, you should know they lie. Or if people shake your hands vice-like, they want to be dominant during conversation and they would like to control everything.

Thus, skill of understanding nonverbal behavior is necessary quality in modern life for every person. It should be noted people should develop this skill from an early age, because it is more sensitive period for learning and memorizing all details. We all live in society we should be more flexible, sensible and attentive to other people, it could be help us. Due to, opportunities of the Internet we can make a friends form different countries, and we should know what is more appropriate for communication with this nations.

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#### **THE MINISTRY OF INTERNAL AFFAIRS OF THE UDMURT REPUBLIC AS AN EXAMPLE OF PUBLIC RELATIONS ACTIVITY**

**СВЯЗИ С ОБЩЕСТВЕННОСТЬЮ В ОРГАНАХ ГОСУДАРСТВЕННОЙ ВЛАСТИ  
НА ПРИМЕРЕ МИНИСТЕРСТВА ИНОСТРАННЫХ ДЕЛ ПО УДМУРТСКОЙ РЕСПУБЛИКЕ**

Today information influences not only the values and attitudes of citizens, but also the relations between the state and society, public administration and also interstate relations. In such conditions it is very important to use the state information policy properly. It facilitates the creation of an open dialogue between the state and society. To implement the information policy in state institutions, special PR-subdivisions are established, the main purpose of which is the creation of public confidence in public authorities, which is the basis of development of society.

Today in federal state organizations there is a positive trend of the implementation of mechanisms for interaction with the public. However, at the regional and local levels, public relations are not given due attention. In many state structures there are no PR departments, the functions of these departments often are performed by non-professionals. That is why the development of PR in Russia lags behind the developed

countries. The methods and tools used in PR are outdated. For this reason, PR can not effectively exist as an innovative instrument of public administration.

This article is devoted to the consideration of PR-technologies in government organizations as one of the most important elements of the implementation of the state information policy. The relevance of this research is connected with the insufficient elaboration of this problem.

Public relations play a great role in the activity of the Ministry of Internal Affairs, acting as the main source of official information in forming public opinion. PR in such a state organization as the Ministry of Internal Affairs should inform the population about the level of crime, the existence of possible threats to life, providing reliable and truthful information.

It should be noted that for many years the public confidence in representatives of the Ministry of Internal Affairs in Russia has been decreasing, public opinion about this organization was mainly negative. In December 2016, only 37% of Russian citizens considered that activity of the police was effective [2]. The current situation was promoted by the stereotype, according to which the work of this organization was ineffective

In such circumstances, the leadership of the Ministry of Internal Affairs sharply raised the issue of changing the reputation for the better and maintaining a positive image of the structure. The reforms had a huge impact on the image of the Ministry of Internal Affairs. According to the research of the "Levada-Center" and the Public Verdict Foundation, since the beginning of the reform in 2010, police officers have enjoyed great confidence [3].

The Department of Information and Public Relations of the Ministry of Internal Affairs of the Udmurt republic is actively cooperating with both state and commercial media. This fact can be confirmed by information materials published by the information agency «Сусанин». For example, on March 10, 2017, the agency published a note "The anti-drug action "Tell me where they sell death" will start in Izhevsk", which was devoted to the forthcoming action conducted by the Ministry of Internal Affairs and statistical data about violations [4].

Besides that, such television programs as «Закон и время» and «МВД 18» are created with the assistance of the press service of the Ministry of Internal Affairs of the Udmurt republic. These are weekly programs that tell us about the crimes that have occurred and about representatives of the Ministry of Internal Affairs.

To interact with the media, the Ministry of Internal Affairs in the Udmurt Republic regularly holds press-conferences and briefings of representatives of the structure. For example, in January 2017, the press-conference by Svetlana Soleva, head of the Department for the Organization of Public Order Protection of the Ministry of Internal Affairs of the Udmurt republic on the topic: "The activities of voluntary organization and their participation in the protection of public peace in 2016" was held. At this press-conference interaction of this organization with the Ministry of Internal Affairs in the detection of crimes was described.

In January 2017, the briefing was held by S. Kozlov, Deputy Chief of Police of the Ministry of Internal Affairs of the Udmurt republic. It was devoted to summarizing the results of maintaining public order during the New Year holidays.

At press-conferences and briefings the official representatives of the Ministry of Internal Affairs report the results of the work done in various directions and statistical data. Also, the effectiveness of the Ministry of Internal Affairs and its importance in ensuring the security of the population of the country is emphasized.

In order to interact with different target audiences representatives of the Ministry of Internal Affairs of the Udmurt Republic take part in special events. In December 2016, the conference on the prevention of drug abuse among youth was held with the participation of the Drug Control Authority of the Ministry of Internal Affairs, the Youth Parliament of Izhevsk, the Ministry of Physical Culture, Sport and Youth Policy of the Udmurt republic and the public movement «Стопнаркотик» and «Анти-дилер».

A huge role in the implementation of the principles of publicity and openness in the activities of the Ministry of Internal Affairs is played by the Public Council under the Ministry of the Internal Affairs of Russian Federation. The tasks of the Public Council include:

- Involvement of citizens, public associations and organizations to the implementation of the state policy in the sphere of ensuring public security, as well as assistance in the implementation of state policy in the sphere of combating crime;
- Participation in the development and review of concepts, programs, initiatives of citizens, public associations and organizations on the most relevant issues of the activity of the Ministry;
- Participation in informing citizens about the activities of the Ministry;
- Analysis of citizens' opinion about the activities of the Ministry [1].

Thus, the Public Council acts as a link between the public and the Ministry of Internal Affairs, helping to form a benevolent attitude to this organization among the population.

The Cultural Center also has been established under the Ministry of Internal Affairs of Udmurt Republic. It organizes sports and theatrical events and solemn ceremonies.

One of the subdivisions of the Cultural Center is the Museum of the Ministry of Internal Affairs of the Udmurt Republic. Employees of the Museum conduct various excursions, which contribute not only to informing about the profession of a policeman, but also to the patriotic education of teenagers and youth of the Udmurt Republic.

The press-service of the Ministry of Internal Affairs of the Udmurt Republic pays much attention to Internet communications. This organization has its official website, which presents information materials containing information about crime conditions. On the main page, the visitor can read announcements of events that are planned by various divisions. The official website of the Ministry of Internal Affairs of the Udmurt republic contains information about structure and leadership of the Ministry and about the Public Council. Every visitor can learn work-plan of the Ministry of Internal Affairs, about directions of the ministry's activities and its results.

The modern development of social networks has not been left without attention of the press service of the Ministry of Internal Affairs of the Udmurt Republic. At present, the Ministry of Internal Affairs of Udmurt republic has its official profiles in such social networks as «ВКонтакте», «Одноклассники» and «Instagram».

Thus, I can evaluate the activity of the press-service of the Ministry of Internal Affairs of the Udmurt Republic as effective, because this department actively uses various technologies to establish and maintain interaction with media, the general public and various target audiences. The Department of Information and Public Relations of the Ministry of Internal Affairs plays a huge role in maintaining a favorable image and positive reputation of this organization, acting as an intermediary between the Ministry and the society, which performs information and communication functions. Undoubtedly, the press-service of the Ministry of Internal Affairs does a great job of establishing communications with the population. This activity changes the reputation of the department in society for the better.

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#### **BARRIEREFREIER TOURISMUS IN UDMURTIEN (PERSPEKTIVEN DER UNTERSUCHUNG)**

**ТУРИЗМ ДЛЯ ЛЮДЕЙ С ОГРАНИЧЕННЫМИ ВОЗМОЖНОСТЯМИ В УДМУРТИИ  
(ПЕРСПЕКТИВЫ ИССЛЕДОВАНИЯ)**

Barrierefreier Tourismus (auch Invatourismus genannt) ist eine für die Russische Föderation neue, zukunftsorientierte Richtung im Tourismus, die den Tourismus für behinderte Menschen bedeutet.

Potentielle Kunden sind behinderte Menschen, ihre Betreuer und Familienmitglieder.

Tourismus für Menschen mit Behinderungen ist ein Rehabilitationsmittel. Auf dem ersten Platz steht körperliche Aktivität, Verbesserung der Kondition und Gesundheit. Außerdem schafft Tourismus eine passende Umgebung für die vollwertige Kommunikaton, beseitigt das Gefühl des Verlustes von Selbstbewusstsein und ist ein Mittel, Menschen in die Gesellschaft zu integrieren.

Der barrierefreie Tourismus in Russland ist noch nicht zugänglich, auch das Thema ist in Russland ganz neu und nicht herausgearbeitet. Das Hauptproblem besteht darin, dass die Tourismusunternehmen mit solchen Kunden nicht arbeiten wollen. Aus ihrer Sicht sind die ökonomischen Kennzahlen schlecht und für die Entwicklung der Unternehmen nicht wirksam.

Nach Angaben des Föderalen Statistikdienstes der Russischen Föderation leben heute in Russland etwa 12,7 Millionen behinderte Menschen, einschließlich 617,0 Tausend behinderte Kinder. Etwa 20% oder 2,6 Millionen Russen von der Gesamtzahl der behinderten Menschen sind erwerbsfähig. Mehr als 500 Tausend Menschen mit Erkrankungen des Bewegungsapparates haben Verkehrsbeschränkungen verschiedenen Grades, wobei fast die Hälfte von ihnen Menschen im Alter unter 40 Jahren sind.

Nach verschiedenen Schätzungen, gibt es in unserem Land zwischen 218–300.000 blinde und sehbehinderte Menschen, etwa 150.000 Menschen haben Hörstörungen.

Nach Angaben des Gesundheitsministeriums von Russland, steigt die Zahl der Behinderten jährlich um eine Million Menschen. Jetzt bekommt fast jeder zehnte Russe die Invalidenrente.

In 2017–2018 kann die Zahl der Menschen mit Behinderungen über 15 Millionen Menschen liegen.

Aus diesem Hintergrund wurden folgende Hauptziele der geplanten Forschung formuliert:

- konzeptuellen Grundlagen des barrierefreien Tourismus zu formulieren;
- Probleme und Perspektiven des barrierefreien Tourismus (am Beispiel der Menschen mit Sehstörungen) zu analysieren;
- die Verfügbarkeit von öffentlichen Einrichtungen für Menschen mit Behinderungen zu überprüfen;
- die Anwendung der normativen Rechtsakte im Bau, Umbau, großen Reparaturen von Gebäuden zu untersuchen;
- Eine touristische Route für Menschen mit Sehstörungen zu entwickeln und Perspektiven der Maßstabänderung für Russland zu untersuchen.

Außerdem müssen Dokumente über die Entwicklung des Tourismus für Behinderte untersucht werden.

Das Ergebnis der Forschung soll eine touristische Route für Menschen mit Sehbehinderung sein.

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#### **PROHIBITION OF SLAVERY AND FORCED LABOUR UNDER THE ARTICLE 4 OF EUROPEAN CONVENTION ON HUMAN RIGHTS**

#### **ЗАПРЕТ РАБСТВА И ПРИНУДИТЕЛЬНОГО ТРУДА СОГЛАСНО СТ.4 ЕВРОПЕЙСКОЙ КОНВЕНЦИИ ПО ПРАВАМ ЧЕЛОВЕКА**

What do we know about slavery now? Just historic aspects. And we must be grateful for that to our democratic society, where people's life and freedom are the highest values. Article 4 of the Convention [1] enshrines one of the fundamental values of democratic societies and requires that no one shall be held in slavery or servitude, as well as no one shall be required to perform forced or compulsory labour. There are three terms used in the article, so let's look to the definitions.

In considering the term of "slavery" under Article 4, the Court refers to the classic definition of slavery from the 1926 Slavery Convention [2], which gives us the following definition: Slavery is "the status or condition of a person over whom any or all of the powers attaching to the right of ownership are exercised". For Convention purposes "servitude" means an obligation to provide one's services that is imposed by the use of treatment force. It includes the obligation to live on another person's property and the impossibility of altering his condition". For the purposes of the Convention the term "forced or compulsory labour" means "all work or service which is exacted from any person under the threat of penalty and for which the person has not offered himself voluntarily".

The third paragraph of Article 4 indicates that the term "forced or compulsory" labour does not include:

- 1) any work to be done in the ordinary course of detention" or during conditional release from such detention

The example is the case of Van Droogenbroeck v. Belgium [3]. The applicant is a Belgian national, born in 1940. On 29 July 1970, the Bruges criminal court sentenced him to two years' imprisonment for theft, and attempted theft, committed with the aid of skeleton keys. A year later he was placed in semi-custodial care. It involves him to work as a trainee in a central-heating installation firm in Brussels. Because the Court (Recidivists Board) found that he had no prospects of finding work outside prison. And he can be released unless and until he had saved twelve thousand 12,000 BF through his prison work.

In the Court's view the work required did not go beyond what is "ordinary" in this context since it was calculated to assist him in reintegrating himself into society.

2) Military service or substitute civilian service.

The example is the case of *W., X., Y. and Z. v. the United Kingdom* [4]. The applicants are citizens of the United Kingdom and Colonies born in England who, at the ages of 15 and 16 joined, with the agreement of their parents, the navy services as a junior seamen for a period of nine years which, however, was to be calculated from the date on which they reach the age of 18 years. About *W.*: His commitment was for 9 years from the age of 18. As he joined at the age of 15, his total commitment was, in fact, for 12 years of service. Over 3 years he applied for discharge on the grounds that his father, his only parent, was in bad health and needed his assistance. But his request was refused. In 1967 he went home on a long weekend with the intention of deserting. The night on which he was supposed to return on board ship he tried to commit suicide by slashing his wrists with a razor blade. He was taken by the police to a hospital for treatment and subsequently transferred to a mental hospital. After spending a week he was taken to a navy hospital where he was seen by a naval psychiatrist. After a few days he had to rejoin his ship. Full examination of the applicant carried out in a naval hospital by a specialist in neuro-psychiatry disclosed no sign of mental illness. He applied for violation, but the court said any complaint that such service constituted "forced or compulsory labour" had to be rejected.

3) Service required during an emergency or calamity.

The example is the case *S. v. Germany* [5]. On the twentieth of February 1978 the police of Germany ordered to gas all fox-holes. The order was based on the Cattle Epidemic Act. And all people, who have hunting or shooting license must participate in this campaign to stop the epidemic.

4) Normal civic obligations.

The example is the case *Steindel v. Germany* [6]. The applicant practices as an ophthalmologist. He was ordered by the Association of Statutory Health Insurance Physicians to participate in the medical emergency services. But he refused to serve in the emergency service and would only be willing to serve in an emergency service which was organized by the Association of Medical Practitioners, because he did not practice as a statutory health insurance physician. The Court observes that the services to be rendered did not fall outside the ambit of a physician's normal professional activities.

Slavery and forced labour are not legal anywhere, but still happens almost everywhere—including Europe and the USA. Slaves are forced to work without pay, under the threat of violence. They cannot walk away. The statistics shows that today about 21 million people are forced to work. It is less than, for example, in 18<sup>th</sup> century, when the amount of slaves were 12 million only in USA. The main aim of article 4 of the Convention is to exclude slavery to go unpunished. So all member States adopted the Convention are obliged to penalise and prosecute effectively any act of slavery and forced or compulsory labour, take operational measures to protect victims, establish where the rights under that Article 4 have been violated.

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#### **LINGUISTIC AND CULTURAL ASPECTS OF AMERICAN FILMS LOCALIZATION**

##### **ЛИНГВИСТИЧЕСКИЕ И КУЛЬТУРНЫЕ АСПЕКТЫ ЛОКАЛИЗАЦИИ АМЕРИКАНСКИХ ФИЛЬМОВ**

The purpose of research consists in comparative analysis of specific cultural features of American films annotations in Russian and Spanish online cinemas. The research material presents summaries for American movies, freely available in online cinemas. The object of this research is annotation as a kind of Internet discourse in three different cultures. The novelty of the research is connected with the lack of definiteness of terminology base of annotations in online cinema, as a part of Internet discourse. In order to complete the search we must to realize the following objectives:

1. To substantiate the theoretical base of the research.
2. To define the concepts of advertising discourse, Internet discourse, advertising text, hypertext, the announcement of the film, abstract and the localization of the film.
3. To consider annotations as a type of advertising discourse. To highlight the structure of the annotation to the film.
4. To describe the structural and linguistic features of annotation in each of the studied cultures.
5. To compare the American movie with its localization to Russian and Spanish.
6. To identify common and specific features of the annotations in the three linguistic cultures. To trace the mutual influence of language, culture and mentality.

The annotation is an announcement of the film and a part of the Internet discourse, that performs the functions of the advertising text and informs about the summary content, genre, actors, director, etc. On the other hand the annotation, being an adapted version, carries specific features typical to the country and culture, where a localization of the annotation has been produced. Feature films annotation can be viewed from the perspective of advertising discourse, because on the one hand it carries a pragmatic and phatic function, on the other hand - the informational one which reflects a summary of the film and transfers an additional information about the genre, actors, directors.

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#### **PR-TEXTS AS AN INSTRUMENT OF CREATING AN INDIVIDUAL IMAGE OF A POLITICAL LEADER**

##### **ПР-ТЕСТЫ КАК ИНСТРУМЕНТ ФОРМИРОВАНИЯ ИНДИВИДУАЛЬНОГО ИМИДЖА ПОЛИТИЧЕСКОГО ЛИДЕРА**

The work is dedicated to studies of the effectiveness of PR-texts in the formation of individual image of a political leader. The problem is very urgent and requires detailed study. Democratization of the society is the reason of the expansion of politically active audience. Consequently, the public's right to choose has a great influence on the career of politicians and forces them to make all efforts to create an image which will meet expectations of the masses.

The main goal of political leaders is to strengthen their own position in the conditions of spontaneously changing political spheres of society. That is why the pursuit of loyalty of the society towards the politicians is in the first place. This task requires the formation of a general portrait of a leader: his political views, individual preferences; however, all this information should be designed to cause the favorable attitude of the greater part of the target audience and to consider its preferences and peculiarities [5]. More than that, the politician has to have the ability of self-presentation and ability to bring the necessary information to the audience. That is why modern political leaders are forced to obey the laws of advertising, which require the use of a variety of image-making technologies [2].

Of course, a candidate should be pretty nice, have a good income and have a family. These are the basic traits which people pay attention to at the beginning. As for the common aspects, they are: society in the personal view of a leader, his personal qualities (charisma, intellect, the ability to predict things, etc.), the situation in the society, motivation, and technology and resources that he uses in the process of forming his image [3].

There are different views on how to classify political leaders. Nevertheless today it is actual to define authoritarian political leaders, who are task-oriented, and democratic leaders who are striving to satisfy the interests of the individual. The image of a political leader depends on public opinion, and the real personality characteristics possessed by a politician. Of course, the procedure of creating an image is carried out with the help of PR tools.

There are six stages:

1. As we have already mentioned, the first thing is that we need to determine the desires of the target audience.
2. The second step is to study the characteristics of the policy.
3. Then it is necessary to analyze the image of a candidate's competitors to make a contrast, to highlight the dignity of our leader.
4. After that the qualities demanded from a candidate by the society should be highlighted.
5. Turning all disadvantages into advantages, we should start making certain relations between a candidate and the audience.
6. Finally, the selection and application of appropriate PR-technologies [1].

All the PR technologies which are used in politics to form an individual image of the leader can be divided into two groups: manipulative and rational methods of influence on the behavior and consciousness of the society. The manipulation of public opinion is used in mass media. It is necessary to promote values that would contribute to maintaining the leading position of an individual, through the production of forms of characters. It includes the creation of stereotypes also.

In addition to these methods a sustainable technology is also used. It is based on the bidirectional communication between a political leader and his opponents, rivals and citizens. Its implementation is carried out through the organization of talk shows, debates, live broadcasts, where a politician appeals to the society etc. In this case, political leader provides the target audience with information, using which people will be able to perform identity and weigh the pros and cons while making their choice. The main task of the described techniques is the formation of an ideological element which belongs to the image of a political leader. In both cases, PR texts have great influence and play the main role in the process of creating an image of a politician [2].

In the modern sense almost anyone can become a political leader. It may be a prominent cultural figure, and an average plant worker, and even a primary school teacher. But how can ordinary citizens be in power?

Let's see the career way of The Russian President. For the first time Vladimir Putin came to power in 2000 when the current President, Boris Yeltsin left his post. Four years later he was re-elected for the second term. Then he had a break of one term after losing the championship to Dmitry Medvedev and V.V. Putin got into the authority once again in 2012. For many people it remains a mystery how an ordinary agent of the KGB became the head of the state and keeps this status for more than 10 years, and the authority of Vladimir V. Putin strengthens every year [6].

The study of St. Petersburg State University proves that citizens are often incompetent in matters of policy and are more focused on the image of the leader which is formed by the media on TV. Such circumstances are ideal for PR professionals' work, whose purpose is to create an external "image"[4]. So what is the image according to the citizens of Russia view?

In order to study how PR-texts formed an individual image of Vladimir Putin, we've considered the interview with him. We've based our research on the interview of the President to the international information holding Bloomberg which took place on the 1st September 2016.

It is worth noting that Vladimir Putin freely drew our attention to statistical data and actively used the figures, which contained very detailed information. He easily escaped from the provocations of the journalist, but he didn't back off from his own point of view, and sometimes he forced his interlocutor to agree with him, by asking questions, by using phrases like "You know it...", "...I want to emphasize...". Moreover, the President used the method of listing. This technique adds credibility and gives more weight to the arguments used by Mr. Putin.

With regard to the common position which was shared by Vladimir Putin, all his responses complied with the principle of the golden mean, the concept of "balance" that allowed us to avoid drastic conclusions



about the President's position. In addition, the interviewee used what he always referred to the citizens of Russia with. Their interests were first and foremost. It is noteworthy that while answering one of the last questions about the secret of success in his political career, Vladimir Putin replied that understanding of ordinary citizens allowed him to be in power for a long period of time.

Let's give a more thorough analysis, considering the text of the interview at a phonosemantic level with the BAAL. Thanks to this application we can check what emotional stress the text has. Thus the program determined that the text gives the impression of a simple, evil, majestic, heavy, tough, courageous, strong, cold, loud, brave, mighty, big and bright atmosphere. The result means that the text that has the above characteristics forms the corresponding image of the one who is the owner of these words. That is Vladimir Putin is presented as courageous, brave, majestic, etc person.

In order to determine the main target audience of the text under consideration, we have to calculate the Flash index, and perform the calculations according to the Fogh formula. The use of these formulas allows to determine the difficulty of the text, given its components, namely: number of words per sentence, length of words and number of syllables per word.

According to the calculations, the interview of the President of Russia, despite the seriousness of related issues and political dialogue is meant for a wide audience and is of medium difficulty. This is a clear proof that all the actions of the President are aimed at influencing ordinary citizens. There is a certain fact that Mr. Putin has a solid background of knowledge in order to freely express their thoughts in more scientific and difficult to understand language. However, he understands what he needs to work at and deliberately simplifies the wording when he answers the questions.

Thus the text successfully copes with the function of forming the image of V. V. Putin. It is available to a wide audience and is full of emotions. Our study allows us to assert that PR-texts is an effective tool of formation of individual image of the political leader. In our case we considered the image of Vladimir Putin. As it turned out, the citizens of Russia are more interested in personal characteristics and pay greater attention to the fact how the things are said but not what is said. At the same time this fact greatly simplifies the task of a political leader, however, complicates the work of PR professionals who have to present a positive image of a person who may not even possess these qualities.

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#### **ARBEITSMIGRATION IM ZAVYALOVSKY BEZIRK МАЯТНИКОВАЯ МИГРАЦИЯ В ЗАВЬЯЛОВСКОМ РАЙОНЕ**

Der Begriff «Migration» bedeutet eine regelmäßige Wanderung von Menschen zur Arbeit oder zur Schule von einem Dorf/von einer Stadt (von ihrem Wohnsitz) in ein anderes Dorf/in eine andere Stadt hin und zurück. Das ist ein sehr interessantes und ein ziemlich komplexes Forschungsobjekt. Die Pendel- und Arbeitsmigration kann sowohl einen positiven Effekt haben als auch Probleme verursachen.

Der Zavyalovsky Bezirk befindet sich im zentralen Teil von Udmurtien. Dieser Bezirk hat eine günstige wirtschaftliche Lage, weil er immer enge wirtschaftliche Beziehungen mit der Stadt Izhevsk hat. Am 1. Januar 2016 wurde die Bevölkerung des Bezirks Zavyalovsky auf 72.011 Menschen geschätzt. Sie lebt in 19 Gemeinden, in 126 Orten. Die durchschnittliche Bevölkerungsdichte beträgt 31 Einwohner/km<sup>2</sup>. Die höchste Bevölkerungsdichte wird in den Gemeinden um die Stadt Izhevsk aufgezeichnet.

Der Bezirk Zavyalovsky hat lange intensive und effektive Arbeitsbeziehungen mit der Stadt Izhevsk aufgrund seiner Nachbarposition.

Nach Angaben des Beschäftigungszentrums arbeiteten 20.978 Menschen am 1. Januar 2014 in Izhevsk. Darunter 54,2% Angestellte, Rentner und Jugendliche. So sind in der Hauptstadt der Udmurtischen Republik alle 541 Arbeiter von 1.000 Menschen in der Wirtschaft beschäftigt. Die meisten Arbeitsmigranten arbeiten in Pirogovskiy MO (735 Arbeiter/1.000 Personen), in Oktyabrskiy MO (693 Arbeiter/1000 Personen) und in Khokhryakovskiy MO (689 Arbeiter/1000 Personen). Die kleinste Anzahl von Arbeitern haben Kazmasskiy, Italmasskiy, Kiyaiskiy und Babinskiy MO. Hier übersteigen die Zahlen nicht mehr als 400 Arbeiter pro 1.000 Personen. Es gibt auch eine umgekehrte Tendenz. Die Einwohner der Stadt Izhevsk finden die Arbeit im Zavyalovsky Bezirk. Nach offiziellen Angaben fahren 11.000 Menschen täglich aus der Stadt, Das sind 28,5% aller Arbeiter im Zavyalovsky Bezirk.

Viele von Arbeitsmigranten sind Jugendliche. Die größte Zahl von Migranten im Alter von 18-30 Jahren beträgt 7.428 Personen, sowie von 31-40 Jahren 6.955 Personen. Die Gründe für die Arbeitsmigration sind: der Arbeitsmangel im Wohnort; eine gute Verkehrszugänglichkeit (regelmäßige Bahn- und Busslinien); die Möglichkeit, außerhalb der Stadt zu leben; die Verfügbarkeit eines persönlichen Autos.

Die Migrationsströme fließen in verschiedenen Richtungen radial von die Stadt Izhevsk. Aber die Intensität der Migrationsströme unterscheidet sich je nach der Richtung. Nach der praktischen Studie als eine Untersuchung der Intensität Migrationsströme wurden folgende Schlussfolgerungen gezogen. Als Hauptrichtungen sind Golyansky-Trakt, der Sarapulsky-Trakt und der Shaberdinsky-Trakt bestimmt. Der Grund dazu ist, dass der Zavyalovsky Bezirk ungleichmäßig bewohnt ist. Die meisten großen Siedlungen der Region liegen im Osten, Süden und Südosten. Während der Stoßzeiten erreicht die Intensität des Verkehrs bis zu 1.500 Autos pro Stunde. Auch der öffentliche Verkehr ist hier rege. Jeden Tag transportiert IPOPAT mehr als 5.000 Passagiere.

Der Prozess der Suburbanisierung hat einen erheblichen Einfluss auf die Arbeitsmigration. Unter Suburbanisierung (englisch suburban – am Stadtrand) oder Stadtfucht versteht man die Abwanderung städtischer Bevölkerung oder Funktionen aus der Kernstadt in das städtische Umland und auch darüber hinaus.

Zurzeit sind mehr als 30 Hüttensiedlungen im Zavyalovsky Bezirk gebaut worden. Die Bevölkerung der Hüttensiedlungen erhöht die Zahl der Arbeitsmigranten und die Intensität der Migranten-Ströme. Die Arbeitsmigration hat sowohl positive als auch negative Konsequenzen. Es sei unterstrichen, dass zwischen Izhevsk und dem Bezirk Zavyalovsky schon seit langem enge Beziehungen entstanden. Der Bezirk versorgt die Stadt mit Arbeitsressourcen, bietet erschwingliche Wohnräume in ökologisch sauberen Gebieten, baut neue Straßen. Auf solche Weise entwickelt der Bezirk seine Infrastruktur und trägt dem Prozess der Suburbanisierung bei. Zu den negativen Konsequenzen zählen eine große Transportbelastung auf den Hauptverkehrswegen, die zu ihrer schnellen Zerstörung führt; eine Zunahme der Dichte des Aufbaus; die Auswirkungen auf den Wohnungsmarkt (je näher an der Stadt, desto teurer sind die Grundstücke und Gehäuse).

Die Arbeitsmigration zwischen dem Bezirk Zavyalovsky und der Stadt Izhevsk kann weiter zunehmen. Daher ist eine weitere, detailliertere Untersuchung dieses Prozesses für eine rationale Regionalpolitik erforderlich.

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**CHINA'S FOREIGN POLICY IN CENTRAL ASIA**  
**ВНЕШНЯЯ ПОЛИТИКА КИТАЯ В ЦЕНТРАЛЬНОЙ АЗИИ**

The economic development of the People's Republic of China makes Beijing's aspiration to expand ties with various states, strengthen its position in a number of key regions of the world. Central Asia, which occupies an advantageous geopolitical and geostrategic position, possesses a large number of natural resources, in this context acquires special significance for the PRC.

The policy of China in the Central Asian space has significantly intensified at the beginning of the XXI century. The PRC needed to meet ever-growing own energy needs, to find an additional market for Chinese goods and to ensure a "balanced" development of its western territories. Moreover, the fight against separatist and extremist-terrorist groups in the region demanded to strengthen cooperation between countries on security sector.

Thus in 2001 China initiated the establishment of the Shanghai Cooperation Organization. For 16 years of the SCO existence, China has concentrated in this structure a combination of political and economic instruments for the implementation of its policy in Central Asia. Within the framework of this institute, Beijing implemented a number of large-scale projects, created Asian Infrastructure Investment Bank and the Silk Road Fund, initiated the creation of the SCO Development Bank, and the formation of a free trade zone under the SCO, received guaranteed supplies of energy resources and other strategically important natural raw materials, strengthen military-political security. The mechanisms of the SCO allow the PRC to realize a unified political line throughout the region, pursue its own interests, skillfully avoiding disagreements with its neighbors.

In addition to multilateral cooperation, China pays great attention to bilateral relations with each state in this region. At present, China is the main trade, economic and investment partner of almost all five post-Soviet republics (with the exception of Kazakhstan). In the oil and gas sector, a special role for Beijing is played to Kazakhstan, Uzbekistan and Turkmenistan, which have large reserves of fuel and energy resources. Besides, it is worth noting the interest of China in the formation of transport infrastructure that facilitates the export of industrial raw materials to China and the import of Chinese goods and services by all states of Europe and Asia. In this context, China pays much attention to relations with Kyrgyzstan and Tajikistan, which directly border on it.

The parties fruitfully cooperate in the sphere of ensuring regional security. The Central Asian region is characterized by a large number of potential challenges and threats of political, socio-economic and religious nature. Within the framework of the Shanghai Cooperation Organization China annually conducts joint military exercises with the republics, provides military-technical assistance, exchanges information and experience in combating drug trafficking, and coordinates the training of military personnel.

Security and stability in Central Asia matter a lot to China for not only the safety and protection of its own investments in the region but also because of the almost inevitable spillover effects that insecurity and instability might have within China's northwestern region of Xinjiang.

The PRC's presence in the Central Asia region is also due to Beijing's desire to prevent the military expansion of the US and NATO into Central Asia. In the event of an aggravation of the situation in other nearby regions of the world, such as Taiwan, Southeast Asia, etc., Central Asia can become a springboard for striking China's territory.

China dynamically develops multilateral cultural and humanitarian cooperation with the Central Asian republics.

In conclusion, it is necessary to say that China's policy in Central Asia is of a regional nature. The main trends of the Central Asian vector of China's foreign policy are, firstly, building up influence in this region, secondly, China's linking of Central Asia to its own development by building infrastructure facilities, expanding Chinese participation in the development of fuel and energy resources, using the potential of the Shanghai Cooperation Organization and promotion of the new integration project "One Belt, one Road".

China is the undisputed economic leader in the region. Strong economic growth and a number of other factors give it the status of a center of power in the region.

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### **HOSPITALITY IN MEDIEVAL EUROPE**

#### **РАЗВИТИЕ ГОСТЕПРИИМСТВА В СРЕДНЕВЕКОВОЙ ЕВРОПЕ**

Wide-spread travelling activity of merchants, apprentices, clergy and pilgrims led to opening shelters. At the very beginning shelters were free and were arranged by monasteries, Church, princely courts because people felt sorry for strangers.

The problem touched in this work is the role of hospitality in Medieval Europe. The purpose of the work is to study the model of hospitality in Medieval Europe.

In the first part we talk about the great importance of the Church in the Middle Ages. It hosted travelers. The prototypes of the hotel facilities appeared when strangers were asked to pay for their shelter. At the beginning of the Christian era the Church was ordered to build shelters for the parishioners of the Church in each city. As a result Inns were built. The pilgrimage started when there was the first travel to Palestine. The hospitality originated in the middle Ages and: people wanted to travel with informative, religious and other purposes. The Church played a big role in the society and sheltered travelers. Many monasteries were open for guests. As we've already said, at first people didn't have to pay for their rooms, but if they could make any donations, it was appreciated. Later the money was demanded from the travelers, the service was improved and hotel facilities started developing. Also the hospitality evolved during the Crusades. They contributed to the resurrection of Inns first emerged in Northern Italy. Hospitality became a solid business.

The second part explains the significance of trade relations with neighboring countries. It was necessary to create enterprises of hospitality for the caravans and the pilgrims could have a place to stay for the night. Trade was an important element in the formation of hospitality. The development of trade relations of Ancient Russia with neighboring countries and the pilgrimage helped to create routes for trade caravans and the routes for pilgrimage. It caused the creation of Inns of various degrees of comfort.

The third part describes in detail the pilgrimage, the goal of pilgrims. Attention was also paid to organizations, which helped the pilgrims in difficult situations. The purpose of the pilgrims was to visit the Holy places: the springs, the places of residence or burials of the saints, famous temples or monasteries. In 960, St. Bernard founded a hospice, it was possible to stay overnight there. The Crusades resulted in making charitable organizations. Shelters were built and conductors, translators, healers also appeared in those places. But Medieval experts in hospitality knew nothing about hygiene, therefore there were their own hygienic rules.

In the fourth part we talk about the emergence of travel industry in Russia, associated with the human need for communication. And all sorts of trips in Russia resulted from the development of communication, establishment of trade relations with neighboring states. For Slavs every traveler was sacred, he should be paid a lot of attention to and should be respected. At that time a large number of monuments of Russian culture were created, such as "the Precept of Volodymyr Monomakh" and "the Domostroi". The rules of hospitality and etiquette were collected. In the XVI century in England taverns for common people appeared, it was possible to stop and eat there. The variety and quality of food depended on the social status of the traveler.

Medieval travelling was associated with the movement of pilgrims to the Holy places mostly. Hospitality has become one of the most important concepts in history. It would be impossible to travel, if travelers could not have a place to stay for the night and get food.

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**ORNAMENTAL STYLES OF THE VIKINGS AGE AS PRESENTED IN THE ARCHAEOLOGICAL MATERIALS OF THE ANCIENT RUS': THE HISTORIOGRAPHIC ASPECT**  
**ОРНАМЕНТАЛЬНЫЕ СТИЛИ ЭПОХИ ВИКИНГОВ В АРХЕОЛОГИЧЕСКИХ МАТЕРИАЛАХ ДРЕВНЕЙ РУСИ: ИСТОРИОГРАФИЧЕСКИЙ АСПЕКТ**

Introduction. The chronological scope of this work corresponds to the Scandinavian Viking Age (VIII-XI centuries, AD), to the time of advent of the three ornamental styles and the time of active contacts of the Scandinavians with the population of the Eastern Europe. The study goal: generalization of archaeological materials that reflect a manifestation of the Scandinavian ornamental styles in the objective world of the Ancient Rus'. One of the brightest manifestations of the Vikings heritage is the products made in the style of "bestial" ornamentation. Researchers of the Vikings art distinguish the three main styles: Borre (830-975 AD), Jelling (870-1000 AD) and "Great animal Style". The latter includes Mammen (900 (950) - 1020 AD), Rengerik (980-1090 AD) and Urnes (1050-1170 AD). Products with similar characteristics to the ornamental art of Vikings are not found in other peoples' cultural heritage monuments. The artistic style of the Vikings consists of the pagan beliefs in gods as well as the legends which makes this style original and unique. The aim of the Vikings' art was not only to put emphasis on the beauty and the decoration style of objects, but mostly if these images should bring good luck in battles and protect the Vikings from evil gods and spirits.

The interaction of the Scandinavian tribes with the Slavs, the Pre-Baltics, the Baltic tribes and the tribes in the Volga region led to the appearance of Scandinavian products on the territory of the Ancient Rus': fibulae (shell), swords, hammer-shaped pendants, waist plaques, convex bracelets, braided bracelets. The prospect of studying the influence of the Scandinavian art on the Ancient Russian culture is supported by the findings within a significant archaeological research of large ancient centers such as Staraya Ladoga, Novgorod, Gnezdovo, Kiev, Polotsk and others which have been actively conducted since the beginning of the XX century.

Historiography. Historiographically, the problem of presenting the legacy of the Viking Age in the Ancient Russian sources has been raised repeatedly. First and foremost, this was due to the need to address the problem of the specific features regarding the formation of the Ancient Rus' state and the role of the Scandinavians in this process. For example, in the 30-40 of the XXth century there were works by B. A. Rybakov, A.V. Artsihovsky, and others were published to address the problem in question. The study of the history of the Ancient Rus' and the North and their organization structures along with the line of the transit route "from the Varangians to the Greeks" was one of the special questions considered in the early scientific works by AA. Spitsin, V.I. Sizov.

The archaeological materials reflecting the Scandinavian ethnic component are actively appearing in the 50-70's. and are based on the discoveries within the scope of field researches including the ones executed at the monuments of Staraya Ladoga, Gnezdovo. (V.S. Dedyukhina, 1967, M.K. Karger 1958, V.A. Nazarenko, 1971; V. Petrenko, G.A. Krapivina, G.S. Lebedev, E.N. Nosov, Y.Y. Konetskii, A.L. Kucher, V.V. Ratsko), Novgorod (V.V. Sedov 1970, T.A. Pushkina 1972). As the results, the findings of the analytical studies of the Scandinavian ornaments types (V.S. Dedyukhina, 1967, T.A. Pushkin 1972), armaments (Kirpichnikov AN, 1966) had been introduced into the scientific circulation.

In those years, a classification of signs of burials rites of the Scandinavians in the mounds of the Ancient Rus' was developed. In this respect, the work by Y.E. Zharnov "Scandinavian Women's burials in Gnezdovo" and the work by K.A. Mikhailov «Old Russian elite burials of the 10th - early 11th centuries" presented the charts of dates related to the appearance of Scandinavian objects in the territory of the Ancient Rus' since the last quarter of the 10th century.

Also, the authors noted that the Scandinavian items of art were not only brought from Scandinavia, they also had been manufactured in the territory where the ancient Russian monuments were located. Basically, ornamentation art items which belonged to the early Vikings Age had been traced back to the time

of the monuments of the Ancient Russia (G.S. Lebedev "The Vikings Age in the Northern Europe and in Rus"). Also, a lot of objects with S-shaped ornament were found and among them the Borre and the Jelling styles were identified as well (L.S. Klein, G.S. Lebedev and V.A. Nazarenko "Norman antiquities of Kievan Rus' at the present stage of archaeological studies" along with the works by V.N. Zotsenko, N.N. Faradev, A.R. Smirnov, V.S. Dedyukhina).

Among foreign researchers whose works helped in the study of the Scandinavian findings of the Vikings' Age in the territory of the Ancient Rus' is Petersen Jan Grev Taulov. His famous work is devoted to the Norwegian swords of the Vikings' Age. Another researcher is David Mackenzie Wilson, a British archaeologist, who is an expert in the Anglo-Saxon art and in the Vikings Age and others researchers. The problem of the dialogue between Scandinavia and the Eastern Europe in the Vikings Age remains essential today.

#### Conclusion

So, the Scandinavian influence in the applied art of the Ancient Rus' continues to be explored. The works we refer to in this research disclosed information that proves the fact that the Vikings had been to the Ancient Rus' and made great impact on its art traditions. Thus, the presented historiographical review reveals the level of our understanding of the problem and the basic research approaches to be applied to better comprehend the way the Vikings artistic style influenced the art traditions in the Ancient Rus'.

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#### **DIE PRÜFUNG DES GERÄTES „TEREM-4.1“ ПРОВЕРКА АППАРАТА «ТЕРЕМ-4.1»**

Ohne moderne Diagnoseausrüstung ist es unmöglich, die Elemente der Baukonstruktionen qualitativ nachzuprüfen. Die Anzeigepräzision dieser Geräte ist zurzeit aktuell und gefordert.

Deshalb entsteht die Notwendigkeit der Prüfung der modernen Geräte. Eines solcher Geräte ist der Messkomplex «TEREM-4.1», der sich die Messungen der Deformationen, der Umstellungen, der Kräfte, der Drücke, der Temperatur, der Feuchtigkeit u.a. nach der Zeit synchronisierten Anzeigen zu erfüllen lässt. Er ist mehr sensibel, als die Geräte der vorhergehenden Generationen, z.B., «AID-4».

Für die Prüfung war das einfachste konstruktive Schema in Form von einfachen Doppel T-Stahlbalken gewählt. Dehnungsmeßstreifen waren drei Schnitte nach der ganzen Höhe aufgeklebt, um das Diagramm der Verteilungen der normalen Spannungen im aufgegebenen Schnitt aufzubauen. Für die Registrierung der Vertikalverschiebungen waren die Wegmeßwertgeber auf den Stützen, in der Mitte vom Bogen und in einem Zwischenschnitt installiert. Der Balken wurde mit den Stufen durch verteilte Traverse beladen, die Ergebnisse der Messungen von den Sensoren (der Kraftsensoren, der Wegmeßwertgeber und Dehnungsmeßstreifen) wurden vom Gerät «TEREM-4.1» mit dem Sollzeitraum fixiert.

Für die Gegenüberstellung mit den Prüfdaten waren die numerische Berechnung mit Hilfe des PC LIRA 10.4 gewählt und die Berechnung von den Methoden der Materialfestigkeit erfüllt. Im Programmkomplex war der Balken durch drei Typen der Endelemente (КЭ) dargestellt: Stab-, Lamellen- und räumliche Endelemente. Das Rechnungsmodell der räumlichen Endelemente ist an der realen Balkengeometrie zu nah, es folgt, dass es den Spannungszustand der Konstruktion im Beladungsvorgang ausführlich widerspiegelt, was für die gestellte Aufgabe sehr aktuell ist.

Die Vergleichsanalyse der Ergebnisse, die vom Rechenweg mit Hilfe des PCs LIRA 10. 4 erhalten sind, und dem zu prüfenden Gerät «TEREM 4.1» festgelegt sind. Man kann die Schlussfolgerungen darüber machen, dass sich die Versuchsdaten von den Rechenbedeutungen nicht um mehr als 7 % unterscheiden, was sich in den Grenzen der Anzeigetoleranz befindet.

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**DIE ERHÖHUNG DER FILTEREIGENSCHAFTEN DER VERTORFTEN GRÜNDUNGEN  
VON VERSCHIEDENEN KOMBINIERTEN DRÄNIERENDEN MATERIALIEN  
ПОВЫШЕНИЕ ФИЛЬТРАЦИОННЫХ СВОЙСТВ ЗАТОРФОВАННЫХ ОСНОВАНИЙ РАЗЛИЧНЫМИ  
КОМБИНИРУЕМЫМИ ДРЕНИРУЮЩИМИ МАТЕРИАЛАМИ**

Die Beschleunigung des Verdichtungsprozesses, und nachher die Kürzung des Filterweges werden durch die Einstellung der senkrechten Sanddräne erreicht.

Zurzeit werden verschiedene Technologien der Einstellung der senkrechten Sanddräne verwendet.

Für die Auffüllung der Dräne muss man den Groß- oder Mittelsand verwenden, der die Staubkerne bis zu 3 % mit Durchlässigkeitsbeiwert (Kf) mehr als 6 Meter pro Tag führt. Für die Kürzung der Aufwände kann man die Vorräte des lokalen kleinen Schwemmsandes verwenden. Jedoch hat der lokale Schwemmsand, der als dränierendes Material für die Einstellung der Sanddräne verwendet wird, den niedrigen Durchlässigkeitsbeiwert (Kf ist weniger als 2 Meter pro Tag). Das kann für die bedeutende Vergrößerung der Fristen der Konsolidierung dienen. In diesem Zusammenhang bieten wir für die Verbesserung der Filtereigenschaften des Sandes an, den Sand von den Kunststoffkörnchen zu bereichern.

Was sind die Kunststoffkörnchen? Es ist das Produkt der nochmaligen Überarbeitung der Erzeugnisse aus dem Kunststoff. Als Rohstoff für die Herstellung dieses Materials werden die Ausschusserzeugnisse aus dem Polyäthylen, dem Nahrungskunststoff, sowie die verwendeten Kunststoff-Flaschen verwendet.

Als Ergebnis der Tests sehen wir, dass der Filterkoeffizient des kleinen Sandes bei der Bereicherung von den Kunststoffkörnchen wesentlich zunimmt.

Daraus geht hervor, dass die Beschleunigung der Setzung der vertorftten Gründungen, die Kürzung der Zeit der Konsolidierung, die Erhöhung der Immunität der Aufschüttung dank der Erhöhung der Festigkeitscharakteristiken des schwachen Bodens infolge der Verdichtung bei der Anwendung solcher kombinierten Dräne geschehen werden. Der lokale Schwemmsand, der von den Kunststoffkörnchen bereichert ist, führt als dränierendes Material zu der bedeutendsten Einsparung der Geldmittel.

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**DIE VERBESSERUNG DER EIGENSCHAFTEN DER VERTORFTEN BÖDEN,  
DIE ALS GRÜNDUNGEN VERWENDET WERDEN**

**УЛУЧШЕНИЕ СВОЙСТВ ЗАТОРФОВАННЫХ ГРУНТОВ, ИСПОЛЬЗУЕМЫХ В КАЧЕСТВЕ ОСНОВАНИЙ**

Die Bauarbeiter müssen auf den Grundstücken, die mit den Müllhaufen, den zerschluchteten Netz, den durchgearbeiteten Bergleistungen (zum Beispiel, den Steinbrüchen) abgedeckt sind, und ebenso auf den versumpften Territorien arbeiten, die 12 % die Flächen Russlands bilden.

Die versumpften Territorien sind Grundstücke der Erdoberfläche, wo der Abfluss des Wassers auf die Dauer erschwert ist. Die Ursache ist die wasserdichten Bergarten, die nahe zur Oberfläche gelegen sind.

Die Daten der zahlreichen Konferenzen, die dem Bau auf versumpften und vertorftten Territorien gewidmet sind, zeigen folgende Schlussfolgerungen:

1. Solche Böden haben niedrige Haltbarkeit.
2. Die vertorftten Böden haben große Kompressionsfähigkeit, die wesentlich mit der Zeit ausgebreitet

ist.

3. Die Haltbarkeit und die Verformbarkeit solcher Böden hängen nicht nur von ihrem botanischen Bestand, sondern auch von der Stufe der Zerlegung des Stoffes ab.

4. Bei der Senkung des Grundwasserstandes unterirdischer Wässer wird der organische Teil der vertorften Böden in die einfacheren Stoffe zerlegt, und verliert den Umfang – d.h. geschieht ihre Mineralisierung und Nachdichtung.

Die aufgezählten Besonderheiten der Böden, die die organischen Reste einschließen, machen ihre Nutzung auf den Bauzielen kompliziert und aufwendig, und in der Kombination mit ihrer Brennbarkeit – auch gefährlich. Es existieren verschiedene Methoden der Verbesserung der Eigenschaften der Gründungen der Bauten:

- die Befestigung der Böden durch die Zementation und andere ähnlichen Verfahren,
- die Einstellung des Pfahlfundaments, d.h. die Pfähle die Torftiefe überqueren und die Böden mit der normalen tragenden Fähigkeit erreichen,
- Baugrundaustausch bis zum mineralischen Grund und der Ersatz auf die sandigen, verdichteten Boden bis zur Projektdichte,
- die Verdichtung der Torfe durch die Aufschüttungen,
- die Einstellung der senkrechten Sanddräne.

Je nach dem Typ der vertorften Böden, der Stufe der Vertorfung der bildenden Schichten, der Tieflage und die Dicke dieser Schichten, der konstruktiven Besonderheiten des entworfenen Gebäudes oder des Baus und der zu ihm vorgelegten Betriebsforderungen sollen verschiedene Varianten der speziellen Veranstaltungen nach der Verbesserung der Eigenschaften der Gründungen betrachtet werden. Man muss nach den neuen Weisen und Methoden suchen, um die wirksamen Lösungen zu entwickeln.

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**ARCHITECTURALLY -PLANNING DECISIONS, AS A FACTOR IN THE FORMAYION OF CERTAIN  
LEVELS OF POLLUTANTS CONCENTRATIONS IN AMBIENT AIR  
(ON THE EXAMPLE OF IZHEVSK CITY)**

**АРХИТЕКТУРНО-ПЛАНИРОВОЧНЫЕ РЕШЕНИЯ КАК ФАКТОР ФОРМИРОВАНИЯ ОПРЕДЕЛЕННЫХ  
УРОВНЕЙ КОНЦЕНТРАЦИЙ ПОЛЛЮТАНТОВ В АТМОСФЕРНОМ ВОЗДУХЕ  
(НА ПРИМЕРЕ Г. ИЖЕВСКА)**

Air pollution is one of the major environmental problems of our time. This problem has become the greatest urgency in the cities, where, along with the emission intensity and a high concentration of emissions sources of pollution factors there are scattering conditions. Air pollution problem is rather actual in the cities, where, along with high intensity and the concentration of emission sources are there scattering conditions. This research can be used in urban planning. Currently, vehicle emissions are the leading polluting factor in the cities [2]. Car pollution is characterized by two features: spread everywhere and the inability to control emissions under adverse weather conditions. In such circumstances, the possible ways to reduce the levels of pollution are architectural - planning decisions, that improve the dispersion conditions.

Observations of air quality conducted in 4 statinary and 2 route posts [2]. Scheme of arrangement positions shown in Figure 1. An analysis of the state monitoring network data showed that the average annual concentration of carbon monoxide was below the MPC (maximum permissible concentration) , the annual average concentration of nitrogen dioxide in the whole city amounted to 0.7 MPC. Maximum values it reaches in the area of location post-8 (2.8 MPC). The average annual concentration of formaldehyde was 3.3 MPC (maximum values as recorded in the post-8).

Values API monitoring stations in 2013 according to the State Report were as follows: post-1 1.44, post-7 3.02, 2.60 post-8 2.60 [3].



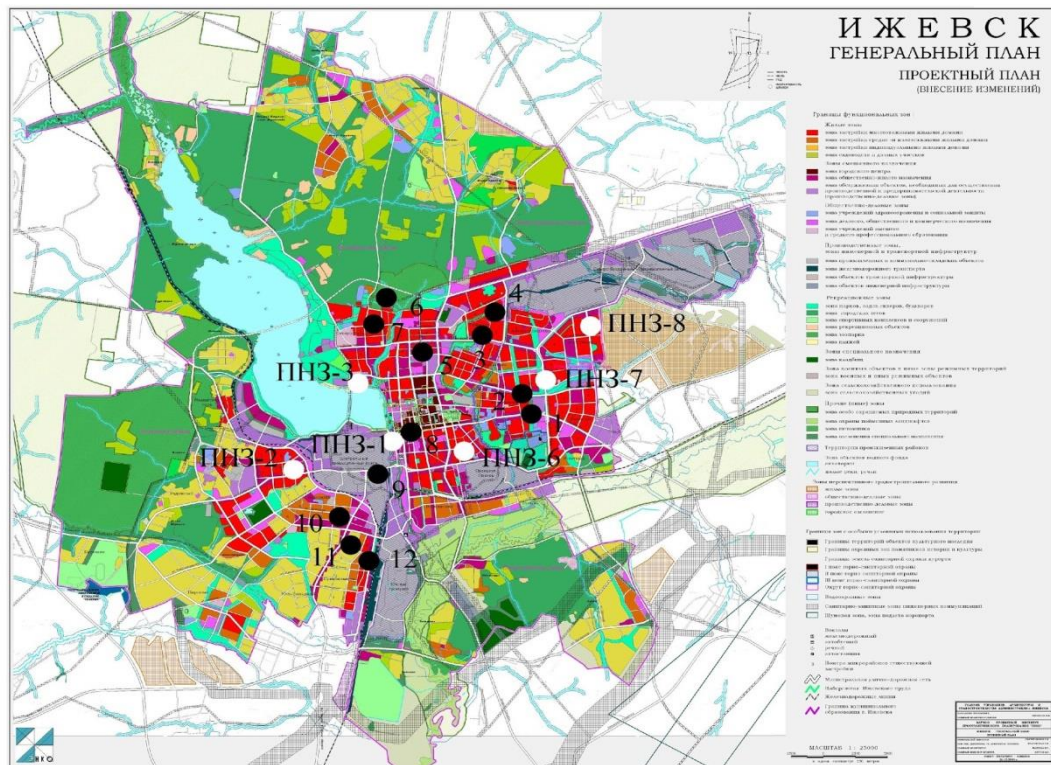


Fig.1. The circuit arrangement of monitoring stations for air quality of Izhevsk, at the functional areas (white marked stationary posts of the state monitoring network, black - observation points on the program of studies of episodic)

In 2014 the employees and students of Udmurt State University with the help of gas analyzer GANK-4 was carried out episodic study of atmospheric air for 12 posts, supplementing the results of air sampling on the existing positions of the monitoring network. Studies were conducted to determine the average daily concentrations of the following substances: hydrocarbons limits, carbon monoxide , formaldehyde , nitrogen dioxide . Sampling was carried out according to the program episodic studies [4].

Maximum values according to the API ((air pollution index)- integrated air pollution index, the sum of the average concentrations in the MPC with regard to the risk class of the respective pollutant) research episodic condition Outside there were sampling points located in close proximity to major highways (№1- Lenin street, №3 – 10 years of October street, , №8 - M. Gorkogy street ) (Figure 2). The maximum values of annual average concentrations of formaldehyde observed at point №1 and equaled 9 MPC, nitrogen dioxide at the point of №8 and equal to 2.7 MPC, carbon oxide at the point №3 1.02 MPC and №8 1.4 MPC.

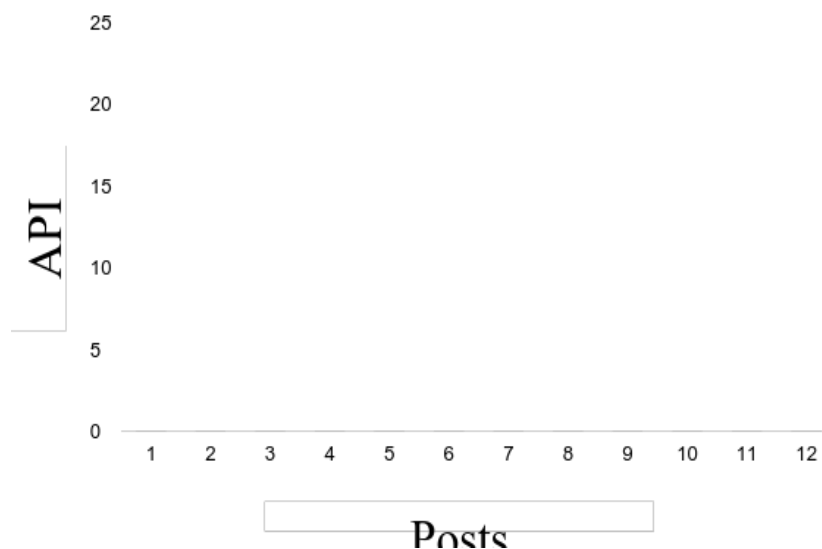


Fig.2. API Izhevsk observation posts for 2014.

In the city the average API is less than 6 [1], although according to the State Report for 2013 API averaged 2.35 [2], according to occasional measurements in the average API it was 6.10.

Thus, despite the fact that according to the State Report [2] as the estimated contamination level is high, the monitoring data values were lower than according to episodic studies.

Analysis of the functional areas of pollution levels showed that the maximum concentrations of pollutants were marked in areas immediately adjacent to the roadway, and relating to the area of engineering and transport infrastructure (points 1,3,7,8,9,12) [1]. Averages API are as follows: a post №1 20.06, post №3 6.70, post №7 5.01, post №8 10.37, post №9 5.41, post №12 5.64. The total value of the API was 8.85. The structure is dominated by pollution nitrogen dioxide (post 3.12) 64%, carbon monoxide by 39% (post 8), formaldehyde 23.7% (post 1).

Along with the definition of pollutant concentration is meteorological selection criteria (measuring wind speed, wind direction, atmospheric pressure and temperature) during this period was measured. The analysis of the data showed that the highest values in summer IZA are noted for the southern and north-eastern areas of the wind in the winter to the south.

1. Averages API obtained according to the state monitoring network are to 1.5 times lower than that according to occasional study. Since the control of the comparability of the results of episodic measurements and laboratory data obtained by Roshydromet to stationary post-8 in December 2014 gave a positive result, the main reason for these differences are the specifics of the spatial distribution of sampling points;

2. The highest values were observed in the API sampling points located in close proximity to the highway and reached 20.06 (post №1). The smallest ones were observed in the area of private buildings and equaled 2.77 (post №6).

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#### **THE MOST POPULAR RESTAURANTS IN IZHEVSK**

#### **ПОПУЛЯРНЫЕ РЕСТОРАНЫ В ИЖЕВСКЕ**

History of development of restaurant business began in ancient times. Awful taverns became restaurants in 10-15 centuries but now people can enjoy their meals and can have a good rest.

The first elite and magnificent restaurants appeared in Russia in hotels in the 19th century and were meant for aristocrats and foreigners.

The aim of this research is to compare catering establishments, in particular restaurants and to define quality of service in Izhevsk.

The tasks are:

- \* to consider standards of service of catering establishments
- \* to study the documents regulating norms of service in restaurant business
- \* to find criteria and to compare the most popular restaurants of the city

The main requirements imposed on catering establishments are stated in the Resolution of the Government of the Russian Federation dated 8/15/1997 N 1036 "About the approval of Rules of rendering services of public catering".

We have studied the activity, interior decorations, exterior design and menus of four popular restaurants in Izhevsk. They are Meat&Wine, Brauplatz, neGorky Sad and Kare.

#### **Meat&Wine**

Meat&Wine has a classical design, it corresponds to the theme of the institution. There are excellent meals and menu decor.

#### **Brauplatz**

This restaurant has a bright signboard, there is a well-kept garden, decorative plants and lawn in front of restaurant. It is a building with modern and attractive design.

#### **NeGorky Sad**

Talking about neGorky Sad restaurant we cannot help but see, that it located in the topographic center of the city, in a merchant's house, and it has a paved sidewalk.

As for interior, Gorky has a luxurious modern design, which is regularly updated. There is comfortable furniture and pleasant lighting.

#### **Kare**

Kare is a nice place to look at. It has a good interior and exterior qualities. Nice green and wooden design, original and unusual inner decoration won the second place in Legrand design awards.

Restaurant business is progressing in Izhevsk. There is a transition from restaurant-type cafes to European-level restaurants. A lot of foreign experts work in restaurants in Izhevsk now.

But unfortunately a lot of waiters are not professional workers because they just have temporary jobs in different enterprises. Service in Izhevsk differs from the service in big cities, there is a lot to work at and to change.

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### **DIE ÜBERSETZUNG VON DEUTSCHEN WISSENSCHAFTLICHEN PSYCHOLOGISCHEN TEXTEN INS RUSSISCHE: SOZIOKULTURELLER UND SPRACHLICHER ASPEKTE (AM BEISPIEL DER ÜBERSETZUNG VON ARTIKELN**

**AUS "INTERNATIONALER ZEITSCHRIFT FÜR PSYCHOANALYSE " VI/4,1920)**

**ПЕРЕВОД НЕМЕЦКОГО НАУЧНОГО ПСИХОЛОГИЧЕСКОГО ТЕКСТА НА РУССКИЙ ЯЗЫК:**

**СОЦИОКУЛЬТУРНЫЙ И ЛИНГВИСТИЧЕСКИЙ АСПЕКТЫ (НА МАТЕРИАЛЕ СТАТЕЙ**

**«ИНТЕРНАЦИОНАЛЬНОГО ЖУРНАЛА ПО ПСИХОАНАЛИЗУ» VI/4, 1920)**

Das Ziel meiner Forschung ist Identifizierung und Analyse von Merkmalen des deutschen wissenschaftlichen psychologischen Textes, die durch linguistische und extralinguistische Faktoren bedingt sind und beim Übersetzen ins Russische Schwierigkeiten bereiten können.

Von diesem Hintergrund werden die wichtigsten Teilziele wie folgt formuliert:

1. Linguistische Merkmale eines psychologischen Textes zu beschreiben.
2. Schwierigkeiten, die beim Übersetzen der psychologischen Fachtexte entstehen, zu erörtern.
3. Soziokulturelle Faktoren zu erfassen, die bei der Erstellung eines deutschen psychologischen Artikels mitwirken.

Die aktuelle Relevanz dieser Forschung und der Übersetzung von psychologischen Fachtexten aus dem Deutschen ins Russische ist mit den engen wissenschaftlichen Beziehungen zwischen Deutschland und Russland und mit dem erhöhten Interesse an der Psychoanalyse verbunden. Die zu übersetzenden und zu analysierenden Artikel aus "Internationaler Zeitschrift für Psychoanalyse" fokussieren sich auf dem Problem des Homosexualismus und behandeln dieses Problem aus der Sicht der Psychoanalyse. Solche Texte benötigen Psychologen und Psychotherapeuten in Russland, zumal deutsche Psychotherapie einen hohe Anerkennung und hohes Ansehen in der ganzen Welt genießt.

Praktische Bedeutung und die Neuheit der vorliegenden Forschung besteht in erster Linie darin, dass die behandelnden Texte vorher in die russische Sprache nicht übersetzt wurden. Die übersetzten Materialien können für Fachleute auf dem Bereich der Psychoanalyse und Psychotherapie sehr nützlich sein. Die Ergebnisse dieser Studie können auch zur Erarbeitung des Problems der Übersetzung von wissenschaftlichen Texten beitragen.

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#### **LA SEGURIDAD INFORMÁTICA DE CHINA ИНФОРМАЦИОННАЯ БЕЗОПАСНОСТЬ КИТАЯ**

La seguridad informática es el estado de la seguridad de los datos tratados, almacenados y entregados del conocimiento ilegal, la transformación y la destrucción, también el estado de la seguridad de los recursos informáticos de las influencias dirigidas a la infracción de su capacidad de trabajo.

Las acciones de China en el campo de la seguridad informática y tecnológica en los últimos años se desarrollaban impetuosamente, reaccionando a las necesidades de la esfera de la defensa de la seguridad nacional. La ciberseguridad en la actualidad es el campo muy problemático en China, así como en todo el mundo. Según los Estados Unidos, China se ocupa activamente de la elaboración de los cibermedios para liderar en la esfera. Para ello financia diferentes becas dirigidas al mantenimiento de las investigaciones en el campo de la organización y la realización de los ciberataques y la ciberdefensa (todo vinculado con la realización de la guerra informática).

Las operaciones informáticas se consideran vitalmente importantes para las guerras de la alta tecnología. El Ejército de liberación nacional de China supone que la lucha por la superioridad informática se considera la condición preliminar para predominar en todas las esferas. El principio general estratégico de “la defensa activa» del Ejército de liberación nacional subraya las operaciones ofensivas para interceptar la iniciativa. Los expertos de China afirman que los objetivos vitales del adversario de la tecnología puntera son sus sistemas informáticos, y atacándolos se puede provocar la parálisis de la organización del enemigo.

China, Rusia y otros miembros de la Organización de Cooperación de Shanghai, contribuían durante la década a las reformas de la gestión de Internet. El principio de “la soberanía de Internet” lleva tras de sí el acuerdo internacional: en primer lugar, abstenerse de cualquier influencia indeseable en el espacio informativo y, en segundo lugar, arreglar el Internet a través del foro internacional, tal como la unión Internacional de telecomunicación de la Organización de las Naciones Unidas. El primer elemento contradice las normas liberales de la unión abierta y libertad de la censura, y el segundo supone la responsabilidad básica por el arreglo de los estándares. En septiembre 2011 China y Rusia propusieron “el código Internacional de la Conducta para la seguridad Informática”, que refleja estos dos puntos para contribuir “a la conducta constructiva responsable y el mejoramiento de su cooperación en la definición de las amenazas generales y los problemas. El código llama también “al establecimiento multilateral, transparente, y la dirección democrática internacional del Internet” como la alternativa a los establecimientos existentes.

Del punto de vista chino, la actividad de Internet libre, patrocinada por el estado, explota la ciberseguridad china, según los datos del año 2014, había más de 600 millones de usuarios del Internet.

La fractura del Muro contrafuegos Grande (es un programa, que sirve para proteger el sistema contra las amenazas, los hackers y los virus de todo género) es la amenaza principal ideológica del Partido comunista chino. China impone las inversiones considerables en el monitoring de Internet de 1,5 mil millones de los dólares en 2000 a 7 mil millones de dólares en 2013 y es un objetivo seductor para el Oeste.

Hasta el año 2014 la responsabilidad básica de la política de la ciberseguridad tuvo el grupo del desarrollo nacional de las tecnologías de la información bajo la presidencia del primer ministro (Si Ketsy Han) formado en 2001.

En febrero 2014, en condiciones de la tensión debido a las filtraciones de información de Snowden, el Partido comunista chino declaró la creación de la Administración del Ciberespacio China (ACC) del Comité Central del partido comunista para la informatización y la seguridad de red bajo la presidencia de Si Tszin Pin. La ACC ayuda a reforzar la Disciplina del Partido y responder a las amenazas extranjeras.

Además el 1 de junio de 2017 entrará en vigor la Ley de la ciberseguridad, la primera ley de resumen que regula prácticamente todos los problemas de la esfera dada en China. Puesto que China no ha introducido la ley de la defensa unificada de los datos, la Ley de la ciberseguridad incluye también algunas posiciones, vinculadas con la defensa de la información personal, que se hizo también la cuestión primordial.

Quisiera notar en conclusión que China trataba y trata de controlar la conciencia de las personas, pero la abertura creciente de la Internet puede explotar la seguridad nacional, puesto que es la amenaza esencial ideológica. Así, China preste más atención al ataque y no a la defensa, adelantando e interceptando la iniciativa.

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### **SEMANTISCHE BESONDERHEITEN DER NOMINATION VON PERSONEN IM PÄDAGOGISCHEN DISKURS (AM BEISPIEL VON „UTSCHITELSKAJA GASETA“)**

#### **СЕМАНТИЧЕСКИЕ ОСОБЕННОСТИ НОМИНАЦИИ ЛИЦ В ПЕДАГОГИЧЕСКОМ ДИСКУРСЕ (НА ПРИМЕРЕ «УЧИТЕЛЬСКОЙ ГАЗЕТЫ»)**

In der vorliegenden Untersuchung wird lexikalisch-semantische Gruppe der Nomination einer Person aus dem Bereich Pädagogik beschrieben und analysiert.

In dieser Hinsicht betrachten wir auf Grund von Materialien aus den wissenschaftlichen Quellen sowohl den Begriff des professionellen und pädagogischen Diskurses, als auch Besonderheiten der Nomination von Personen in diesem Diskurs, wählen lexikalische Einheiten aus, die eine Person im Bereich Pädagogik bezeichnen, mithilfe von Wörterbüchern analysieren wir semantische Besonderheiten von lexikalischen Einheiten, die zur Nomination von Personen im pädagogischen Diskurs dienen, und beschreiben die Anwendung von diesen Nominationseinheiten in Druckmedien am Beispiel der Textmaterialien aus der Zeitung «Utschitelskaja Gaseta» der ersten sechs Monaten 2015 (insgesamt 26 Ausgaben). Die Wahl dieser Quelle erklärt sich damit, dass sich die Zeitung unmittelbar an Pädagogen wendet und ein nützliches Werk mit der bunten Palette von wertvollen Informationen ist, die den Pädagogen als guter Ratgeber hilft.

Gesammelt und analysiert wurden von uns 54 Nominationseinheiten mit Anwendungsanzahl mehr als 6000, von denen 7 als Kern und sonstige als Bestandteile von Mehrwortlexemen gelten. Am häufigsten kommen in betrachteten Zeitungsartikeln folgende Nominierungen vor: **Lehrer** (3424), **Pädagoge** (1281), **Pädagogischer Mitarbeiter** (487), **Dozent** (377), **Kollege** (288), **Fachmann (-frau)** (114) und **Erzieher** (112).

Jedes der angeführten Lexeme hat eigene semantische Struktur. Jedes von diesen beinhaltet bestimmte Information, dank der es nur in konkreten Situationen und Kontexten angewandt wird. Bei der Analyse haben wir es berücksichtigt, dass ausgewählte Nominierungen im Kontext der «Utschitelskaja Gaseta» ständig durch persönliche Gedanken des Lesers ergänzt werden, die von seinen Erfahrungen und Hintergrundkenntnissen abhängen.

Von uns wurden Kombinationen analysiert, in welchen diese Wörter verwendet werden. Es wurden manche thematische Gruppen festgestellt und Beispiele der Anwendung von häufigsten Definitionen im Kontext der „Utschitelskaja Gaseta“ angeführt.

Bei der Untersuchung der Lexeme wurde festgestellt, dass nach der Anwendungsanzahl und Qualität der begleitenden Definitionen die Nomination „**Lehrer**“ am häufigsten angewandt ist (3424 mal) und in ihrer Semantik die Bedeutungen anderer analysierten Nominationslexeme am tiefsten und breitesten äussert. Das liegt daran, dass dieses Lexem in sich beide – Ausbildungs- und Erziehungsaspekte verbindet, indem in der Semantik an derer Nominierungen einer dieser zwei Aspekte dominiert. In den Artikeln aus „Utschitelskaja Gaseta“ wird diese Nomination eher mit einem Adjektiv verwendet, das positiv („guter“, „beste“) oder neutral („dörflicher“, „anderer“), seltener – negativ („schlechter“, „gedemütigter“) gefärbt ist. Im Kontext der „Utschitelskaja Gaseta“ werden diese Wörter eher mit positiver Konnotation verwendet, was sich dadurch erklären lässt, dass die Zeitung für Lehrer herausgegeben wird. In unserer Studie angeführte Beispiele zeigen, wie ein Lehrer durch die begleitende Beschreibung charakterisiert wird: in Artikeln ist ein

guter Lehrer der, der „aus Träumen Ziele macht und aus Zielen - Ergebnisse“, dass es „für einen Lehrer leichter ist glücklich zu sein, und um ein richtiger Lehrer zu werden, muss man viel arbeiten“, dass „schlecht ist der Lehrer, der mit sich jede Zeit zufrieden ist, und schlicht wird der genannt, der seine hohe Stellung verlies“.

Wir können folgende Schlussfolgerung ziehen: am häufigsten kommen in Artikeln solche Merkmale und Eigenschaften eines Lehrers vor, die in seinem Beruf hochbewertet sind: verdienstvoll, interessant, richtig, erst, zeitgenössisch, weis (3); es gibt aber auch solche, die einen missbilligenden Charakter haben: achtlos, streng, fremd, arbeitslos.

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#### **STUDYING OF AN ECOLOGICAL CONDITION OF ROADSIDE SOILS OF IZHEVSK**

#### **ИЗУЧЕНИЕ ЭКОЛОГИЧЕСКОГО СОСТОЯНИЯ ПРИДОРОЖНЫХ ПОЧВ Г. ИЖЕВСКА**

Pollution of soils is accompanied by the spread of pollution to other environments and environmental objects.

The purpose of the research was to study the ecological state of roadside soils in the Leninsky district of Izhevsk. The tasks of the research are:

1. To determine the mechanical composition of the soils;
2. To determine some chemical indicators of the soils;
3. To carry out bioindication of the soil condition;
4. To determine the microbiological activity of the soil;
5. To determine the humus content in the soil.

The research was carried out in the Leninsky district of Izhevsk in 2013–2015. To study the soil some samples were taken by the envelope method in the roadside at a distance of 2 m from the carriageway along Club street, Zarechnoe highway, Shaberdinsky tract, Azina street, Gagarina street, Novoazhimova street, settlement of Mashinostroiteley, along the Izhevsky pond waterfront and in a forest plant near school No. 85 The chemical composition of these soils was determined with the help of the laboratory kit, chemical analysis of the water and salt extracts of the soil for acidity, chlorides, sulfates, carbonates, and bioindication of soil contamination by watercress and algae in 3 bottles.

The microbiological activity of soils was determined using the application method. The concentrations of readily soluble salts (carbonates, hydrogen carbonates, sulfates and chlorides) in water extracts were also determined. More chloride was in the soil along Club street and Azina street. A greater amount of sulphate was recorded in the soil along Gubernaya street and Gagarina street. But the concentration of these salts does not go beyond the MPC (MPC chlorides = 560 mg / kg soil, MPC sulfate = 160 mg / kg soil). Based on the results of chloride, sulfate and carbonate (hydrocarbonate) content, the mass fractions of these salts in soil samples were determined, and the ecological status of the soil was assessed. Thus, all studied soils have a weak mixed type of salinity, which should not adversely affect the growth and development of plants. Changes in the type and degree of soil salinity from 2013 to 2015 did not occur.

The germinating seeds of watercress in control were 96%. Seeds united in the soil of the Shaberdin tract, settlement of Mashinostroiteley, Zarechnoye Highway and Naberzhnaya street. Their germination averaged 81%, sprouts of normal length, strong and even. Most seedlings were recorded on the 7-9th day, but on the 11th day, on average, 10% of the shoots died. On day 15, in all soil samples, there remained from 45% of shoots (Azina street) to 82% (Forest planting). The result of the research was the safety of shoots was 100%. Besides that, some observations of the growth rate of shoots were made. The longest shoots were revealed in the soil of forest planting (56 mm). Worse indicators were revealed in Gagarina Street (35 mm). Growth rate was higher for plants grown on the basis of forest planting (3.7 mm per day). The least shoots were revealed in the soil along Club street 2 mm per day. Algoindication showed that on the 27th day of our study algae were found on the Novoajimova street, Gagarina street, Zarechnoe highway, Shaberdinsky tract and in the forest plantations. Perhaps, we've got this result, because there is heavy traffic along the streets.

Conclusions:

1. In terms of texture, the studied soils refer to loam and sandy loam;
2. The studied soils have a pH of 6.5-7.7 (neutral and slightly alkaline);
3. The content of carbonates, hydrocarbons, sulfates and chlorides within the MPC;
4. The studied soils have a weak mixed type of salinity, which should not adversely affect the growth and development of plants;
5. Changes in the type and degree of soil salinity did not occur from 2013 to 2014;
6. The average germination of seeds of watercress is 81%, which indicates a low soil contamination;
7. The intensive growth of algae on the fouling glasses occurred faster (for 7–13 days) on soil samples from Novoajimova street, Gagarina street, Zarechnoe highway, Shaberdinsky tract and in the forest plantations;
8. High microbiological activity was detected in soils along the Shaberdinsky tract, Azina street, settlement of Mashinostroiteley and the forest plantations;
9. The most fertile soils were detected in the forest plantations and along Naberzhnaya street but the least fertile soil was detected along Club street.

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#### THE PROBLEM OF HARMFUL EMISSIONS ПРОБЛЕМА ВРЕДНЫХ ВЫБРОСОВ В АТМОСФЕРЕ

The atmosphere is the most vulnerable component of the environment.

The greatest pollution of atmospheric air occurs due to emissions of harmful substances into the atmosphere during the operation of power plants operating on hydrocarbon fuel.

The thermal power plant emits fly ash, particles of unburnt pulverized fuel, sulfur and sulfuric anhydride, nitrogen oxides, vanadium compounds, sodium salts, coke and soot particles into the environment. The conversion from solid fuel to gas fuel leads to a significant increase in the cost of energy. Conversion of plants to liquid fuels significantly reduces the formation of ash, but practically does not affect the emissions of sulfur oxide, because heating oil contains more than 2% sulfur. When a power plant uses gas, we also have sulfur oxide and nitrogen oxide in smoke emissions.

Modern TPP and CHPP capacity of 2.4 million kW. Spend up to 20 thousand tons of coal per day and throw into the atmosphere: 680 tons of SO<sub>2</sub> and SO<sub>3</sub>, 200 tons of nitrogen oxides, 120-240 tons of ash, dust, soot.

One of the ways to reduce the harmful effects of an energy installation on the environment is to improve its thermal schemes, the development of heat, the consolidation of thermal power plants, the use of secondary energy resources, the introduction of new thermodynamic cycles, the development of energy storage systems, the use of renewable energy sources. Reduction of polluting emissions of nuclear power plants: creation of specialized systems for neutralization and disposal of radioactive waste.

In burning emissions of sulfur compounds, when burning fossil fuels, there are basically two approaches.

Emission of nitrogen oxides can be reduced by rational organization of the combustion process.

The emission of solid particles can be reduced by means of various ash collectors.

The method of sewage treatment depends on the composition of harmful impurities. If waste water contains petroleum products, then sedimentation, flotation and filtration are used. When treating wastewater after washing boilers, oil products are neutralized with alkaline solutions and left to stand. After settling, vanadium is released from the sludge.

Reducing the pollution of reservoirs by sewage is possible either as a result of cleaning all drains to the maximum permissible concentrations of harmful substances, or through the introduction of circulating systems with repeated use of water. In this case, the degree of purification and the amount of water taken from the sources are reduced.

TPPs and CHP plants are the cause of the smog that arises in large industrial cities: unacceptable contamination of the external air environment inhabited by man, due to the release of harmful substances into the system under adverse weather conditions.

Scientists estimated that TPPs and CHP plants produce 46% of all sulfur dioxide and 25% of coal dust emitted to the atmosphere by industrial enterprises. The reason for pollution of this scale is the development of environmentally unsound technological processes, that is, those that create the satisfaction of human needs for thermal and electric energy, but at the same time, inadmissible pollution of the environment. These processes develop without taking effective measures to prevent air pollution.

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**THE COMPARISON OF BASIC OIL RESERVOIR ROCK CHARACTERISTICS  
OF RUSSIA, THE USA, IRAQ, NORWAY**  
СРАВНЕНИЕ ОСНОВНЫХ ХАРАКТЕРИСТИК ПОРОД-КОЛЛЕКТОРОВ  
РОССИИ, США, ИРАКА, НОРВЕГИИ

The structure of the Earth is not homogeneous, because its separate parts developed in different ways. So did the reservoir rocks: their characteristics in various parts of the Earth are different.

*The reservoir rock* is a rock that can contain liquid or gaseous hydrocarbons and give them up during the development of deposits.

There are two main characteristics of the reservoir rock: porosity and permeability.

*Porosity* is the percentage of pore volume or void space, or the volume within the rock that can contain fluids.

*Permeability* is the ability, or measurement of a rock ability to transmit fluids, typically measured in darcies (D) or millidarcies (mD).

It is the properties and characteristics of the reservoir rock identified during the exploration that serve as a base for the further development of any field, so it is very important to know them.

**The USA.** Producing tight oil is pretty perspective for this country. This type of oil is light but it embeds in dense reservoirs consisting of shales, dense sandstones, limestones, in which clay, marl, argillite, siltstone can also be present. Such reservoir rocks are non-traditional because they are of poor petrophysical properties. They are characterized by low *permeability*: from 0.0001 to 0.10 mD, average *porosity* from 3% to 5%.

Because of these characteristics, oil production can be often unprofitable. But if oil is still profitable to be recovered then horizontal drilling and multi-stage hydraulic fracturing are used.

An example of such deposit is the Bakken Formation, which is located on the territory of the Williston oil and gas basin in the states of North Dakota and Montana. It was discovered in 1953. More than 38% (36 million tons) of oil were produced in 2012 in the US from dense rocks of this formation.

**Iraq.** Reservoir rocks in this country differ significantly from reservoir rocks of the United States. Let's consider their characteristics on the examples of two large deposits: Rumaila and Kirkuk.

The First one has been developed since 1958. The oil-bearing rocks are reef limestones and sandstones. The *porosity* ranges from 17 to 27%, the *permeability* is up to 2500 mD. Because of these properties, the development is carried out using methods of perimeter and marginal waterflooding.

The Kirkuk field was discovered much earlier - in 1927. It is one of the largest fields in the world. The reservoir rocks are reef limestones with the *porosity* about 38% and the *permeability* about 1000 mD. The waterflooding methods are also characteristic for the development of this field.

**Norway.** This country extracts oil mainly offshore.

The main oil producing area is the Ekofisk deposit, which is located in the North Sea, about 270 km off the coast. It was discovered in 1969. The reservoir rocks are composed of chalk-like limestones with the *porosity* from 8 to 33% and the *permeability* from 0.2 to 10 mD.

Another deposit, Frigg, is located about 360 km off the coast. It was discovered in 1971. The reservoir rocks are represented by sandstones with the porosity from 25 to 32% and the permeability from 1200 to 1600 mD. Due to the location of these deposits - on the sea shelf, the methods of their development and oil and gas extraction are the most difficult and dangerous at present.



**Russia.** It should be noted that in our country there are all the above-mentioned reservoir rocks. Shale oil is extracted from the Bazhenov formation in Western Siberia, sandstones with the *porosity* from 15% to 26% and the *permeability* up to 2000 mD can be found at the Romashkinskoye field. There are some offshore deposits in the area of Sakhalin island (Sakhalin-1 and Sakhalin-2 projects) and in the Timan-Pechora oil and gas province (OIRFP Prirazlomnaya). These are only a few examples, but, honestly, there are a lot of fields of each type in our country.

To sum up, it should be said that the knowledge of reservoir properties of reservoir rocks in different parts of the Earth determines the further development of each deposit.

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### **TARGETED ADVERTISING**

#### **ТАРГЕТИРОВАННАЯ РЕКЛАМА**

**Abstract:** The article deals with targeted advertising as the effective marketing tool designed to reach certain consumer audience with a specific set of requirements. Targeted advertising is the most common type of advertising in the digital age and is viewed as an alternative to traditional forms of advertisements. It contains the definitions and overview of the main advertising targeting options, including social-demographic-based targeting, content-based targeting, contextual targeting and behavioral targeting in the framework of interactive advertising. It focuses on some peculiarities of each of the given marketing techniques and shows benefits as well as flaws for both advertisers and consumers. The paper explains the reasons for the increasing usage of targeted advertising on the internet in search of the potential customer.

New technologies in the Internet age have replaced traditional approaches and dramatically changed the ways in which potential customers may be reached. Operation on digital information via networks help companies to directly bring their offers to targeted audience. Targeted advertising is the effective marketing strategy designed to reach certain consumer audience. Targeted advertising is a text, image, media and multimedia ads, which are demonstrated only to consumers who suit certain traits.

Placement of targeting advertising based on user-specified data, on social networking sites, with the effect that consumers choose which ads to view, is considered to be the most efficient way to reach perspective customers. It is the practice of ad placement based on demographic, psychographic and activity-based traits that are specified by an advertiser.

In general, targeted advertising can be categorized into two main types: advertising based on key social demographic characteristics of the consumers, and advertising based on content of their specific interests. Social-demographic-based targeted advertising works with certain shared traits such as age, gender, location, nationality, origination, income, social status. It assumes that certain social-demographic groups of individuals are more likely to buy certain types of products.

Content-based targeted advertising is directed at consumers with specific interests such as entertainment, education, sport, hobbies. The digital age, when people become universally exposed to information available on the Internet, made social-demographic-based targeted advertising less effective, in comparison with content-based targeted advertising, which has been increasingly used due to the emerge of contextual target advertising.

In the last decade, contextual targeted advertising has been positioning itself as the most common type of advertising on the Internet, mainly due to its simplicity. It is based on the usage of certain key words from the text on the webpage, being scanned by the computer program. After analysis of these key words, frequency of their usage, font size and the structure of the web, advertisements related to the key words, then placed on the web page to which potential customers have already showed interest.

In the framework of interactive advertising, alongside contextual targeted advertising, there is behavioral targeted advertising which takes into account recent online activity of a user. It implies monitoring and tracking the content viewed and sites visited by the user, and is based on consumer purchasing and browser habits. This technique allows to predict an online behavior of the potential customer

by placing ads for the products with the existing brand preferences on different sites, being occasionally visited by them.

The main advantage of targeted advertising lies in its ability to deliver the advertising message to the right audience who is most likely to buy an advertised product at the time when it is exposed to it. That makes it extremely efficient in terms of getting higher returns. Another advantage is its cost-effectiveness since it allows to significantly cut advertising expenses due to constant interaction with customers and regular reminding them of the product the existence of which they have been already aware. This advertises build strong brand preference for their products.

Targeted advertising is also beneficial for consumers in the way that it meets a specific set of their requirements and makes itself more useful than traditional advertisements. They are a more comfortable and convenient way of getting the necessary information about the product that appeals to them.

As efficient as it may be, interactive targeting advertising has some obvious disadvantages, among them, its inability to take into account human sensibility and interference into consumer privacy. It faces many challenges concerning legal and ethical issues on online privacy and security.

Despite these challenges, targeted advertising optimizes online marketing campaign with the focus on the right customer at the right time.

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#### **NEW MEDIA RESOURCES IN GAMING JOURNALISM** **НОВЫЕ МЕДИА РЕСУРСЫ В ИГРОВОЙ ЖУРНАЛИСТИКЕ**

The main goal of this research was to explore the technological development of journalism on the example of gaming journalism. To reach that goal I studied the history of the biggest gaming publishing houses and all the media resources they are using nowadays. During the research new journalistic formats and media resources were discovered and also reasons for future development were set.

The gaming journalism audience is very progressive in terms of using new technologies and so the gaming journalism itself have to adapt and to move to new platforms leaving old methods and resources behind. In 40 years gaming journalism made a huge leap from press to broadcasting in Virtual Reality.

The first gaming publication was published in press in 1974. As for now all the gaming magazines are only made for the sake of the tradition. Therefore, they are published in comparably small amounts. There is still a lot of interesting and useful information in those magazines, but as they are published only once a month – the information is already known, it is not actual anymore.

The main sources of information for gamers now is the Internet: websites, blogs and social media. Hundreds of thousands people daily visit the leading mass media websites (Kanobu.ru, Igromania, Game Mag in CIS) and follow the most popular newsmakers' pages in social media.

While the biggest media are usually providing information in text version, bloggers and small studios prefer to create multimedia content. Videos on You tube or podcasts (audio) in the Internet are much more comfortable for the audience to use than preset TV or radio programs, because Internet gives a choice of what and when to watch or listen to.

Talking about formats so common for journalism in general, it is necessary to say that there is no radio and TV in gaming journalism. Some organizations have tried to launch a few channels but all of them failed to do so. The main problem was to complete a full air program and to make it interesting and always actual. Also gaming TV does not seem to be attracting new audience as gaming is mostly considered a bad habit.

But though there is no TV in gaming journalism, there is gaming journalism on TV. In 2016 ESPN and МАТЧ.ТВ aired the main stage of The International 2016 which gathered more than 14 million unique viewers watching the main stage of the tournament.

With the development of cybersport and the growth of its popularity the online streaming services became relevant and gaming journalism got its own kind of TV. Earlier it was necessary to have a proper You tube-channel, in 2015 every publishing house turned to Twitch.tv – the biggest broadcasting platform.

Almost every gaming event is commented online on Twitch.tv and people can watch any game they want. The biggest tournaments with prizes of millions dollars are covered by huge studios providing a high production level. A number of channels to cover parallel games, analysis desks and a strictly followed broadcast program – just the way it works now. Having a really professional approach cybersport broadcasting is now a real and important course of gaming journalism.

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#### **ANALYSIS OF TRANSLATIONAL TRANSFORMATIONS OF THE NAMES OF AMERICAN FILMS** **АНАЛИЗ ПЕРЕВОДЧЕСКИХ ТРАНСФОРМАЦИЙ НАЗВАНИЙ АМЕРИКАНСКИХ ФИЛЬМОВ**

The present multilanguage study deals with the problem of difficulties in translating films' titles from English into Russian and Spanish. The purpose of this research is to analyze the original title and its translation into languages with the use of translational transformations and in the comparative analysis in nine different genres.

The novelty consists in comparative study of titles translation in two different cultures and also in the classification of the titles as proper name.

The increased interest of scientists to the translation of films' titles is related with abundance of material for linguistic analysis.

Different authors identify their genres. Under the genre we understand one of the varieties of cinema, which differs in certain stylistic and thematic characteristics. For our study we selected nine different genres: drama, romance, biopic, comedy, action, thriller, science fiction, fantasy and animated film.

As shown by the analysis, most often the film titles include the names of one or two heroes (anthroponyms): for example:

«Jackie & Ryan» – «Джеки и Райн» – «Jackie & Ryan» (2014);  
«Ray» -«Рэй» – «Ray» (2014);  
«Alex & Emma» – «Алекс и Эмма» – «Alex & Emma» (2003),  
«Elvis and Anabelle» - «Элвис и Анабель» - «Elvis and Anabelle» (2007),  
«Manglehorn» – «Манглхорн»- «SeñorManglehorn» (2014);  
«Keith» -«Кит» – «Keith» (2008) etc.

Often, the titles contain geographic names (place names):

«Black Sea» – «Черное море» – «Black Sea» (2014);  
«Everest» – «Эверест»– «Everest» (2015);  
«Monte Carlo» – «Монте Карло» – «Monte Carlo»(2011);  
«Interstate 60» – «Трасса 60» – «Interstate 60» (2002)  
«The Island» – «Остров» – «la isla» (2005);  
«The village» – «Таинственный лес» – «El bosque» (2004)

There are a lot of film titles which refer to the persons according to the nature of their activities, classes, hobbies, professions:

«The Interpreter» – «Переводчица» – «La intérprete (2005);  
«The Intern» – «Стажер» – «El becario» (2015);  
«Confessions of a Shopaholic» – «Шопоголик» – «Confesiones de una compradora compulsiva» (2009);  
«The Illusionist» – Иллюзионист – «El Ilusionista» (2005);  
« The Tourist» – «Турист» – «El turista» (2010) etc.

Each of these titles has demanded from the translator its own method of translation.

Most often, the transcription and transliteration used in the names of proper nouns, for example: «Jackie & Ryan» – «Джеки и Райн»(2014); «Ray» – «Рэй»(2014); «Alex & Emma» – «Алекс и Эмма»(2003); «Manglehorn» – «Манглхорн»(2014); «Keith» – «Кит» (2008) etc. and movie titles that contain place names, for example: «Everest» – «Эверест» (2015); «Monte Carlo» – «Монте Карло» (2011) – «Monte Carlo» etc.

Calquing (literal translation) is one of the most common methods of transfer. "Literal translation" is a mechanical substitution of words of the target language instead of words of the source language". [Minyar - Beloruchev, 1980, p. 222] Examples: «The Island» – «Остров» – «La isla» (2005); «The Interpreter» - «Переводчица» - «La intérprete» (2005); «The Tourist» – «Турист» – «El turista» (2010); «90 Minutes in Heaven» – «90 минут на небесах» – «90 minutos en el cielo» (2015); «The Others» – «Другие» - «Los Otros» (2001); «The Green Hornet» – «Зеленый шершень» – «El avispon verde» etc.

"Often, the transcription and calquing are used simultaneously". [Commissarov 2013, pp. 173-174] for Example: «The life of David Gale» - «Жизнь Дэвида Гейла» – «La vida de David Gale» (2003); «Veronika Decides to Die» – «Вероника решает умереть» – «Veronica decide morir» (2009)

So, most often are used the following methods of translation:

Quantitative analysis showed that in the genre of drama in Russian translation the names are transcribed, as most names are proper nouns, but in Spanish version at about 20% are transcript, transliterated. The original title and literal translation of the drama film titles as in Russian so in the Spanish version, are translated by the literal method. We can mention that 50% in the Spanish translation and the 40% of the original title, and 10% of addition and omission in both cultures.

As shown by quantitative analysis in the genres of thriller and science fiction in both cultures prevails method of copying that represents 50% of Russian examples. As for fiction in Spanish translation we discovered 60% and in the Russian translation there are 90% of film titles copying. In Spanish translation of the fantasy genre 40% represent the original name, in the genre of thriller we can observe 20% of the replacement names and 10% of transcription, and 10 % is an omission in both cultures in the genre of thriller.

Thus, considering the analyzed genres it can be concluded that the Russian and Spanish translators use the same methods of transfer, the difference is only in quantitative terms, most of the film titles are translated by calquing, in the Spanish version there is a tendency to leave the original name. In conclusion, I want to note that the choice of method of translation depends on many factors, among them, such as, the type of proper name of the film, genre, culture etc.

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#### **LOCALIZATION AND THE NATURE OF ANTIGENIC DETERMINANTS ON FRAGMENTS OF THE HUMAN IMMUNOGLOBULIN G, WHICH ARE DISTINGUISHED BY THE GENERAL PARATOP OF A REGULATORY RHEUMATOID FACTOR**

**ЛОКАЛИЗАЦИЯ И ПРИРОДА АНТИГЕННЫХ ДЕТЕРМИНАНТ НА ФРАГМЕНТАХ ИММУНОГЛОБУЛИНА G ЧЕЛОВЕКА, РАСПОЗНАВАЕМЫХ ОБЩИМ ПАРАТОПОМ РЕГУЛЯТОРНОГО РЕВМАТОИДНОГО ФАКТОРА**

There are a lot of autoimmune diseases when own antibodies attack and destroy own cells of an organism, for example, a collagen the induced arthritis, rheumatoid arthritis, systemic lupus erythematosus and other similar diseases. There are no effective ways of treatment from these diseases at the moment yet. Now there are a lot of researches in this sphere, including studies of Terness. It is believed that the key factor in the pathogenesis of autoimmune diseases is the rheumatoid factor [4].

The classical rheumatoid factor is the pentameric antibody (mainly a class M – to 90%) against other antibodies of class G and Fc-fragments of immunoglobulins. Previously it was believed that rheumatoid factor is involved in the pathogenesis of diseases or is their cause. But now we can say with certainty that the rheumatoid factor is a huge family of antibodies with various functions, including regulatory ones. It was found that rheumatoid factor with regulatory properties are anti-idiotypic antibodies to antigen-recognizing receptors of lymphocytes against antigens that cause autoimmune diseases. At the same time, this rheumatoid factor is able to interact with Fc fragments of homologous IgG. The ability to interact with Fc fragments of IgG allowed attributing anti-idiotypic antibodies with regulatory properties to antibodies similar to rheumatoid factor and calling them "regulatory rheumatoid factor" [1, 2, 3].

Regarding Organization of our study that IgG from human plasma was isolated and purified, then IgG fragments were obtained with proteolytic enzymes (papain and pepsin which cut the molecule of immunoglobulin in different sites relative to the hinge region), the resulting fragments were purified by exclusion and affinity chromatography, the purity of the resulting fragments was analyzed by polyacrylamide gel electrophoresis. The presence of antigenic determinants for regulatory rheumatoid factor was determined by the method of passive hemagglutination.

We used the whole IgG molecule, as well as Fc and Fab fragments, obtained by papain and pepsin proteolysis. If there are determinants on fragments, then the sediment is not formed (regulatory rheumatoid factor interferes with aggregation of erythrocytes). If there are no determinants, then we saw obvious agglutination.

In the study of immunoglobulin G of rats it was detected that the antigenic determinants for regulatory rheumatoid factor can be received on Fc fragments of IgG. In experiments it was found that introduction to rats with a collagen - the induced arthritis of Fc fragments suppresses arthritis symptoms. It means that on Fc fragments of IgG of rats are available required determinants.

These received facts give reason to believe that Fc fragments of immunoglobulin G with antigenic determinants for regulatory rheumatoid factor can be used as a vaccine for treatment of autoimmune diseases.

But it is unknown whether the received facts are applicable to human immunoglobulins. The nature of these determinants, and also their localization are not known.

Therefore identification of the nature and localization of antigenic determinants for regulatory rheumatoid factor on fragments of human IgG was the purpose of our work.

We concluded that the entire IgG molecule does not contain a determinant to the rheumatoid factor, and the Fc fragments, obtained by papain proteolysis, have antigenic determinants for regulatory rheumatoid factor, in contrast to the Fc fragments obtained by pepsin proteolysis. On papainic Fab fragments there are no this determinants (precipitate was formed).

Because we used two proteolytic enzymes, and the fragments obtained by them were distinguished by the presence or absence of a hinge region, we concluded that necessary determinants are located in the hinge region of the human IgG [1, 2, 5].

In connection with the obtained data, we suggested that the papainic Fc fragments of the human immunoglobulin G can be used as a vaccine for the treatment of autoimmune diseases, because they carry antigenic determinants for the regulatory rheumatoid factor, and in the test-system the passive hemagglutination causes inhibition of the agglutination reaction. But we are still far from it, because the tests which were conducted in vitro. For promotion to a new level, it is necessary to conduct additional tests, tests in other laboratories that include preclinical trials, and clinical trials on people. Only after trials in humans we can seriously talk about introducing a new vaccine against autoimmune diseases based on Fc fragments [1, 2].

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**TEENAGE INTERNET ADDICTION**  
**ПОДРОСТКОВАЯ ИНТЕРНЕТ-ЗАВИСИМОСТЬ**

The rapid development of computer technology has brought a lot of new things into our lives. Computer networks, as a kind of telecommunications are fundamentally new layers of social reality. Nowadays the most widespread thing is the computer network of the Internet. But, like almost everything in our life, the Internet has advantages and disadvantages. Unfortunately, with the high growth of the popularity of the worldwide Internet, people become Internet addicted. Internet addiction is the obsessive desire to use the Internet, usually aimlessly spending an excessive amount of time.

In this work the problem of Internet addiction among teenagers is raised, because this age is most susceptible to various deviations in behavior. The relevance of this topic is determined by the facts that, firstly, the number of adolescents who are active users of the Internet is constantly increasing; Secondly, the fact that excessive addiction to the Internet destroys the child, adversely affects the process of thinking.

So the aim of the research is to study the aspects of the influence of Internet addiction on the teenager's personality.

This study can be useful for students whose future profession will somehow be associated with working with teenagers, and also for psychologists.

Based on the theoretical part I conducted a sociological survey in order to reveal the presence and extent of Internet addiction among adolescents and draw certain conclusions. 75 respondents aged 12 to 19 years were interviewed. All respondents are citizens of Russian Federation and study at school or in a higher education institution. The survey consisted of 17 questions.

After analyzing the answers, I made the following conclusions:

1. The majority of teenagers spend more time on the Internet than it was planned by them or adults earlier, it confuses their regime and plans for the day.
2. Young people often experience learning difficulties, because a constant pastime on the Internet adversely affects productivity and education.
3. The Internet is able to diversify the everyday life of teenagers and make it brighter and funnier. Many teenagers are afraid of leaving the opportunity to go online.
4. Teenager sacrifices sleep for nightly connections to the Internet. It leads to disruption of the daily routine, health of the teenagers worsens and it can lead to serious illnesses due to lack of sleep.

Also it was decided to learn from teenagers what the most effective way to combat Internet addiction in their opinion was.

1. The majority of the answers were reduced to the fact that it was necessary to find interesting, entertaining hobby, occupation for the soul, wherever they would be able to realize themselves;
2. Many teenagers think that sport in Russia is developed very poorly, it means that there are no sports grounds in the yards, and for gyms and sports clubs you have to pay. If the government make sports clubs free and arrange playgrounds, teenage Internet-dependency will be reduced.
3. Someone believes that the most effective way to combat Internet addiction is books, with the help of them you can both relax and get new knowledge, that is to say to spend time successfully.
4. Also, many adolescents think that parents need to impose online time restrictions on teenagers, because adolescents often do not think about how much time they spent on the Internet and how this can affect their academic performance and health.
5. Another way to combat Internet addiction is the education of children without the use of gadgets (phones, tablets), so that they do not develop this dependence from their childhood. Teenagers think that parents should show that the real life is much more interesting than the Internet, they should inspire them with love to sport, books and active recreation from childhood.

So, to make a conclusion I want to say that feeling of constant need to use the Internet among teenagers is connected with communicative activity, game activity and hacking. For many teenagers the Internet is a refuge and a means of entertainment in which they escape from their problems, sufferings and difficulties. Excessive use of the Internet by teenagers is the reason for their separation from other social

activities. Internet addiction leads to a decline in school performance, leads to increasing mental disorders, reducing activity in society and it worsens health. But it is still possible to save adolescents from Internet addiction if parents fulfill several simple conditions. Important condition is friendly and confidential relations in the family. It is necessary to show the child a variety of life, entertainment, not related to the computer. The sooner the prevention of Internet addiction begins, the easier for teenagers it will be to cope with their addiction and returning to their usual life.

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## **DIE ENTWICKLUNG DES IMAGES VON STUDENTISCHEN ORGANISATIONEN**

**(AM BEISPIEL DES ZENTRALEN STUDENTENRATS DER UDSU**

**ФОРМИРОВАНИЕ ИМИДЖА СТУДЕНЧЕСКОЙ ОРГАНИЗАЦИИ**

**(НА ПРИМЕРЕ ЦЕНТРАЛЬНОГО СТУДЕНЧЕСКОГО СОВЕТА УДГУ)**

### *Forschungsstand*

Die erfolgreiche Tätigkeit jedes Menschen und jeder Organisation hängt von ihrer Kommunikation mit der modernen Gesellschaft ab, denn sie gerade die Offenheit und Attraktivität eines Menschen oder einer Organisationen bestimmt und zum positiven (oder negativen) Image beiträgt.

Image einer Organisation beeinflusst seinerseits den Aufbau und den Verlauf dieser Kommunikationen. Das entwickelte Image einer studentischen Organisation wirkt sich positiv oder negativ auf das Verhältnis von Studenten, Rektorat und städtischen Vereinigungen zu dieser Organisation aus.

### *Begriff „Image“*

Unter dem Image einer Organisation versteht man eine emotionale Darstellung, die sich in dem öffentlichen oder individuellen Bewusstsein auf einen Gegenstand (einen Menschen oder einer Firma) bezieht und das Wahlverhalten des Menschen steuert [1].

### *Problemstellung*

Mithin besteht das primäre Ziel der vorliegenden Studie darin, den Prozess und Mittel der Entwicklung des Images einer studentischen Organisation am Beispiel des Zentralen Studentenrats (heute „Das Rat von Studentischen Vereinigungen“ genannt), an der Udmurtischen Staatlichen Universität zu analysieren.

### *Zielsetzung*

Weitere Ziele der Studie werden wie folgt formuliert:

- den Begriff Image Studenten Organisationen zu behandeln;
- Typen des Images einer studentischen Organisation zu charakterisieren,
- Etappen der Entwicklung des Images einer studentischen Organisation zu verfolgen,
- den Prozess der Entwicklung des Images von dem Zentralen Studentenrat der UdSU zu analysieren und die Mittel dieser Entwicklung festzustellen.

### *Methodik*

In Wesentlichen werden folgende Methoden eingesetzt: die Analyse des Firmenstil (einschließlich Firmenlogo, Werbesatz, Marke und andere) und Beobachtung über die Arbeit von dem Zentralen Studentenrat bei der Durchführung verschiedener Veranstaltungen mit dem Ziel, den Gegenstand des jeweiligen Interesses möglichst genau zu erfassen und Erfahrungen und Dateien im nicht kommunikativen Prozess zu sammeln.

### *Zwischenergebnisse*

Aus der durchgeführten Studie ging hervor, dass das positive Image einer studentischen Organisation sich im Ergebnis von vielen erfolgreich durchgeführten Veranstaltungen ausformt. Jede richtig organisierte und erfolgreich durchgeführte Veranstaltung hilft das Vertrauen von Studenten, Gesellschaftsorganisationen, Rektorat, Sponsoren zu gewinnen. Wirksame Nutzung von dem Firmenlogo trägt dazu bei, dass die studentische Organisation im Gedächtnis bleibt.

Schließlich möchte ich darauf hinweisen, dass der Zentrale Studentenrat seine Tätigkeit aufgehört hat. An seine Stelle ist der Rat von Studentischen Vereinigungen gekommen, der seine Arbeit in 7 Richtungen führt. Er hat einen ganz anderen Aufbau und andere Ziele.

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**AGGRESSION AS AN ELEMENT OF SPORT BEHAVIOR**  
**АГРЕССИЯ КАК ЭЛЕМЕНТ СПОРТИВНОГО ПОВЕДЕНИЯ**

Field of activity of sport psychologist depends on his experience and qualifications. Below there are top roles of an applied sports psychologist, a mental game coaching which helps athletes improve performance via mental training. There is a certain ambivalence about aggression in sport in society. There are three main theories of the origins of aggression in sport. 1) Theory of Instinct. Konrad Lorenz, Freud (1950) suggest that humans are innately aggressive. 2) On the contrary, Social learning Theory suggests that we learn to be aggressive from others. 3) The frustration– aggression hypothesis (Dollard, Doob, Miller, Mowrer, & Sears, 1939) suggests that we become aggressive in response to fear. Qualitative and quantitative research methods are the most commonly used psychological research approaches in sport psychology. Each approach has a unique purpose with very different procedures and objectives. In general qualitative research provides insights into the problem and helps to develop ideas or hypotheses for potential quantitative research in sport psychology today, that seems to be appropriate method to obtain evidence-based results.

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**APPLICATION AND FUTURE DEVELOPMENT OF UNMANNED AERIAL VEHICLES IN THE**  
**INTERNATIONAL OIL AND GAS INDUSTRY**  
**ПРИМЕНЕНИЕ И ПЕРСПЕКТИВЫ РАЗВИТИЯ БЕСПИЛОТНЫХ ЛЕТАТЕЛЬНЫХ АППАРАТОВ В**  
**МИРОВОЙ НЕФТЯНОЙ ПРОМЫШЛЕННОСТИ**

Nowadays we can find the oil and gas industry in a very difficult situation. The prices of oil are very unstable and the economic struggle in this field is increasing. These factors make oil and gas companies cut their expenses and become more effective. As we know, the best way to achieve these goals is to use modern technologies. In fact, they have been greatly developed over the last years: artificial intelligence, 3D printing, virtual reality, super-computers, - now we have them and they are relatively cheap. In this work one of these new technologies will be examined: unmanned aerial vehicles.

UAV (commonly known as *drone*) is an aircraft without a human pilot aboard. This leads to the main features of UAVs: they are small, light, much cheaper than planes or helicopters, ecologically friendly, easy to transport and to use.

Drones can be divided into two big groups: multicopters and plane-like drones. Multicopters are maneuverable, just like helicopters, but this requires a lot of energy, so they cannot fly for a long time. Plane-



like drones are less maneuverable but they can cover greater distances and fly higher. Both of these types have cameras (when it is necessary, they can also have some other sensors) and can't carry much weight, especially the plane-like drones.

The application of drones correlates to their main capabilities: flying and video monitoring.

- Firstly, they are used in **geological prospecting**. Drones make primary territory inspection easier: instead of having a whole group of specialists survey the territory for a whole day, you can just use a drone for two or three hours. This huge time advantage can be explained by the speed of the drone and by the fact that they allow the specialists to view from above.

- Secondly, drones are widely used during the **building or transportation of complex constructions**, for example oil rigs. Due to the enormous cost of such constructions exact accuracy is needed in everything connected with them - drones can give a very close view of the connection even at decent heights that dangerous for people.

- Thirdly, UAVs are used for the **examination of the ecological situation** and illegal tie-in detection. For example, oil spills or leakages can be easily detected from the air. In addition, drones give the ability to spot the exact place of oil spilling and to estimate their scale.

Close collaboration between oil and gas companies and UAV companies started only in 2012-2014 when BP and Rosneft signed long-term contracts with UAV companies. These contacts were mainly connected with providing 3D mapping and pipeline tracking.

Speaking about Russia, "Rosneft" started using UAVs above the fields of "RN-Uganskneftegas" and only during 2016 they managed to raise the flight periodicity by two times and lower the expenses for these events by 30%. The results were even better when using drones in "Samotlorneftegas". They inspected over 50 polluted areas, 5 water objects. They located 4 forest fires in their early stage and all that with 300% increased effectiveness in terms of time and energy. In 2016 "Gasprom" also started using UAVs to prevent gas thefts. The biggest company that produces and offers civil UAVs in Russia is the company "Unmanned", although we have many military oriented UAV companies.

There are also big UAV companies in other countries, for example "Cyberhawk"(Scotland), "PrecisionHawk" (USA), "Sky Futures" (UK). In fact, after looking through some information we can understand that they do the same things. "Cyberhawk" managed to save £4.6 million for one of its customers. However, drones are used much more in other countries comparing to Russia.

All the future possible developments of UAVs altogether can be divided into three groups:

1. Overall improvement of drone characteristics (especially carrying capacity and battery performance):

2. Drones will be able to carry additional equipment: for precise measurements, defectoscopy, detection of gas leaks and so on. Furthermore, drones might be used as very fast couriers, which will be able to carry medicine or missing parts to inaccessible areas in a very short amount of time.

3. Improvement of artificial intelligence programs:

It will allow drones to work without the interference of humans and to cooperate. As we know, cooperation is a very powerful tool and it is the same situation with drones. Cooperation will expand their abilities.

4. Development of other UAV types:

The last but not the least interesting way is the development of other UAV types, for example dirigibles. They have bigger carrying capacities, they are more energy effective and they can cover greater distances and spend more time in the air. Therefore, they are ideal for constant monitoring.

In the end, we should remember that drones have just started their path of industrial appliance and development. Now their main disadvantages are connected with their weather dependence, the lack of robustness, bad carrying capacity and not very good battery performance. Although, even now drones let companies work more effectively and reduce their expenses in some operations by 30-40%. Comparing Russia with other countries, drones are used in the same way but they are used less in our country and it can be connected with our very harsh weather conditions.

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## **ALTERNATIVE ENERGY SOURCES** **АЛЬТЕРНАТИВНЫЕ ИСТОЧНИКИ ЭНЕРГИИ**

There are many types of alternative energy. Some of them are solar, wind, geothermal and ocean energy.

*Solar energy.* Solar is the first energy source in the world. It was in use much earlier before humans even learn how to light a fire. Solar energy is one the alternative energy sources that is used most widely across the globe. About 70% of the sunlight gets reflected back into the space and we have only 30% of sunlight to meet up our energy demands.

There are two kinds of solar energy the active solar energy and the passive solar energy. Passive solar energy uses duration, position and sun's rays intensity to its advantage in heating a particular area. Active solar energy uses electrical technology and mechanical technology like collection panels in capturing, converting and storing of energy for future use.

*Wind energy.* This is one of the energy sources that has been in use for a very long time. Wind power is renewable source of energy and reduces our alliance on foreign countries for supply of oil and gas. It does not cause any air pollution and have created several jobs in last few decades. Advancement in technologies has brought down the cost of setting up wind power plant. Wind energy can only be used in areas which experience high winds which mean that it cannot be used as a source to extract energy anywhere on earth. They sometimes create noise disturbances and cannot be used near residential areas. These disadvantages have made the use of wind energy to particular regions only.

*Geothermal energy.* Geothermal energy means energy drawn or harnessed from beneath the earth. It is completely clean and renewable. Geothermal energy has been in used since the last several years. The earth contains a molten rock called magma. Below, 10,000 meters the temperature is so high, that it can be used to boil water. Water makes its way deep inside the earth and hot rock boils that water.

Geothermal energy can be found anywhere on the earth. Most countries tap this energy to generate electricity, using thermal mass flowmeters, and power millions of homes. The areas which have high underground temperatures are the ones which are prone to earthquakes and volcanoes.

If these resources are tapped and are utilized effectively, they can provide solution to the world's power problems.

*Ocean energy.* The earth promises many power sources. Due to massive size of oceans, this energy can be used on much wider scale than other alternative sources of energy. The waves produced by the ocean and tides that hit the seashore has huge potential in them. If they are harnessed with full capacity they can go a long way in reducing world's energy problems. There are three ways i.e. tidal energy, Wave energy and Ocean thermal energy conversion (OTEC) via which ocean energy can be harnessed. Alternative energy sources are renewable and do not pollute the environment. That's why people need to give them preference.

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**TECHNOLOGY OF DRILLING A HORIZONTAL WELL USING THE ROTARY-STEERABLE SYSTEM**  
**ТЕХНОЛОГИЯ БУРЕНИЯ ГОРИЗОНТАЛЬНОЙ СКВАЖИНЫ**  
**ПРИ ПОМОЩИ РОТОРНО-УПРАВЛЯЕМОЙ СИСТЕМЫ**

For the current stage of development of the fuel and energy complex of the Russian Federation, there is a stable trend towards the growth of explored deposits with hard-to-recover hydrocarbon reserve the direction of the formation of an optimal system for the development and improvement of well productivity during operation is the construction of directional and horizontal wells. Horizontal wells give many advantages such us: increasing the rate of oil production, reducing the cost of production and number of wells.

Initially drilling directional wells with screw downhole motors (SDMs) can be cost-effective. However, various problems complicating the completion of a well can lead to significant time losses and high costs. Usually, problems with directional drilling with the use of SDMs are due to uneven barrel diameter and microarrays, which can complicate the casing run-off. There is a constant risk of stuck pipe. This system increases the rate of drilling and the quality of wellbore.

System design consists of:

- Barrel Collar,
- Bias Unit,
- Pivot stabilizer.

The principle of the system is that the hydraulic system directs the shaft with the using the pistols. The shaft is deflected in the direction opposite to the direction required for the curvature of the wellbore, while the pivot calibrator acts as a fulcrum, and the antirotation pins prevent the rotation of the centralizer. The shaft of the deflector of the system passes through the center of the base unit and transmits the torque to the bit. The shaft can deflect in any direction. The magnitude of the deviation depends on the required degree of curvature of the wellbore. The deflection of the shaft is transmitted through the pivot stabilizer, as a result of which the end part of the bit is oriented in the required direction to provide the necessary drilling path.

Comparing the borehole wiring with the help of RSS and SDM, one can find a number of serious points not in favor of the latter. Drilling of long horizontal sections with a downhole motor is extremely difficult, because as the length of the section increases, it is increasingly difficult to monitor the position of the engine deflector. When sliding with the SDM, the drill string does not rotate, the drilling mud is in a static state, so the drill cuttings are not properly carried to the surface and it can accumulate around the drill string, resulting in stuck.

Managing the SDM is complicated in long lateral horizontal intervals where the lower part of the drill string lies on the wall of the well and can be twisted, making it extremely difficult to maintain the exact position of the deflector. This leads both to problems of maintaining the necessary direction, and to a rise in the cost of drilling due to the complicated installation of the borehole motor deflector. Based on the analysis of the results of the implementation of rotor systems in Russia, several positive points can be noted. The most important advantage is the constant rotation of the drill string during drilling.

Continuous rotation has a positive effect on the drilling process:

- reduces the chance of sticking a drilling tool,
- the excesses of drill pipes decrease,
- less friction, which improves the "walking" of the instrument,
- more precise directional drilling,
- a smoother wall of the well.
- High quality of the trunk for work on completion of the well.

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**PROBLEMS OF OPTIMIZATION OF ANTHROPOGENIC LANDSCAPES  
ON THE EXAMPLE OF THE MUNICIPALITY «BOLSHEKIBYNSKOE»**

**ПРОБЛЕМЫ ОПТИМИЗАЦИИ АНТРОПОГЕННЫХ ЛАНДШАФТОВ  
НА ПРИМЕРЕ МУНИЦИПАЛЬНОГО ОБРАЗОВАНИЯ «БОЛЬШЕКИБЫНСКОЕ»**

Optimization of anthropogenic landscapes is a system of measures aimed at restoring and increasing the productivity of environmental, economic and aesthetic values of cultural landscapes, on the optimal reconstruction and the organization with the needs of society.

Optimization of agro-landscapes is the basis for effective innovation in agricultural production, therefore the study of this problem is relevant.

The aim of this work is to identify problems of optimization of agricultural landscapes on the example of the municipality «Bolshekibynskoe».

The object of research is agricultural land. The subject of research – problems of optimization of anthropogenic landscapes on the example of the municipality. The practical significance of this research is to develop recommendations for optimization problems of agricultural landscapes on the example of the municipality.

To achieve this goal in the work the following tasks are solved:

1. To examine ideas about cultural landscapes;
2. To consider the conditions of landscape planning and land management;
3. To identify the problems of optimization of agricultural landscapes on the example of the municipality.

In this work we use methods such as the analysis of literary sources and legal documentation, and cartographic and theoretical analysis.

The municipality «Bolshekibynskoe» is located in the South-Eastern part of Mozhginsky district in the Udmurt Republic, borders with Malopurginskiy and Alnashkiy districts and with the Republic of Tatarstan. The area is occupied by the municipal education 10705 Hectares, area of settlements – 562,68 Hectares, the agricultural area is 7189 Hectares. The composition of the municipal formation consists of six settlements.

Adjacent to settlements of the territory are weakly dissected by ravines, occupied by forests, water bodies, sometimes swamps. This reduces the area of possible land use. Nevertheless, under the farmland plays a big part of the territory.

The analysis is based on the map of locations types, compiled on the basis of topographic map. Location allocated in accordance with requirements spelled out in the workshop on landscape studies, namely depending on the steepness and exposure of slopes, position them in relief. Thus, for each type of location a correction factor by which the calculation and mapping had been done was determined.

Next was composed of the following maps: map of distribution of radiation balance, the map of changes in the daily amplitude of air temperature, the map of average minimum temperature in July, the map of the magnitude of the soil moisture of different locations, the map duration of frost-free period.

After analyzing maps of the explication lands and the microclimate indicators can be concluded that only in some areas of the economy met the requirements, or rather the preconditions, as the fragments of forest belts are observed only in the area of roads. In other cases, does not take into account the requirements for the placement of shelterbelts. As demonstrated by the map that illustrates the location of existing and recommended belts with the principles of optimization.

Analysis of the structure of land use on the territory of Municipal formation and the study of microclimatic and geomorphological characteristics allow to draw the following conclusions:

- Structure of land use is flawed and is needed to change. These changes should take into account the transformation of agricultural landscapes given the available characteristics for a given area. They should take into account the negative consequences as the development of agricultural production involves the manifestation of the processes of soil and gully erosion.

- There is not enough forest there. Shelterbelts perform environment-stabilizing function and at the same time play the role of the basic lines that define the direction of tillage and the crops, the location of the working areas, way of crops, buffer strips and all other components of the agricultural landscape.

This work is the first step to solving the problem of optimization of agricultural landscapes on the territory of the municipality «Bolshekibynskoe». Thus, we can conclude that when considering the conditions of optimization of landscape interest is the influence of microclimatic conditions on the development of anthropogenic landscapes in General.

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### **THE CURRENT PERIODIC ASSESSMENT OF STAFF**

#### **ДЕЙСТВУЮЩАЯ ПЕРИОДИЧЕСКАЯ ОЦЕНКА ПЕРСОНАЛА**

The article discusses the major methods of current periodic assessment of the staff. The goal is to analyze the assessment methods and evaluate their advantages and disadvantages while implementing in the enterprise. It also focuses on the comparative analyses of the assessment criteria. The author uses the assessment in Axion Corporation as a case to evaluate the efficiency of assessment methods. The author concludes that there is a strong necessity to apply variety of assessment methods.

Staff is a strategic resource of the company, its intangible assets and intellectual capital at the same time. Evaluation of staff is one of the key HR management functions. The need for evaluation arises from the requirement to hire new employees for personnel reserve, to develop the strategy of motivation and staff development, or to advance through the ranks already working professionals, for appointment to a senior position. Thus, there are many different approaches and types of personnel evaluation.

There are business evaluations of candidates for a vacant position and current periodic evaluation of employees of the enterprise. While the current periodic evaluation is not limited only to the evaluation of the results of the work, it involves an analysis of their dynamics.

As an illustrative example of the application of the procedure "current periodic assessment of personnel" we will consider LLC "Corporation Axion", in particular, a subsidiary of LLC "Tehenergostroy". At the enterprise selected for the analysis, the current periodic evaluation was carried out for the first time in 2017 according to the developed Methodological Recommendations for the current periodic assessment of personnel<sup>1</sup>.

*Current periodic assessment* is an annual procedure that allows managers to establish compliance with the employee's performance and the level of his competence requirements of the post.

The purpose of the current periodic evaluation of employee is:

1. Determine to what extent the objectives are met by the employee throughout a year.
2. On the basis of analysis of employee performance and the level of development of its competence it is possible to determine the level of its success, to identify strengths and weaknesses that will provide the basis for carefully prepared plan for the further development of employee and plan his career effectively.
3. Set the goals and objectives to employees next year, taking into account his experience and development.

With current periodic evaluation of personnel, you can:

1. Set a place of the employee in the organizational structure.
2. Identify the motivation of the employee.
3. Meet the needs of the employee in the evaluation of their own work and its development.
4. Establish an organizational relationship with an employee for a professional, organizational, and other issues<sup>2</sup>.

Current periodic evaluation consists of several stages:

- I. Self-assessment of the employee.

<sup>1</sup> Methodical recommendations on the current periodic assessment of personnel // Corporate University "Axion". Izhevsk, 2017

<sup>2</sup> Methodical recommendations on the current periodic assessment of personnel // Corporate University "Axion". Izhevsk, 2017

II. Evaluation of executive.

III. Private meeting that helps provide "feedback" to the superior of the employee.

At the stage of self-assessment the employees assess themselves according to the model of corporate and managerial skills (see Table 1), determine their effectiveness and reveal their level of success. Then, a similar procedure is carried out, and the head in terms of its direct management over employee's data also determines the level of the effectiveness based on the success of the Matrix employee shown in Figure 1.

There are the following levels of competence development:

Table 1 - Levels of competence

<i>Corporate competencies</i>	<i>Managerial competences</i>
1. High quality of work	1. Working with information and making managerial decisions
2. Continuity, mentoring and self-development	2. Planning
3. Loyalty to the enterprise	3. Statement of tasks
4. Effective Communication	4. The activities and tasks execution control
	5. Motivating employee

Результативность деятельности

<p><b>Квадрант №4.</b></p> <p>Результат высокий (&gt;100%) Уровень компетенции низкий</p>	<p><b>Квадрант №2.</b></p> <p>Результат высокий (&gt;100%) Уровень компетенции средний</p>	<p><b>Квадрант №1.</b></p> <p>Результат высокий (&gt;100%) Уровень компетенции высокий</p>
<p><b>Квадрант №7.</b></p> <p>Результат средний (=100%) Уровень компетенции низкий</p>	<p><b>Квадрант №5.</b></p> <p>Результат средний (=100%) Уровень компетенции средний</p>	<p><b>Квадрант №3.</b></p> <p>Результат средний (=100%) Уровень компетенции высокий</p>
<p><b>Квадрант №9.</b></p> <p>Результат средний (&lt;100%) Уровень компетенции низкий</p>	<p><b>Квадрант №8.</b></p> <p>Результат средний (&lt;100%) Уровень компетенции средний</p>	<p><b>Квадрант №6.</b></p> <p>Результат средний (&lt;100%) Уровень компетенции высокий</p>

Развитие компетенций (потенциал)

Figure 1 - Employee Success Matrix<sup>2</sup>

The final stage of this assessment is the provision of "feedback" to employees. Each employee should know the result of the assessment and be able to ask questions, and even challenge these results. It is important to remember that the results of the assessment should not carry punitive conclusions in themselves. Each employee should know that they will be rewarded for their achievements (promotion, salary increase, etc.).

The duration of the personnel assessment project is 3 to 6 weeks, depending on the number of evaluations.

After holding individual meetings with the employees of the enterprise, the manager forms the final table based on the results of the current periodic evaluation and classifies the personnel into:

- highly effective (key) employees;
- effective employees;
- ineffective employees.

A group of employees who fall into the category of "ineffective employees" is not subject to dismissal, but should strive to improve and develop its level of success within the next year.

In practice, the company LLC "Tehnergostroy" the results were as follows:

<i>Group</i>	<i>Quantity, %</i>
1. Highly effective (key)	20
2. Effective	75
3. Ineffective	5

This is a very good result!

It is worth noting that the Limited Liability Company "Tehnergostroy" (LLC "TES") is a modern multi-profile enterprise that offers not only comprehensive solutions for energy saving, but also a full range of services for landscaping, building commissioning, fabrication of metal structures and maintenance of technological Equipment.

Thus, the assessment of the staff makes it possible to study the degree of preparedness of the employee to perform exactly the kind of activity that he or she is engaged in, and also to reveal the level of his potential opportunities for assessing growth prospects. Using the results of research on staff assessment, the leaders of the organization will be able to more fully reveal the potential of their employees, which, in turn, will positively affect the results of their work and will contribute to the growth of the organization's income.

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**SPATIO-TEMPORAL ANALYSIS OF TUBERCULOSIS DISEASE AMONG THE POPULATION  
OF UDMURT REPUBLIC**  
**ПРОСТРАНСТВЕННО-ВРЕМЕННОЙ АНАЛИЗ ЗАБОЛЕВАЕМОСТИ ТУБЕРКУЛЕЗОМ НАСЕЛЕНИЯ  
УДМУРТСКОЙ РЕСПУБЛИКИ**

The World Health Organization recognized tuberculosis of one of the most global threats for health of the person. Researches showed that this disease is generally widespread among unsuccessful segments of the population in the social and economic plan [1].

The purpose of this research is the analysis of dynamics and a spatial distribution of an incidence of tuberculosis of the population of the Udmurt Republic.

Research techniques: for carrying out research the data provided by Republican clinical tubercular hospital of the Ministry of Health of the Udmurt Republic were used. Work is conducted together with the deputy chief physician for the common questions. Information on incidence at the level of an address binding of patients, and also in a section of health posts and administrative regions and cities of Udmurtia was provided. Medico-statistical data were processed in the Microsoft Exel program. Cards are constructed in the Mapinfo program.

Results of research: the comparative analysis of dynamics of incidence and mortality was carried out to the period from 1990 to 2015.

The peak of incidence of tuberculosis was registered both in Russia, and in Udmurtia in 2010 then the smoothly varying decrease in an incidence began (fig. 1).

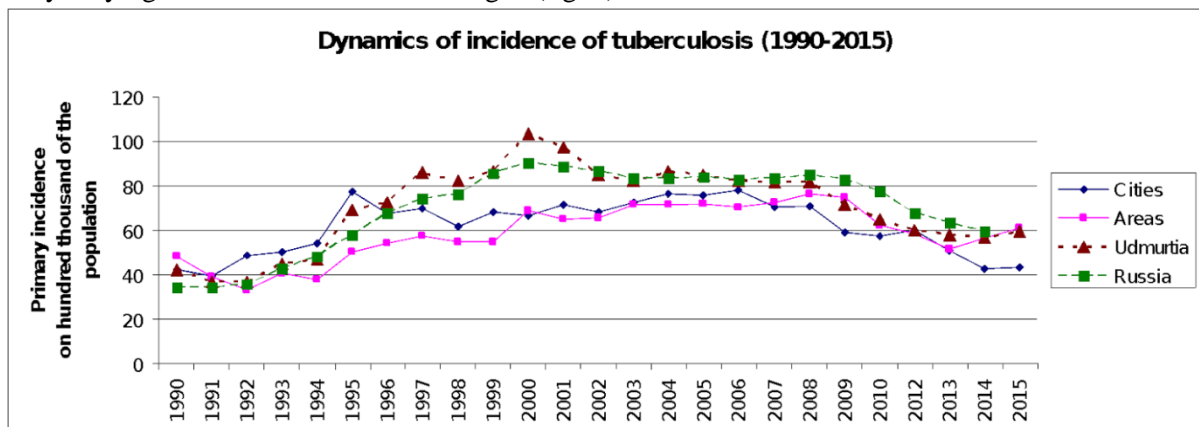


Fig. 1. Dynamics of incidence of tuberculosis (1990-2015)

During the period from 1990 to 2004 increase in quantity of fatal cases from tuberculosis is observed (fig. 2).

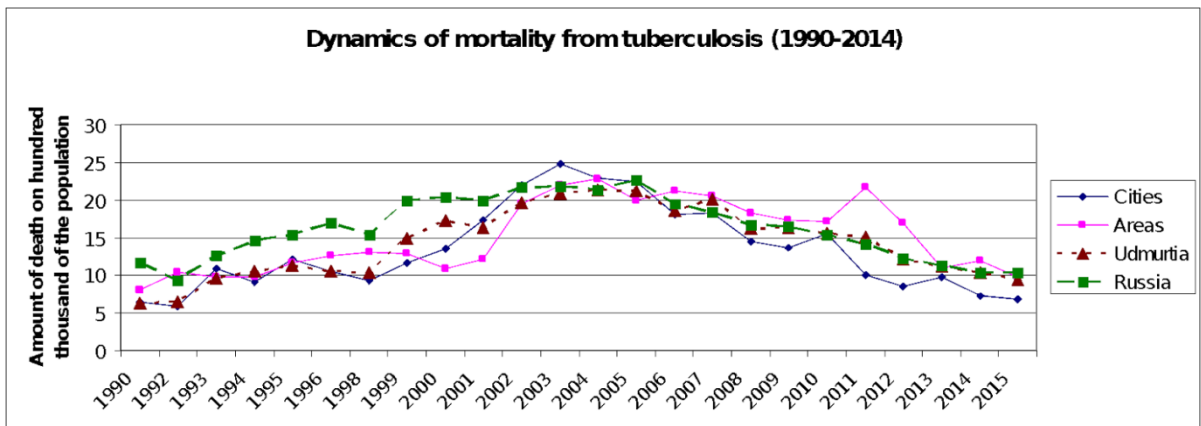


Fig. 2. Dynamics of mortality from tuberculosis (1990-2015)

Thus, it is possible to draw a conclusion that tuberculosis is a social illness therefore the unstable economic situation during reorganization in 1993-1999 led to incidence body height. Just during this period many people had a stress, lost work, migrated, their standard of living decreased.

The director of Republican medical information and analysis center Ministries of Health of the Udmurt Republic V. K. Gasnikov in the article about reaction of the population to social and economic crises says that mortality of the population quickly and it is expressed reacts to social and economic crises and events [2].

The peak of incidence of tuberculosis was registered in Udmurtia during the period from 2005 to 2007 (fig. 3), less cases were registered in areas. By the period from 2012 to 2014 incidence decreased.

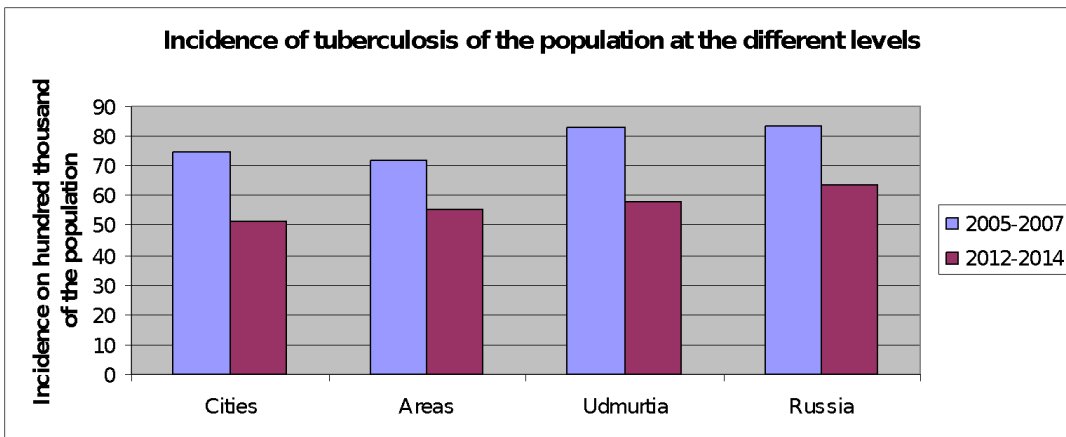


Fig. 3. An incidence of tuberculosis at the different levels

A large number of fatal cases is registered among country people in recent years (fig. 4). It is bound, first of all, to low level of detectability of this illness at early stages.

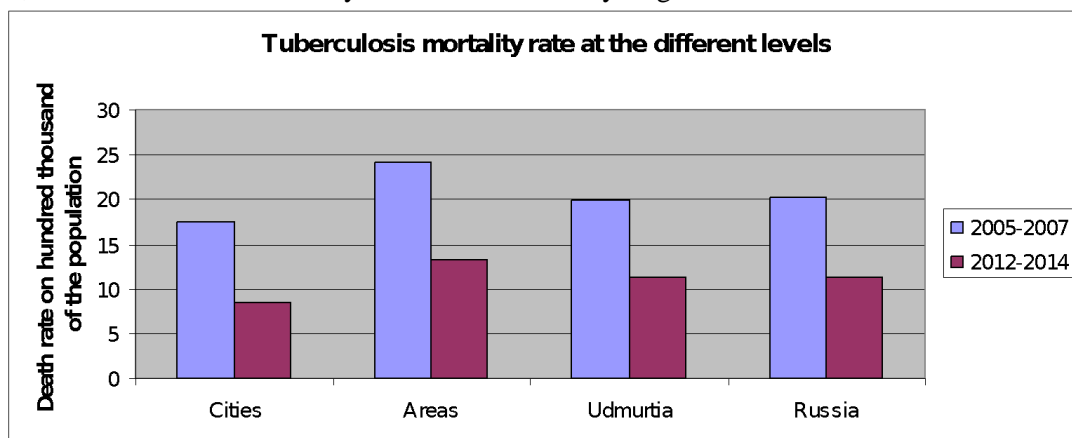


Fig. 4. Tuberculosis mortality rate at the different levels



Mapping of statistical information allows to reveal the centers of distribution of tuberculosis [3]. The greatest number of patients is revealed in peripheral regions of the Udmurt Republic, and the least in central. It can be explained with the fact that in the remote areas medical care, the level of social and economic wellbeing lower is less accessible.

Decrease in an incidence and mortality is not a consequence of improvement of a situation. In recent years are even more often fixed a mix infection – a combination of tuberculosis and HIV [4].

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#### **ACADEMIC MOBILITY: POSSIBILITIES IN EDUCATION IN THE CZECH REPUBLIC FOR RUSSIAN STUDENTS**

#### **ПРОГРАММА АКАДЕМИЧЕСКОЙ МОБИЛЬНОСТИ: ВОЗМОЖНОСТИ В ОБУЧЕНИИ В ЧЕШСКОЙ РЕСПУБЛИКЕ ДЛЯ РОССИЙСКИХ СТУДЕНТОВ**

The article gives an information about the Bologna Process, analyses the features of higher education in the Czech Republic, focuses on the possibilities and difficulties for Russian students through the author's personal experience.

We live in a globalized society and the force exercised by globalization can be seen in different fields, such as economics, politics and culture, and also in the field of education. The current internationalization in higher education shows that there are many possibilities for developing cooperation between universities, such as scientific, technological or cultural collaboration, joint research teams, shared diplomas, the mutual acceptance of students and the mobility of the teachers. It works through the Bologna process, which defines the European Higher Education Area.

*What is the Bologna Process.*

*The Bologna Process, launched with the Bologna Declaration, of 1999, is one of the main voluntary processes at European level, as it is nowadays implemented in 48 states. These 48 countries implement reforms on higher education on the basis of common key values – such as freedom of expression, autonomy for institutions, independent students unions, academic freedom, free movement of students and staff. Through this process, countries, institutions and stakeholders of the European area continuously adapt their higher education systems making them more compatible and strengthening their quality assurance mechanisms. For all these countries, the main goal is to increase staff and students' mobility and to facilitate employability [1].*

Both Russia and the Czech Republic are members of the Bologna system. But there are still many differences in the higher education systems of these countries. In my article, I would like to share my personal experience of participation in the exchange program and the lessons that I learnt while studying in the Czech Republic.

In 2016-2017 I managed to become a participant of academic mobility. During the 1 semester I studied at the Masaryk University (Brno, Czech Republic). Masaryk University is the second largest university in the Czech Republic, a member of the Compostela Group and the Utrecht Network [2]. I personally faced with the peculiarities of European education and learnt a lot of lessons.

1. Students in the Czech Republic are fully responsible for their educational process. At the Masaryk University all educational activity is regulated by the Information System (IS). Online award-winning

Information System facilitates the entire administration process by reducing superfluous paperwork [3]. Enrolment, scholarships applications, course registration with the help of IS a student can find materials for self-studying, communicate with professors and lectures, learn about upcoming events. Just using the information system, you can pay for the dormitory, find out the balance on the card to pay for food in university canteens, and many other procedures can be done online with just a click. It is very popular among students. An analogue of the information system of Masaryk in UdSU is an information portal. But, unfortunately, it is not as functional.

This system helped me to be more responsible, because everything depended of myself.

2. Selection of courses and making the timetable. A structured study system enables students to combine many fields of study in Bachelor's degree programmes with Master's and PhD programmes. Students can choose courses from different faculties.

Selection of courses from different faculties allows me to be more broad-minded.

3. Students do a lot of self-preparation. Universities often rely on students to fortify their knowledge themselves, through self-directed study. This is why some full time courses may only have 12 hours of scheduled lectures or even less. Some modules may not have any set lectures scheduled at all.

Firstly I find this challenging. But now I think these skills will help me to succeed in challenging tasks after graduation.

4. Using anti-plagiarism software. Students are tempted to cheat on papers and using anti-plagiarism software can prevent cheating.

Because of it, I learn and develop my writing skills.

5. Each student should collect the number of credits during the semester (exchange students are required to complete a full course load during their exchange study period. This means 25 - 30 ECTS per semester, 60 ECTS for the full academic year) [4]. To do this, you need to attend all classes, be active, perform all tasks on time. If you do not do this, so in the end of semester you will not be allowed to attend the exams, and there is no opportunity to reach an agreement with the teachers.

This taught me to be a more disciplined student. In my opinion, this also raises the image of the university

We are living at a time when universities are constantly opening up to a meeting and socialization with different cultures and knowledge. I can obtain between the host and home country school system and so I see some advantages of each school system. I learnt a lot of things It was really important and helpful experience.

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### ASISTENCIA HUMANITARIA: RESOLVER EL PROBLEMA DE LA POBREZA EN EL CONTINENTE AFRICANO

#### ГУМАНИТАРНАЯ ПОМОЩЬ: РЕШЕНИЕ ПРОБЛЕМЫ БЕДНОСТИ В АФРИКЕ

Este artículo trata de la asistencia humanitaria, sobre la pobreza en Africa y sobre la actividad de organizaciones humanitarias internacionales en esta region.

La Asistencia Humanitaria es asistencia no reembolsable y voluntaria que se presta a la población en situación de desastre humanitario. El desastre humanitario incluye consecuencias de guerras, de desastres naturales y la pobreza. La asistencia humanitaria implica el suministro de alimentos, ropas, medicamentos, así que la aydua del personal sanitario y otros.

Existen dos tipos de asistencia humanitaria: ayuda interna e internacional. El primer tipo implica la prestación de asistencia a la gente usando los recursos nacionales. La asistencia internacional se presta por otros estados, uniones de estados, la organización humanitaria internacional o por alguna persona.

Por consiguiente, el objetivo de asistencia humanitaria es mejorar tasas de supervivencia, otorgar las condiciones de vida para la población del país afectado.

Africa es un continente que recibe la asistencia humanitaria en grandes cantidades. Las causas de ello son conflictos militares permanentes y subdesarrollo de estados africanos. Los conflictos militares agravan la pobreza de gente.

En el continente africano se encuentra la mayoría de países pobres. Según la información del Fondo Monetario Internacional en 2011, 9 países más pobres de 10 eran los estados africanos. En 2012 el nivel de la pobreza en esta región era 42,6 %. Actualmente los países más pobres son la República del Niger, Madagascar, La República Centroafricana, la República Democrática del Congo, Burundi, Zimbabwe, Togo, Malawi, Eritrea. En estos países la tasa de alfabetización es menos de 75%. Además, muchas personas, casi 30% de la población, se enferman con la SIDA, la tuberculosis y el paludismo. Las condiciones sanitarias son muy malas y la gente muere pronto, la tasa de mortalidad infantil es alta también. La gente muere del hambre cada día. Cada mujer tiene más de 4 niños y muchos de ellos tienen escasez de peso y mueren de hambre.

La comunidad mundial se preocupa mucho por la situación. Existen las organizaciones internacionales que ayudan a la población de estados pobres. La ONU como la organización general resuelve este problema. Hay un programa especial que se llama el “Programa de las Naciones Unidas para el Desarrollo”. Este incluye la asistencia en lucha contra el VIH y el SIDA, la elaboración de programas individuales para estados.

El Programa Mundial de Alimentos es parte de la ONU. Sus misiones son ayudar con alimentos y con educación a adultos y niños. También existen organizaciones no gubernamentales que prestan asistencia a países pobres africanos. Por ejemplo, CARE Internacional y Oxfam Intermón. Ellas proporcionan alimentos, medicamentos, ofrecen atención médica, educan. Además ellos ayudan a la gente a desarrollar la agricultura para ser autosuficiente con comida.

En resumen, la actividad de estas organizaciones se centra en salvar vidas, mejorar las condiciones de vida de la gente, crear las condiciones para el desarrollo. Los datos de los últimos años muestran la reducción de la pobreza, por ejemplo, la tasa de mortalidad infantil se ha reducido en un 9,5%. Esto indica que la actividad de organizaciones tiene resultados y su labor es muy importante.

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#### **HUMANITARIAN ASSISTANCE AND CARE INTERNATIONAL:**

##### **OVERCOMING OF POVERTY IN AFRICA**

**ГУМАНИТАРНАЯ ПОМОЩЬ И ГУМАНИТАРНАЯ ОРГАНИЗАЦИЯ CARE INTERNATIONAL:**

**БОРЬБА С БЕДНОСТЬЮ В АФРИКЕ**

Numbers of people who need humanitarian assistance has been growing in the last decade. Frequent natural disasters, extensive military conflicts, extreme poverty are the main causes of this phenomenon.

Humanitarian assistance is a voluntary relief that is provided to the people who live under conditions of humanitarian disasters. It usually includes provision of food, clothes, medical supplies and medical care and other types of social aid.

There are two types of humanitarian assistance: internal and international. Internal humanitarian assistance is provided using inner resources of an affected country, international aid is provided externally by a foreign state, a union of states, an international humanitarian organization or an individual.

An affected country may seek the assistance from another country or international organization or they can offer their aid to them when they heard about accident here. To obtain an agreement from affected country is one of the main principles of humanitarian assistance.

According to the General Assembly's resolution "Strengthening of the coordination of humanitarian emergency assistance of the United Nations" humanitarian assistance should be provided pursuant to principles of humanity, neutrality and impartiality. Principle of humanity aims to reduce the suffering of people and provide them with bare essentials for life. Principle of neutrality means that subject of humanitarian assistance doesn't participate in hostilities and doesn't take side with any participant of the conflict. Principle of impartiality implies providing aid on the basis of needs and without racial, religious, ethnical or other type of discrimination.

Thus, humanitarian assistance is aimed to increase of people survival, to provide with acceptable living conditions for all people.

Africa is a continent which receives humanitarian assistance in huge dimensions. It's the part of the world where military collisions occur permanently and it exacerbates state of people living in poverty. In Sub-Saharan Africa poverty rate was 42.6 % in 2012. According to the data of International Monetary Fund and CIA World Factbook in 2011, 9 among 10 of the poorest country were in Africa. Now the poorest countries are Republic of Niger, the Central African Republic, Madagascar, Chad, Democratic Republic of Congo, Malawi, the Togolese Republic, and Eritrea. A lot of international organizations work in Africa in order to help population of all poor countries.

The CARE International is an international humanitarian agency dedicated to saving lives and ending poverty. CARE is acronym from Cooperative for Assistance and Relief Everywhere. CAR was founded in 1945.

CARE's programmes in the developing world address a broad range of topics including emergency response, food security, water and sanitation, economic development, climate change, agriculture, education, and health. Within each of these areas, CARE focuses particularly on empowering and meeting the needs of women and girls and promoting gender equality.

The organization works all over the world, but big part of assistance is provided to countries in Latin America, Middle East, Africa, Central and East Asia, Oceania and Balkan Peninsula.

This organization thinks that to overcome poverty one should address the roots of it. The main reasons of poverty according to the 2020 Programme Strategy are social injustice, gender inequality, non-adaptability of people to climate changes and bad education level. Thus, firstly, one should address gender inequality, challenge social norms about gender and give women more opportunities to participate in society activities. Secondly, one should empower poor people to know and act on their rights and represent their interests. Thirdly, one should be ready to climate changes and changes in the world, to this regard it's necessary to learn to adapt.

Actions taken in this directs are all included in CARE's programmes. These programmes can be implemented in a particular country or the whole region. Examples of such programs are programs of teaching women for childcare, hygiene, nutritional methods, malaria prevention and also give some knowledge in economy and finances. Special attention is paid to the protection of the mother's health, which includes caring for mother during pregnancy, and later the child comes under the volunteers' supervision, and they also monitor the nutrition of the mother and child. An example of such programme is the activities in Madagascar, where future mothers are provided with food, clean water, medical care and hygiene products.

Some other programs aimed at overcoming poverty include using of new agricultural methods to provide themselves and their families with food, especially in lean seasons. A special program on learning for adaptation was developed for African states. It is the so called Adaptation Learning Programme for Africa. Under the programme battery chargers for mobile phones which use solar energy were developed in Niger. It allows people to obtain information about weather conditions and it's also used as an early warning system in cases of natural disasters.

Thus, thanks to the organization activity the life this region becomes more stable under conditions of poverty and climate changes. The organization does not just provide food to the starving population, provide financial assistance to the distressed country, but it tries to teach the people of these countries to live in the modern world, helps to adapt to changes, creates conditions for the development of people.

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## **SOCIAL NETWORKS (FACEBOOK) AS A TOOL FOR PUBLIC RELATIONS**

### **СОЦИАЛЬНЫЕ СЕТИ (НА ПРИМЕРЕ FACEBOOK) КАК ИНСТРУМЕНТ PR**

The Internet as a phenomenon has recently appeared, gaining popularity every year, and now a person can no longer imagine his life without using it.

One of the services provided by the Internet is the social network. Social networks are constantly evolving, placing reviews about products and services for the same users. That is why at present time the networks are paid much attention to, because with their help it is possible to promote and advertise certain product or service.

Currently, the concept of "social network" can be defined as Internet resource, through which you can communicate, establish professional links, exchange content.

Social networks are increasingly becoming a part of the modern people's life. According to statistics, they are already used by over 2 billion people, which is 29% of the world's population[6].

Using Facebook in business has a number of advantages. In Russia, the monthly Facebook audience in the spring of 2016 was 14.4 million people, which indicates that this network is one of the most popular networks in Russia compared to Vkontakte and Odnoklassniki. It is also worth noting that Facebook's age audience ranges from 25 to 34 and 35-44 years, and this, in its turn shows that the audience focused on business and business relations is concentrated on this site [5].

Facebook is the third most popular site in Russia for communication and business. In this social network you can implement any marketing campaign, since the majority of users will contact you and you will actively communicate in groups and on your pages, recommend the brand to your friends and acquaintances.

In order to start promotion on Facebook, you need to make sure that the page is beautifully decorated and has information which is necessary to be conveyed to the buyer and at least a few written posts in order to attract the attention of the audience.

Using the example of the Aloha Gaia brand page, we will look at how the company operates in this social network. Aloha Gaia is a brand of jewelry, founded in 2013. Currently, the company is actively developing and becoming more famous and popular all over the world. The peculiarity of the ornaments they created is that they are made of natural materials and crystals framed in metal.

Aloha Gaia brand uses various tools to conduct PR campaigns. Such as: corporate site, blog, mailing lists and announcements of events. The company has its own corporate website, presented not only in English [2], but also in Russian [3], where you can find information about creators, promotions, a question column, a jewelry care guide, contact information, there is also an opportunity to subscribe to the newsletter brand. Website design corresponds to the general theme of the company: harmony, beauty and simplicity. It is executed in one color scale and is sustained in this style on all resources used by the brand. To show the new collection, the brand conducts special photo sessions. This method is effective, because the prospective buyer can see and evaluate how the decorations look in the composition. Also, there is the opportunity to ask any question you are interested in, the answers can be e-mailed or can appear on the site. When you enter the site, a window appears that prompts you to subscribe to the company's updates. Aloha Gaia has its own blog, which publishes posts on various topics related to creativity: a selection of music, photographs, useful recipes and tips, stories about people traveling to unusual places, reports on the events.

To promote its business, Aloha Gaia uses one of the social networks Facebook [1]. The brand has created a page with the help of which it introduces the products of this brand and provides users with the news.

When users visit the Facebook page of the company, the first thing they pay attention to is the cover page. As a profile photo, a brand logo with a corporate font is installed, which can be seen on the corporate website of the company. The background image of the cover is a photo from the photo session of the event when a new collection is released. It allows to focus consumers' attention on important events of the brand. In the "Information" section you can find out the info about the company's activities, products and contact information. In order to familiarize yourself with the collections of the brand, you need to go to the "Shop" section. In this section you can see the products available for sale, prices, what materials the jewelry is made

of, available sizes, users can put the "like" mark, leave a comment and share it with the friends. To receive notifications of new products, you can subscribe yourself by clicking the "Subscribe" icon in the upper right corner of the "Store" section.

The "Events" block allows you to get acquainted with past and future meetings, seminars, client days. This section shows the dates of the events, place and time. You can click "go", "I'm interested", or invite some friends. This allows you to know the approximate number of guests of events, and also whether the audience is interested in them.

In the "Photos" folder, materials from previous meetings, photo sessions, thematic photos from blog pages and collages created by the brand's founders are added. For more convenient search, photos are divided into albums. Also a visual material and videos are presented.

Basically, through Facebook, the brand posts records of future events, promotions, new acquisitions, projects and innovations. Also, links to blog posts and corporate sites are published, various information related to the history of stones and people can be shared with friends or sent by a private message.

On the page of Aloha Gaia brand in Facebook 3,819 accounts (April 16, 2017) are signed, compared to another social network (Vkontakte - 9,402 subscribers, (April 16, 2017) [4] this fact indicates that the Facebook page of the brand is not currently an active platform for interaction with the Russian-speaking clients. The social audience in general uses the Vkontakte network, because it is more convenient and there are more opportunities for communicating with users.

Active manifestation of communication with subscribers in comments is not observed. Under the notes, you can see rare "I like" marks. This behavior is due to the fact that there is no interaction with users. It can be corrected by conducting polls, arranging chat rooms on interesting topics for communication. Thus, subscribers will be interested in frequent visits to the page.

To develop the page and attract more subscribers to Facebook, you should post such content that will differ from those in other social networks. For example, there can be posts with photos, videos or music attached to them, information that will be useful for users, but also there should be information about the brand (facts, interesting stories, small notes).

Thus, having studied the Aloha Gaia page on Facebook, we see that at the moment the brand needs updating content that will differ from information placed in other social networks. It will focus on the uniqueness of the published messages on Facebook.

We reviewed the Aloha Gaia brand page in Facebook. The brand produces jewelry made of natural materials framed in silver. The company's Facebook page contains all the information you need to know about the brand and its products. We see that the online purchase of jewelry is possible from the page, which is an advantage, as the site presents the entire range of products in different angles, its description. The downside is that the page does not have the content that would distinguish this social network from others, which could attract more audience. So the brand needs to update the content, conduct polls, arrange chats in order to interact with users actively.

For some companies, social networks are an additional tool in promoting business, where the tools of traditional PR campaigns are wider used. But the fact that social platforms are developing every year and their audience is growing shows that soon the transition to the use of non-traditional methods in business promotion is possible. Facebook is an effective platform for PR activities, but the example with Aloha Gaia brand shows that young and developing companies need time and hard work to see how social networks can help to develop and promote the brand.

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**USING OF LOGISTICS IN THE TRANSPORT SYSTEM OF THE CITY OF IZHEVSK**  
**ИСПОЛЬЗОВАНИЕ ЛОГИСТИКИ В ТРАНСПОРТНОЙ СИСТЕМЕ Г. ИЖЕВСКА.**

The transport system is one of the most important elements of the economic complex of any country, any large settlement.

The transport system is geographical complex, because it has a well-defined territorial structure, and also present in the territorial structure of many other social and economic systems. All connections in the territorial structure is meant to overcome distance, which provides technically transport. This preserves the territorial structure and socio-economic systems. [3]

The transport system in a simplified form is an organic unity of three components:

1. Transport Network is transport items, assemblies, spans, which include geographical objects, somehow, spatially arranged.
2. Rolling Stock (motive power). That is a non-linear, moving, and therefore geographically unstable objects.
3. Organizations of the transportation process.

Transport network determines the configuration management systems and resettlement and thus the entire territorial social system. Rationally organized and optimally functioning transport system allows to realize all the benefits of geographical division of labor, guarantee the mobility of the workforce, it ensures the communication needs of the population. Moreover, all this applies to both long-distance transport, as well as to the inner-city transport.

Izhevsk is Udmurtia's largest transportation hub. It located at the crossroads of air traffic, railway and road transport [2].

The major transport operators are "Izhgorelektrotrans", which it serves trams and trolley buses and also Association of Izhevsk passenger vehicles (IPOPAT), served by buses. [1]

Now let us look to the relation of geography of transport and logistics. Logistics is the science of management and optimization of tangible and intangible flows. The objective is to ensure the consumer products or services at the correct time and in the right place with minimal time and financial and resource costs. The properties of the transport system (compatible elements; the existence of a particular way orderly and organized sustainable relationships between elements; capacity for spatial and non-spatial organization of its components) are consistent with the properties of the logistics systems. All of the above confirms the possibility and points to the need for methodological apparatus in the study of the logistics parameters of transport facilities, to assess the effectiveness and to find ways to optimize the functioning of the transport systems of any complexity.

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## **THE DEFINING OF CHLORINE – ORGANIC COMBINATIONS IN THE WATER BY THE GAS CHROMATOGRAPHY METHOD**

### **ОПРЕДЕЛЕНИЕ ХЛОР - ОРГАНИЧЕСКИХ СОЕДИНЕНИЙ В ВОДЕ МЕТОДОМ ГАЗОВОЙ ХРОМАТОГРАФИИ**

At the moment it is the problem of the clean water as a food product. The drinking water must be clean. The concentration of different elements in the water is regulated by the Medical Standards and Rules. One of defining indexes is the group of the chlorine-organic combination. The method which allow to find them in water is chromatographic analyses, Gas chromatography (GC).

Group of chlorine-organic compounds is very extensive, most of them have mutagenic and carcinogenic effects. Chlorine-organic compounds are formed during disinfection of treated water is not enough on the waterworks station. One of them is Chloroform.

Chloroform is one of the first drugs proposed as a means to general anesthesia. Since the middle of the XIX century it was widely used in anesthesia practice. But in connection with the introduction of new medicine means and methods of general anesthesia in 1985 for drug chloroform anesthesia was excluded from the range of medicines.

Chloroform refers to a group of drugs fatty causing reversible paralysis of all vital functions. It reveals its effect on all organisms - bacteria, protozoa, plants, and animals and of course Man. The high toxicity of the substance provokes the following complications: the frequency of violations of rhythm and sequence of contractions of the heart muscle; myocardial dystrophy; cirrhosis of the liver; degeneration (atrophy) of the liver.

If the chlorination of drinking tap water organic matter, which always present in surface water, by the active chlorine transforms into chlorine-organic. A list of the highest priority chlorine-organic combinations is: chloroform ( $\text{CHCl}_3$ ); carbon tetrachloride ( $\text{CCl}_4$ ); 2-hlorbrommethan, brome-chloromethane; 2-, 3- and 4-chlorethylene; bromoform, dichloromethane; 2-dichloroethane; 2-dichloroethylene. And if the active chlorine evaporates quickly out of the water, these substances remain in it for a long time. They can't go away by themselves. Additional purification is necessary. But usually the content of these substances in water does not cause acute poisoning. The potential risk to health referred to as long-term effects of chronic poisoning. But it will be carcinogenic and mutagenic effects.

More often there is a chloroform in water. And so it is the highest priority, and therefore it was put into the Medical Standards and Rules 2.1.4. 1074-01. The limited feature of chloroform is Sanitary and toxicology. And by the class of danger it is highly, the second one.

Gas chromatography is the method for separating volatile, thermally stable compounds. These requirements are responsible for about 5% of the known organic compounds, but these compounds leave 70-80% of the compounds that are used by people in the field of production and life.

Chromatograph is a device that is used for chromatographic separation and analysis of mixtures.

The first chromatographic separation was made by Russian scientist Tsvet in 1900. At this time Gas chromatograph is always associated with a computer and control system.

There are gas and liquid chromatographs, in accordance with the state of the mobile phase used. As in the case of chromatographic methods there is a mobile phase in this case gas, which carries the components of the test mixture through a stationary phase. The stationary phase is the column. There are solid particles or not so volatile substance in it. The components of the mixture are transferred by a stream of inert gas column. The gas does not interact with the substances to be separated or the stationary phase. For example, it is possible to use argon. The column is the wire with the emptiness inside. It may be capillary column 40 meters long or can be shorter - about 1 meter. Properties column selected depending on the properties shared mixture.

The sample is injected by a syringe or automatically at the inlet. Before separation it is necessary to set the flow rate and gas temperature. Passage of the sample through the column is also controlled by the gradual raising of the temperature. More volatiles substances out of the column quicker. So, they are the first



one. Upon exiting the column material fall into the detector, which detects all substances coming out of the column, as well as measure their quantity. Finally, we see the chromatogram on the computer: a set of peaks. The computer calculates the exact retention time and peak area. The area under each peak is proportional to the quantity of a component.

GC method is one of the most modern methods of analysis of multi-component. The advantages of the GC are: high resolution, high speed, high sensitivity, high accuracy, quantitative, automation, easy, well known. This method solves many analytical problems. The sample for GC may be: gases, liquids, or solids; molecular weight 2 to 800; organic or inorganic. Limitation of the GC are: sample must be volatile, «dirty» samples require clean up, must use another instrument for confirmation of identity, some training / experience necessary. So it's more efficient in the separation of substances belonging to the same class.

Concluding here is some facts and reflections about this issue of scientific articles by the authors of the Research Institute of Human Ecology and Environmental Hygiene by Sysin. Chloroform was found in drinking water more often and in higher concentrations than other threehalomethanes and it is regarded as an indicator of its content of chlorinated products. Quite a long time had underestimated one of the most significant aspects of their biological action - long-term effects, in particular the carcinogenic effects. In the future, it must be issued a decision on the introduction of total hygienic standard for the chlorinated products in the drinking water at 100 mg/l, which will contribute to more effective prevention of adverse complex effects on the population.

And as a result, why do and will we use GC method? The information obtained by GC is useful for researcher in organic chemistry, in water chemistry, who wants to know and interested, for example as in our case what is the quality of the water. Therefore, the determination exactly of chloroform exactly by gas chromatography in the environment at the moment is a topical view of research, characterized by high precision, speed, and relevance.

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## THE MAIN COMPONENTS OF THE WATER

### ОСНОВНЫЕ КОМПОНЕНТЫ ВОДЫ

Spring waters are sources of useful clean water. So most people think, and, unfortunately, they're wrong. Springs of water with healing properties, in fact very little. In a large percentage of sources this water not only has useful substances in the composition, but it is itself can harm humans, causing a number of serious diseases [1].

Water which we usually meet represents the solution consisting of a set of chemicals of a technogenic and natural origin.

The main components of drinking can be divided into three groups:

- 1) indifferent (calcium, magnesium, chlorides, sulfates, iron, hydrocarbo-nates, potassium, sodium);
- 2) bio-elements (fluorine, copper);
- 3) harmful to health substances (nitrates, arsenic, lead).

Definition of composition of water happens by method of the chemical analysis, and the received results are important. Water is an integral part of life of people. Consumption of qualitative drinking water is useful to our organism. But the maintenance of harmful components exerts destructive influence. In Izhevsk there are more than sixty two springs. But according to the monitoring of 2012, only six springs water is fit for consumption [2]. The chemical composition of water is controlled by the Federal service for supervision of consumer rights protection and human welfare Federal State institution of public helth "Centre of hygiene and epidemiology" and governed by the relevant documents. In conclusion I want to say that you should consume only the spring water, which corresponds to the hygienic standards and may not cause harm to human health.

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#### **DEVELOPMENT OF RAVINE EROSION** **РАЗВИТИЕ ОБРАЖНОЙ ЭРОЗИИ**

The problem of ravines' formation is urgent from the moment of the beginning of ravine erosion's studying. It is caused by the fact that ravines exert huge impact on landscapes formation. The areas of ravines increase every year by tens of hectares. It occurs not only due to development of earlier created ravine network, but also due to formation of new ravines.

Formation of ravines is the modern process of a relief's formation which is carried out by temporary streams of rain and thawed snow from which specific linear forms on a land surface result. The ravine differs from other linear erosive educations in three main features: the reference sizes, form of a transversal and longitudinal profile and dynamic state.

The period of life of ravines is much shorter in Udmurtia. Therefore four stages of a ravine's formation are allocated.

1. The first stage (origin) is characterized by tentative washout of a soil and vegetable cover on a slope and deepening of the linear erosive form.
2. The second stage (the fissile body height) is noted intensive body height of all parameters of a ravine. Duration of this stage usually does not exceed 10-15% of common time of education.
3. The third stage (stabilization) is the stage when a ravine develops almost completely the length, substantially volume and depth. Speeds of the linear and volume body height sharply decrease, longwise a ravine only the simple, strictly localized sites of washout are observed.
4. The fourth stage (attenuations) is achievement by a ravine of the extreme sizes when the reservoir decreases so that the drain which is formed there is not able to continue erosive work in quickly growing ravine.

On the basis of the analysis of cards of thickness and density of ravine network division into districts of the territory of Udmurtia on development of ravine erosion is carried out. In the analysis of dynamics of the modern formation of ravines it was specified that duration of existence of ravines strongly differs on natural zones. Therefore at division into districts of territories it is important to consider an indicator of intensity of development of ravine erosion in time.

Fighting against formation of ravines is a system of actions for the prevention of a ravine erosion, to the termination or decrease of body height of the existing ravines. At the organization of fighting against ravines it is necessary to recognize that education and body height of ravines is caused by water flows and depends on many factors.

There are a number of the events held in ravines for the termination of their body height and the prevention of new formation of ravines. Body height of a ravine can be prevented in the different ways. The choice of a particular method of fight against ravine erosion has to be made after detailed studying of various data characterizing a ravine.

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**LA POLÍTICA MILITAR DE RUSIA EN EL ESPACIO POSTSOVIÉTICO DESDE LA DÉCADA DE 1990  
HASTA LA ACTUALIDAD**

**ВОЕННАЯ ПОЛИТИКА РОССИИ НА ПОСТСОВЕТСКОМ ПРОСТРАНСТВЕ С 1990-Х  
ПО НАСТОЯЩЕЕ ВРЕМЯ**

Este artículo se centra en el análisis de la política militar y de la cooperación militar de la Federación de Rusia. El estudio del problema de la política militar ahora se ha convertido en tópico, porque la política de guerra es la base de la seguridad militar, y en la actualidad, Rusia se enfrenta con diversos peligros y amenazas que se enumeran en la doctrina Militar de 2014. Los riesgos externos son: aumento de la potencia de la capacidad de la Organización del Tratado del Atlántico norte (OTAN) y el acercamiento de la infraestructura militar de los países miembros de la OTAN a las fronteras de la Federación de Rusia, mediante una mayor expansión de la unidad; la desestabilización de la situación en los distintos estados y regiones limítrofes con Rusia, y el debilitamiento global y regional de la estabilidad y el despliegue de tropas extranjeras en el territorio de los estados limítrofes con la Federación de Rusia y sus aliados, así como en las aguas, incluyendo la presión política y militar hacia la Federación de Rusia.

En mi trabajo yo investigo el período a partir de la década de 1990 del siglo 20. Como se sabe en diciembre de 1991 la URSS se desintegró y las nuevas repúblicas del espacio postsoviético, tras obtener la soberanía, comenzaron a realizar su propia política exterior. Así, Rusia se ha encontrado con las nuevas tareas que son relevantes y ahora: en primer lugar, mantener su presencia militar en el espacio postsoviético debido a la necesidad de protección de sus fronteras; en segundo lugar, evitar la propagación y la influencia estadounidense en la región y el despliegue de la infraestructura militar de la OTAN cerca de las fronteras rusas, porque todo el espacio postsoviético es la zona de interés vital de Rusia.

La política militar se realiza a través de mecanismos tales como la cooperación militar, la exportación de armamento y tecnología militar, la colocación de los objetos militares, maniobras conjuntas y mucho más.

Rusia tiene relaciones bilaterales y multilaterales con todos los participantes de la Organización del tratado de seguridad colectiva (la OTSC), que está formada por tales países como Rusia, Bielorrusia, Kazajistán, Kirguistán y Tayikistán. En el marco de la organización estos países cooperan en la esfera técnico-militar.

Entre otros socios importantes de Rusia debemos mencionar los países de Asia Central y Armenia. Rusia firmó los Tratados de amistad y cooperación con estos estados, estableció las relaciones estrechas entre los países aliados en la esfera política. Además se realizan maniobras y operaciones combinadas. Rusia suministra la tecnología militar y el equipo a cambio de instalar en el territorio de estos países las bases militares rusas.

Azerbaiyán y Moldavia en el último tiempo han cambiado el curso de su política militar y tienen el objetivo de establecer una cooperación militar más estrecha con Rusia. En general, las relaciones se expanden en la esfera de la formación de los militares en la enseñanza superior.

Los países Bálticos (Letonia, Lituania, Estonia), junto con Ucrania y Georgia están orientados hacia el oeste y se esfuerzan por desarrollar sus relaciones con la OTAN.

En este momento, la Federación de Rusia presta mucha atención al desarrollo de la colaboración con los países de la CEI y la OTSC, porque la cooperación militar en todos los niveles y en todos los ámbitos en el marco de estas organizaciones contribuye a garantizar los intereses nacionales de Rusia y de todos los estados miembros de la OTSC y de la CEI.

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## **DIE ÄNGSTE DER VORSCHUL- UND GRUNDSCHULKINDER** **СТРАХИ ДОШКОЛЬНИКОВ И МЛАДШИХ ШКОЛЬНИКОВ**

Angst ist eine der ältesten menschlichen Emotionen, unter der die modernen Menschen besonders stark leiden. Die Kinder werden besonders von Ängsten betroffen. Viele Forschungen sind dem Thema gewidmet, viele Experimente durchgeführt.

Die Psychologen konzentrieren sich auf die Ursachen, Besorgenheiten und die Methoden, wie die Ängste überwunden können, denn die Ängste später zu den ernsteren Problemen entwickeln können.

Das Ziel der Studie besteht in der Analyse der Ängste von den Vorschul- und Grundschulkindern.

Dabei werden folgende Teilziele betrachtet:

- Historischer Überblick über die Hauptansätze zur Forschung der Ängste und deren Ursachen werden vorgestellt

- Wichtige Methoden der psychologischen Korrektur werden behandelt.

In der Psychologie gibt es viele Stellungnahmen zum Verständnis der zu forschenden Probleme.

Sigmund Freud hat Angst aufgrund der Psychoanalyse behandelt. Nach Freud wird Angst in "Realangst" vor Außenwelt, "Gewissensangst vor dem Über-Ich" und in neurotische Angst vor der Stärke der Leidenschaften im Es" strukturiert.

In der Persönlichkeitspsychologie unterscheidet man zwischen Ängstlichkeit als einer Eigenschaft der Persönlichkeit und Angst als kurzfristig entstehendem Zustand.

Mit der Analyse der Ängste haben sich russische Psychologen ausführlich beschäftigt (N.G. Wologodina, W.I. Garbusow, A.I. Sacharow u.a.).

A.I. Sacharow assoziiert die Angst mit einer konkreten Lebensgefahr, die im Bewusstsein eines Menschen wiederspiegelt. Der Autor meint, dass Angst eine schützende Funktion ausführt und von physiologischen Veränderungen im höheren Nervensystem begleitet wird.

Man soll den Begriff "Angst" von dem Begriff "Unruhe" unterscheiden. Bei "Unruhe" wird eine unbestimmte (unklare) Gefahr erlebt.

Sacharow betrachtet die wichtigen Ursachen der Kinderängste:

- Ein bestimmter Fall, der das Kind erschreckt (Ein Hund hat das Kind gebissen). Der Forscher ist überzeugt, dass solche Ängste effektiv korrigiert werden können.

- "Eingeflossene" Ängste. Als Verursacher solcher Ängste treten in der Regel Erwachsene auf. Sie wollen das Kind vor der "Gefahr" warnen. Aber im Gegenteil ihr "schützendes" Verhalten und ihre Empfehlungen ("Geh dorthin nicht, sonst kannst du fallen) provozieren Kinderängste.

- Kinderfantasie. Manchmal denkt das Kind selbst "seine Angst" aus. In der Kindheit hat man oft Angst vor den Monstern, vor den Geistern, vor der Dunkelheit.

Die Methoden der Prävention und der psychologischen Korrektur der Kinderängste.

Unter der psychologischen Korrektur versteht man eine bestimmte psychologische Tätigkeit, die auf die Verbesserung einiger Aspekte der psychischen Entwicklung gerichtet ist, die den allgemeinen Normen widersprechen.

In der Fachliteratur werden folgende Methoden behandelt:

1. Das Spiel mit den Ängsten
2. Das Malen von Angst, die Darstellung von Ängsten (Märchen, Geschichten usw.)
3. Die Verbalisierung der Ängste
4. Kunsttherapie

Die Kunsttherapie ist eine effektive Methode der Psychotherapeutik, in der für die Behandlung und die Psychokorrektur das Schaffen und die künstlerische Tätigkeit verwendet werden. Diese Methode ist darauf gerichtet, die Ängste zu "beleben" und zu dramatisieren, um ihre negative Einwirkung auf die Kinder zu neutralisieren.

Zum Schluss kann man folgende Konsequenzen ziehen:

Die Kinderängste ist ein ernstes Problem, das man nicht außer Acht lassen kann, denn es ist besser die Ängste im Kindesalter vorzubeugen, als die Phobien bei den Erwachsenen zu behandeln.

Wichtig ist, dass die Verwendung von einer oder mehreren Methoden bei der Korrektur der Kinderängste nützlich und effektiv sein kann.

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**THE MEASUREMENT OF REDOX POTENTIAL AND BIOCHEMICAL INDICATORS OF BLOOD**

**PLASMA OF HEALTHY PEOPLE AND PATIENTS WITH PARKINSON'S DISEASE**

**ИЗМЕРЕНИЕ РЕДОКС-ПОТЕНЦИАЛА И БИОХИМИЧЕСКИХ ПОКАЗАТЕЛЕЙ ПЛАЗМЫ КРОВИ  
ЗДОРОВЫХ ЛЮДЕЙ И БОЛЬНЫХ БОЛЕЗНЬЮ ПАРКИНСОНА**

Studies of redox potential (RP) of biological fluids have a long history, but they are still valid today. This method is technically simple and has high accuracy. It makes possible to evaluate the conditions of functional systems of the body without surgery. For example, the RP in patients after transplantation of the liver or kidneys was measured [1].

However, RP in patients with Parkinson's disease (PD) is poorly understood. We hypothesized that changes between healthy people blood and patients with disease can be detected by measuring the redox potential.

Attempts to relate the value of the RP with biochemical blood indicators have been taken for many years [1]. And also RP depends on protein composition and structure

The aim of our work was to study the magnitude of the RP and the comparison of this indicator with biochemical characteristics of blood plasma of healthy people and patients with PD.

We conducted the measurement values of open circuit potentials in the plasma of healthy people and patients with PD using a platinum electrode (inert measuring electrode) and chloridizing electrode as reference electrode. Multimer Aktakom AM-11-18 with the appropriate software was used for measurement of the values of the potential. The volume of samples was 100 µl. [2]

Besides, we analyzed the total protein concentration (Total protein – Vital, Russia), albumin concentration (Albumin – Vital, Russia) and content of alpha-synuclein in blood plasma in three groups of subjects: a control group, a group of PD patient with an early stage and a late-stage of disease.

Albumin in all three groups of subjects has about the same concentration, with small fluctuations. In the group of patients with PD at an early stage it slightly increases up to 43±6 g/l, in a group of patients at a late stage on the contrary is reduced to 41,91±5 g/l, compared with the control group, where concentration of albumin is an average of 42,76±9 g/L. However, in all groups, these indicators are in the normal range (35-50g/l). A concentration of total protein in plasma patients with PD is reduced in the group with early (59,98±7 g/l), and late stages of disease (of 61.56±5 g/l). Whereas in the control group the average concentration of total protein – 67,08±9 g/L with normal range from 65 to 85 g/l.

The level of alpha-synuclein significantly reduced in patients with PD, in contrast to the control group of healthy people.

Potential, as in the initial measurement point, and eventually, with the development of the disease tends to higher values.

To identify the relationship between the investigated parameters correlation analysis of the obtained results was performed. Both positive and negative correlation were received.

The nature of some relationships is changing with the development of the disease. Many bonds become negative at an early stage compared with the control. For example, connection between synuclein and the RP

at the beginning of the measurement. Many indicators are starting to influence each other at an early stage, while expressed relationships between the indicators were small in the control.

So, the linkage between the albumin and the initial and final RP is weakened at the late stage of the PD. This result makes it possible to suggest the involvement of albumin in the formation of values RP at early stages of the disease.

Thus the protein components of blood plasma influence on the formation of RP. Mechanisms of formation of RP in patients with PD and in relatively healthy individuals are different. The results indicate that the redox potential of blood plasma in patients with PD elevated relative to healthy individuals. This makes promising the study of electrochemical parameters of blood plasma in patients with PD with the goal of developing methods of monitoring indicators of oxidative stress in these patients. Besides correlations between indicators, characterizing the redox-potential of blood plasma, change with the development of PD.

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#### **METHODS OF PROTECTING CREDIT TRANSACTIONS ON THE INTERNET**

##### **МЕТОДЫ ЗАЩИТЫ КРЕДИТНЫХ ОПЕРАЦИЙ В ИНТЕРНЕТЕ**

**Abstract:** The article considers one of the crucial issues that companies face nowadays with the rapid development of e-commerce and increasing number of online payment - that is the security of transactions on websites. Since payment process on digital base involves many players such as customers, other companies, card brands, acquirers, issuing banks, companies have to take into account the existence of cyber criminals, who can steal personal and banking details. The article presents the efficient methods used in protecting vulnerable points of online payment process, including Secure Sockets Layer (SSL) Protocol, Payment Card Industry Security Standards Council (PCI SSC), Tokenization, 3D Secure, EMV Compliance. It contains a brief description and detailed analysis of all the methods implemented by all the sites providing credit transactions. The problem of protecting credit transactions still remains relevant. Therefore, it is necessary to improve the protective system or develop new methods of protection against cyber crime implementing the new cyber crime technologies.

The rapid development of e-commerce and the boost of payment by means of digital technologies raises the issue of necessity to provide cyber defense for credit online transactions. Since payment procedure on digital base involves many players including issuing banks, customers, other companies, acquirers, businesses have to take into account the existence of cyber crimes aimed at breaking Internet security systems in order to intercept credit card numbers and make unauthorized purchases. Having the whole payment process under constant control, avoiding risks of cyber crime and making personal and bank data protected is the most crucial concerns for online payment.

The commonly used methods to protect vulnerable sides of online payment procedure and ensure privacy and security of the personal and banking data, as well as prevent users' data from breakage. The most efficient methods include Secure Sockets Layer (SSL) Protocol, PCI, Tokenization, 3D Secure and EMV.

The most important method that ensures online payment that is supposed to be employed by all the websites, is Secure Sockets Layer (SSL) Protocol. Implementation of SSL Protocol in all kinds of transactions guarantees the security of data on the whole way to its destination since it specifically encrypts

card details information and provides protection at a rather high level. The symbol of SSL is a padlock icon that can be found in the URL bar, with https appearance on each site on the Internet.

Payment Card Industry Security Standards Council (PCI SSC), aimed at protection personal and banking information, is another essential method that is advised to be used universally. It implies building up a regulatory framework that provides a universal standard advice on handling, operating, and storing credit card information. It helps companies detect, react, and prevent possible data breaches. This data security standardization is widely applied by acquirers to impose cashholder data security measures upon their merchants. This method reduces the risk related to data breach.

Protection method well known as tokenization is considered to be one of the best and most effective ones. It assumes using a token that represents a real credit card number which is used in transactions. The data is sent to the centralized server and stored there with the confidence of security ensurance. The token is viewed as substitution of the data of the card. Since then, it is not necessary for sites to store full card information about credit and debit operation history on their servers. What is very important about this method is that data is encrypted before it is ever stored on database servers. It is supposed to eliminate the risk of payment fraud.

3D Secure is one more method used on a large scale. It can be introduced to ensure the security of debit and credit operations. It suggests creating a secure password, so that every transaction is accompanied by password confirmation. As a result, it provides an additional tool of security through identity verification for online transactions. Nowadays, registered cashholders, are able to deliver a one-time password in the framework of SMS text message to users' mobile phones and emails for authentication. However, 3D Secure doesn't provide full protection for two reasons: there are too many online shops that do not support 3D secure and there are hackers who can intercept one-time passwords in SMS messages.

EMV Compliance is an innovative method with the implementation of microchip allowing cryptographic processing and making keep data safe by preventing the commitment of fraudulent transactions since it ensures better security traits than those, offered by the long-used magnetic stripe credit and debit cards. This new security tool enjoys the raising acceptance and appreciation.

The importance of development payment security strategy is evident, and all these methods are successfully implemented by all the sites providing credit transaction services in order to protect card transactions on the Internet. However, they work only with authorized payments and do not provide protection against unauthorized ones. To sum up, the problem of protecting credit transactions still remains relevant with the rapid development of new cyber crime technologies. Nowadays, it is necessary to improve the protective system or develop new methods of protection.

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## **THE INFLUENCE OF RACIAL DISCRIMINATION ON HEALTH**

### **ВЛИЯНИЕ РАСОВОЙ ДИСКРИМИНАЦИИ НА ЗДОРОВЬЕ**

Today the world is seeing an alarming resurgence in xenophobia and racial hatred. But most people underestimate the harm of racism on a person's health. Therefore, the study of this issue is relevant today. Our research is based on the following hypothesis: racial discrimination negatively affects on mental and physical health.

According to new research from the University of California, Berkeley, living in unabashedly racist communities can shorten the lives of both blacks and whites. Researchers compared the racial biases of nearly 1.4 million people nationwide to death rates in more than 1,700 U.S. counties. Analysis of the data showed that counties with higher rates of heart-disease-related deaths were on a par with those in which people reported higher levels of racial bias, and that blacks were most negatively impacted by this trend. Their findings suggest that blacks and, to a lesser degree, whites who reside in overtly racist communities are more prone to dying from heart disease and other circulatory diseases.

Researchers also found a racial gap in perceived access to affordable health care. The study found that blacks living in more bigoted communities reported having less access to affordable health care. Meanwhile, whites reported relatively high access to affordable health care, regardless of the racial bias of their community.

Previous studies have already linked racial discrimination to poor physical health. New research by University of Manchester academics has revealed for the first time how harmful repeated racial discrimination can be on mental and physical health. In this research increased mental health problems were shown to be significantly higher among racial minorities who'd experienced repeated incidents of racial discrimination, when compared to ethnic minorities who did not report any experience of racism. The study also found it was the fear of avoiding spaces and feeling unsafe due to racial discrimination that had the biggest cumulative effect on the mental health of ethnic minorities. We see the more ethnic minority people experience racism, the more psychological distress they suffer from.

It's no secret that discrimination is stressful for those who experience it, but turns out the issue is more than skin deep. New research by University of Florida shows that these stressors can interact with our genetics to negatively impact our health. The researchers found that discrimination interacts with certain genetic variants to alter blood pressure. Study authors suggest genetic variants that predispose some people to depression, anxiety or suicide might also make them more sensitive to the effects of discrimination and lead to higher blood pressure.

The researchers also measured vicarious unfair treatment, or experiences of discrimination by close friends and family to the study participant. They were surprised to discover that study participants were more significantly impacted by unfair treatment of close family members or friends than when they experienced discrimination firsthand.

Overall the studies reinforce the enduring power of overt racism and we see that racism negatively affects on mental and physical health. Firstly, people who reside in overtly racist communities are more prone to dying from heart disease and other circulatory diseases. Secondly, repeated experiences of racism are most damaging to mental health. Also, discrimination interacts with certain genetic variants to alter blood pressure.

The logical conclusion is that we need to show care and participation in relation to members of other races. Implementation of diversity in their circle of friends, exercise on the vision of the situation from the point of view of different people and the conscious recognition of the self-similarity with others - that is the logical steps in the right direction.

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## **DIE PROBLEME DER WOHNKREDITIERUNG UND IHRE LÖSUNGSWEGE**

### **ПРОБЛЕМЫ ЖИЛИЩНОГО КРЕДИТОВАНИЯ И ПУТИ ИХ РЕШЕНИЯ**

Die Wohnungerschwinglichkeit (das bedeutet die Fähigkeit der Bürger, die Wohnung ins Privateigentum mit der Hilfe der Eigen- oder Fremdmittel zu erwerben) bezeichnet in wesentlichem Maße das Entwicklungsniveau der Gesellschaft. Die Hauptbedingung des gründenden Systems von der langfristigen hypothekarischen Wohnkreditierung ist die Erschwinglichkeit des Hypothekarkredits für die Bevölkerung mit dem Durchschnittseinkommen. Obwohl die Entwicklung der Wohnungshypothek in Russland als aktuelle Aufgabe ausgerufen ist und die Entwicklungsstrategie der hypothekarischen Wohnkreditierung in der Russischen Föderation bis zum Jahr 2030 und «Strategie – 2020» bekanntgemacht sind, gibt es nach meiner Meinung keine richtige tiefe Ausarbeitung der Entwicklungsstrategie von der Hypothekarkreditierung und Lösung des Wohnungsproblems in unserem Land.

Die Angebote in Bezug auf weitere Entwicklung der Marktmechanismen im Bereich der Hypothekarkreditierung umfassen: 1) die Entwicklungsvorschläge der Hypothekarkreditierung und die Angebote der Erhöhung von der Erschwinglichkeit der Hypothekarkredits für die Bevölkerung; 2) die Schaffung der effizienteren ergänzenden Markt- und Staatsinstituten und –mechanismen im Bereich der hypothekarischen Wohnkreditierung.

Die erste Richtung (1) besteht aus den Angeboten nach Nachfragesteigerung auf Hypothekarkredit, nach Entwicklung des Primärmarktes und Zweitmarktes von der Hypothekarkreditierung. Aus der zweiten Richtung (2) kann man aktuellste Richtungen der weiteren Entwicklung der hypothekarischen Wohnkreditierung:

- Schaffung der Voraussetzungen für Einführung der Wohnungsspareinlagen in den Bankbetrieb;



- Entwicklung des Systems von der staatlichen Bürgerunterstützung auf dem Hypothekarkmarkt;
- Einführung und Entwicklung des Systems von der Hypothekenversicherung;
- Bildung des ausgeglichenen Primärmarktes von den Hypothekarkredits;
- Gewährleistung der Interessen von Geldgebern und Geldnehmern;
- Gewährleistung der Möglichkeiten für die Refinanzierung der Hypothekarkredits und Entwicklung des Marktes von hypothekarischen Effekten.

Der wichtigste Entwicklungsfaktor der Hypothekarkreditierung und Erhöhung der Gewährleistung von den Mietwohnungen ist Durchbruch im Wohnbau in der Mengen- und Qualitätsmessungen. Der Artikel ist der Entwicklung von Vorschlägen nach Verbesserung der existenten Formen und Entwicklung der neuen Formen der Organisation von Finanzierung des Wohnbaues gewidmet, darunter sind:

- Kreditgewährung den natürlichen Personen für den Eigenheimbau;
- Modell der Wohnungsmikrofinanzierung;
- Modell des Wohnbaues für Kommerzmieten;
- Modell des Anteiles der Bürger im Wohnbau;
- Entwicklung der Wohnungsbaugenossenschaften.

Aber einfache Erhöhung des Wohnbauvolumens kann nicht mehr als strategisches Ziel sein; es ist notwendig, zum vordringlicheren Ziel zu übergehen, also zur Schaffung der Lebenstätigkeitwelt vom Menschen, die nicht nur Wohnungsbedürfnisse befriedigen lässt, sondern auch insgesamt hohe Lebensqualität gewährleisten lässt.

Auf Grund der vorgenommenen Untersuchung kann man folgende Hauptprobleme feststellen, die heute dem Bereich der Hypothekarkreditierung anhaften:

1. Höhe Immobilienpreise;
2. Höhe Zinssätze;
3. Höhe Anforderungen zu den Geldnehmern;
4. Maximale Kreditierungsfrist in der Mehrheit der Banken ist insgesamt 30 Jahre;
5. Informationsfehlen bei Bevölkerung über Hypothekarkreditierung, Besonderheiten ihrer Ausfertigung und erhebende Anforderungen;
6. Höher Preis auf Versicherungsprodukte;
7. Niedriges Qualifikationsniveau bei den Bankmitarbeitern.

Zusammenfassend kann man sagen, dass die Lösung der Wohnungsprobleme in Russland ein tieferes, interessierteres und verantwortlicheres Herangehen braucht (sowohl behördlicherseits, als auch seitens des Banksektors). Zunächst erhöht man die Wohnungerschwinglichkeit durch:

1. Differenzierung des Wohnungsmarktes; beschleunigte Herausbildung des Wohnungssegments «Economy Class»; Förderung dem Bau im solchen Umfang, der den Bedürfnissen und der Nachfrage der Bürger mit Durchschnittsertragslage entspricht;
2. Erhöhung der Erschwinglichkeit von Kreditressourcen für alle Klassen der Bauträger (in erster Linie für Bauziele der Wohnungen «Economy Class»);
3. Senkung der Preisvolatilität auf dem Wohnungsmarkt aufgrund der Erweiterung des Segments «Economy Class», der Stärkung der Konkurrenz, der Entwicklung von den Mechanismen der Heranziehung von Einzel – und Gemeinschaftsinvestitionen.

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#### **THE ROLE OF GREAT POWERS IN CREATION OF THE STATE ISRAEL**

#### **РОЛЬ МИРОВЫХ ДЕРЖАВ В СОЗДАНИИ ГОСУДАРСТВА ИЗРАИЛЬ**

Israel was created in 1948. It was significant event because it influenced not only the region of Near East but also international relations. It led to full-fledged conflict which is not still resolved. Its creation was not impossible without recognition and support from other states as the main actors of international relations. This is why it is important to find out what is the role of great powers in this process.

At the end of 19<sup>th</sup> century Zionism movement for creation of Jewish state on historical motherland was created. This phenomenon was conditioned with the rise of anti-Semitism in many European countries. "The father of Zionism" is the journalist Theodor Herzl. It was him who organized the first Zionist congress in Basel in 1897. Members of congress founded the World Zionist Organization (WZO) and took Basel program which defined the main tasks of their movement for achieving of their aim to create their own state. According to this program Zionists needed to get support of great powers which could help them. After the congress Herzl started to act. He met with senior governmental officials of Germany, Turkey, Russia and the Great Britain. However, he failed to succeed. Many of them agreed with the necessity to solve the Jewish issue but they did not undertake any actions. Only Britain suggested alternative plan of Jewish colonization of Uganda instead of Palestine.

It was the UK which had the decisive role in laying the foundations of future Jewish state. In 1917 it declared the Balfour Declaration which said that the British government favours the establishment in Palestine of a national home for the Jewish people and would make everything possible to achieve this object. The Declaration was recognized by other states and became legal document. For this reason the League of Nations granted mandate rule under the territory of Palestine to the United Kingdom. Jews migrated to Palestine earlier but the majority of them left it because of difficult conditions. Since the British mandate was established Jewish migration intensified. Zionists created the state infrastructure – armed forces and organs of self-government – that was necessary for creation of state.

However, Palestine was inhabited by Arabs during many centuries. In 1919 their number was amounted to 90,3% from overall population while there were 9,7% of Jews. Arabs had negative attitude towards idea of establishment of national home from the beginning of mandate. The policy of British administration caused confrontation between Arabs and Jews. It favored Jewish colonization of Palestine which led to dispossession of land and rise of grievances among Arabs. It was the reason of numerous Arab uprisings. Before the World War II and after significant Arab revolt of 1936-1939 the UK took the White Paper which imposed restrictions on Jewish migration to Palestine. It meant reorientation of Britain towards Arabs to keep its position in the region. The Zionist leaders were not satisfied by this fact and took decision to fight against these restrictions even using terrorism. Their fight was suspended during war when Zionists cooperated with the British to defeat Nazi Germany and was resumed at the end of war. At the same time in 1942 they took the Biltmore program which was their turn to another great power the USA. The USA where large and influential Jewish community resided could help Zionists to achieve their aim.

After the end of war the US joined to resolution of Jewish issue in Palestine. It placed its pressure on London so that it solved the problem as soon as possible. Both sides created Anglo-American commission in order to learn the core of problem. Besides, the UK took efforts itself holding negotiations with Zionists and putting forward plans on resolution of situation. However, these efforts turned out to be inefficient. This is why the British Cabinet took decision to refer the Palestine question to the UN. Within it the UN Special Committee on Palestine (UNSCOP) was formed. It was to suggest the solution. Nevertheless opinion of its members was divided. The majority was in favour of partition of Palestine into Jewish and Arab states, minority advocated the idea of federation. Two leading world powers the USA and the USSR supported the "majority plan". The USSR was intended to force Britain out of region and drive a wedge between the USA and Britain and between the USA and Arab states through creation of Jewish state. The future Jewish state could become the US ally and the USA could improve its positions in the region. The US president H. Truman himself sympathized to Zionists aim. He needed votes of American Jews on forthcoming elections of 1948. Moreover, Jewish groups supported the Democratic Party financially and politically.

On the final voting on the resolution on partition of Palestine held in the UN General Assembly 33 countries voted for resolution, 13 – against and 10 countries abstained. The USA, the USSR, countries of the Eastern Europe and Latin America voted for. The US and the USSR had a decisive role because of their sphere of influence. Traditionally Latin American countries were under political and economic influence of the USA. On the preliminary voting for resolution accepting by two thirds one vote was not enough. The Philippines and Paraguay satellites of the US whose representatives were absent were immediately taken in New York. Belgium, France, Netherlands, New Zealand, Luxemburg, Liberia and Haiti changed their position and voted for the resolution. All countries were heavily dependent on the US and its economic support. Yugoslavia and Britain which did not favour the idea of partition could not act against their allies. The USSR had under its control votes of 5 UN-members: the USSR, Ukraine, Belarus, Czechoslovakia and Poland. They promoted necessary qualified majority. If they maintained Arabs, the balance would be 28 to 18 and the resolution would not be passed.

So, three world powers contributed into creation of Israel a lot. The UK guaranteed its support of Zionists and created conditions for forming of organs of future state. The USA, the USSR and their allies

supported the resolution on the partition of Palestine and creation of Israel providing qualified majority which was the most important requirement for resolution adoption.

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#### **EIN SCHIEDSVERFAHREN IN DER UDMURTISCHEN REPUBLIK** *АРБИТРАЖНЫЙ ПРОЦЕСС В УДМУРТСКОЙ РЕСПУБЛИКЕ*

Eines der aktuellen Forschungsthemen von heute ist das Problem, Fachkenntnisse im Gerichtsverfahren zu benutzen. Jede Wissenschaftsforschung muss in der Praxis geprüft werden. Die formulierten Vorschläge und Empfehlungen sind in dem Fall von großer Bedeutung, wenn die direkt im Tätigkeitsbereich von Gerichtsverfahren beteiligten verwendet werden. Das Ziel des Artikels ist, am Beispiel einer Situation praktische Bedeutung und Anwendung von diesen Empfehlungen, die bei der wissenschaftlichen Arbeit an den Gerichtsgutachten erarbeitet sind, zu zeigen.

Die Sache war im Verfahren vom Schiedsgericht der Udmurtischen Republik. Dieses Schiedsverfahren dauert schon über fünf Jahre. Am zwölften Dezember 2014 wurde das Gerichtsurteil ausgesprochen. Es wurde in der Befriedigung der Klageschrift in vollem Umfang verweigert.

Die Information über die Sache befindet sich im freien Zugang auf der Internet-Seite: [www.udmurtiya.arbitr.ru](http://www.udmurtiya.arbitr.ru). Der Richter ist Frau O.A. Sidorenko. Der Kläger: Geschlossene Aktiengesellschaft «Ishewsker Experimentellmechanischer Betrieb (GAG «IEMB» = SAO «IOMZ»)). Der Beklagte: Gesellschaft mit beschränkter Haftung «Kauri» (GmbH «Kauri» = OOO «Kauri»)). Dritte Personen: Das sind Offene Aktiengesellschaft «Ishstahl» (OAG «Ishstahl» = OAO «Ishstahl»)) und BGH Edelstahl Freital GmbH, Freistaat Sachsen, Deutschland.

Worin bestehen die Rechtsstreitigkeiten? SAO «IOMZ» hat die Klage auf den Schadenersatz eingereicht. Es handelte sich um die Kompensation der Schaden in Höhe von 8 Millionen Rubeln. Wie es vorher gesagt wurde, befand sich die mit der Patentrechtsverletzung verbundene Klagesache im Schiedsverfahren. Wie aus den Materialien des Gerichtsverfahrens folgt, produziert SAO «IOMZ» die Stäbe für Tauch-Elektropumpen bei der Erdölgewinnung. Dabei geht es um folgende Patente: Erfindungspatent «Korrosionsbeständiger Stahl und die aus diesem Stahl produzierten Erzeugnisse» Nr. 2270268; Erfindungspatent «Stahl, Erzeugnisse aus Stahl und Verfahren seiner Fertigung» Nr. 2270269. SAO «IOMZ» wird darauf hingewiesen, dass der Stahl von OOO «Kauri» im Betrieb OAO «Ishstahl» und in der Firma «BGH Edelstahl Freital GmbH » geschmolzen wurde. Seine chemische Zusammensetzung ist aber durch die Patente der SAO «IOMZ» geschützt.

Die Beweisgründe des Klägers werden nicht nachgewiesen und folgenderweise widerlegt. Laut P. 3 Art. 1358 des Zivilgesetzbuches der Russischen Föderation wird die Erfindung anerkannt wie die schon im Produkt oder im Verfahren genutzte Erfindung. Die zwei angegebenen Patente des Klägers haben ihr Rechtsregime des Schutzes, weil jedes von Patenten die Gesamtheit von Merkmalen der Erfindung einschließt.

Es wäre dabei zu betonen, OOO «Kauri» sei auch Patentinhaber. Das sind ein Gebrauchsmusterpatent «Erzeugnis aus Stahl» Nr. 61285, Erfindungspatent «Korrosionsbeständiger Stahl» Nr. 72697 und andere. OOO «Kauri» ist Besteller, aber kein Produzent des Stahls. OOO «Kauri» bestellt den Stahl nach seinen Patenten bei der deutschen Firma «BGH Edelstahl Freital GmbH» und in der OAO «Ishstahl». Vom Beklagten sind die Verträge zur Fertigung der Metallprodukte abgeschlossen. Das sind die Stäbe aus Stahl der Marke XM-12. Diese Marke sind durch das Amerikanische Institut für Eisenmetallurgie (Amerikanische Gesellschaft für Materialien und ihre Prüfung –ASTM) in den Standard ASTM A 564/A / A 564 M ab 1966 eingeschlossen.

Nach seinem Inhalt werden die Anforderungen zur chemischen Zusammensetzung verschiedener Stahlmarken vom Standard geregelt, dabei auch solche Stahlmarke wie XM-12. Also, die Zusammensetzung der Marken des Stahls XM-12 kann nicht durch die Patente des Klägers geschützt werden.

Die Kläger bestreiten wesentlich den Internationalen Standard. Laut des Zivilgesetzbuches der Russischen Föderation werden die Rechte auf Erfindungen anerkannt, die auf dem Territorium der

Russischen Föderation gelten. Die Urheberrechte auf Standard ASTM A 564 / A 564 M gehören zu ASTM International (USA). Sie sind geschützt. Die Information (Memorandum über Urheberrechte) befindet sich im freien Zugang auf der Internet-Seite: <http://www.astm.org>.

2002 wurde Technische Vereinbarung Nr. 940 (technisches Dokument) von OAO «Ishstahl» und OOO «KAURI» entwickelt. Nach der Abfertigung der Technischen Vereinbarung produzierte OAO «Ishstahl» die erste Versuchspartie der Marke des Stahls XM-12. Um zu bestätigen, dass die Marke des Stahls XM-12 den Anforderungen der Technischen Vereinbarung entspricht, wurden entsprechende Zertifikate für Qualität abgefertigt. „BGH Edelstahl Freital GmbH“ und OOO «Kauri» haben eine entsprechende Lizenz von ASTM. Nach dem Vergleichssystem der Stähle entspricht die chemische Zusammensetzung der Probe dem Werkstoff XM-12 nach Tabelle 1 der ASTM A564/A564M.

Also, die Beweisgründe des Klägers in Bezug auf die Einfuhr der Metallprodukte auf das Territorium der Russischen Föderation sind auch unbegründet. Im Punkt 2 des Artikels 14 aus dem Patentgesetz ist vorgesehen, dass der Patentinhaber berechtigt ist, Schadenersatz zu fordern. Die verursachten Schäden müssen durch die tatsächlichen Angaben bestätigt werden. Erlittene Verluste müssen von wirklichen Zeugnissen bestätigt werden. Es gibt keine Beweismaterialien von dem Kläger, um notwendige Maßnahmen zu ergreifen.

Die Beschwerde des Klägers fand am zwölften Mai 2015 in der Stadt Perm im Berufungsgericht statt. Es wurde in der Befriedigung der Klageschrift in vollem Umfang verweigert. Jetzt erwarten wir die Ergebnisse vom Gutachten im obersten Gerichtshof der Russischen Föderation.

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#### **TECHNOLOGIES OF BLACK PR IN THE POLITICAL SPHERE**

##### **ТЕХНОЛОГИИ ЧЁРНОГО PR В ПОЛИТИЧЕСКОЙ СФЕРЕ**

We live in a democratic society. Freedom of choice is one of the main features of such society. Therefore, we often participate in pre-election political campaigns. Candidates are actively fighting for votes. The role of PR-technologies is rising. Politicians manipulate public consciousness and they use "black PR" technologies. First they study mental and emotional state of the electorate. After this, politicians plan their election campaigns in accordance with their intentions and desires. This helps them to manage people and their opinions. Each of us knows that it is difficult to gain authority. But it is easier to do it if you defile opponents by using dirty technologies. Political leaders of different countries often use such methods. It attracts the attention of PR experts and ordinary people. Some technologies become obsolete, some of them change. So we need to study this topic.

PR appeared abroad, but in Russia it is also popular. The term "black PR" is of Russian origin. It includes the process of creating and disseminating false and negative information about a competitor and forming a public opinion. In other countries, instead of the term "black PR" specialists use the expression "dirty technology".

The most popular and effective technologies of black PR are [6]:

- There are false candidates, for example namesakes;
- Candidates play ratings, create intrigue with statistics;
- Candidates bribe voters secretly. For example, the bait, the bus, the contract, the carousel, the dumping, Legal advice;
- Candidates abuse official authority. For example, threats, blackmail, influence from above, the dictatorship of the authorities;
- Candidates use administrative pressure. Directors of some businesses force employees to vote;
- Candidates buy absentee certificates and people lose their voting rights;
- Candidates use the method of indirect participation;
- Candidates join themselves to some event [3].

This study narrates about the most important examples of the use of black PR in Russia. "United Russia" is the most attractive in this matter. The ruling party has the largest legislative and material potential.

Other parties cannot be compared with it. Perhaps, we pay more attention to the activities of "United Russia" because of this fact.

The agitation of the "United Russia" party is based on the actions of the administration. In fact, "United Russia" ascribes to itself charity through the use of the budget. For example, in Lipetsk region and in Yoshkar-Ola, the technique of repairing roads under the name of "United Russia" is used. In Barnaul, the symbols of this party are placed on the building of the Cancer Research center "Nadezhda". So in Bashkiria, Chelyabinsk and other regions, agricultural fairs were held. Sellers at such fairs usually wear clothes with logos of "United Russia" [9].

Along the streets in Vladimir, «United Russia» posted an advertisement, which points out to the participation of "United Russia" in the revival of the football team "Torpedo". But the fans opposed the use of the name of the club in the campaign posters [7]. In Mary El and in Kirov, a significant part of social advertising contains the symbols of the party "United Russia" and the All-Russia People's Front [8].

In Russia PR agents working with political leaders come up with new ways of influencing the electorate each time, but in the US politicians often create agitational videos. In their opinion, this is the most effective way to influence the electorate.

Often such videos contain dirty technology. And now you can see the most vivid examples of the use of black PR throughout the entire elective experience of the States. Such advertisements were first used in the election campaign in 1964. Then the headquarters of the democrat Lyndon Johnson created a video against a Republican Barry Goldwater. The video is called "Girl with daisies" and it says that the Republicans plan to fight against Vietnam using nuclear weapons. In fact, in the advertising itself it was not mentioned. But "Girl with daisies" caused a feeling of fear and anxiety among the audience.

In 2004, preparations for the elections were in progress. A group of Vietnamese veterans lowered the authority of John Kerry. In one video, his co-workers questioned all the merits of John Kerry. They said that the democrat was dishonest, he wasn't fair with his colleagues and so on. The video defiles everything that concerns his service.

In 1988, the election race between George HW Bush and Michael Dukakis, who was governor of Massachusetts, began. When he was in power, the state had a program which provided prisoners with holidays from prison. Because of this program, very dangerous criminal William Horton left the prison and did not return at the defined time. During the weekend he committed a number of crimes. This fact underlies the advertising clip of Bush. The video compares Bush and Dukakis [10].

Thus, we can conclude that advertising in the political sphere often uses techniques and technologies of black PR. Despite the fact that PR specialists in Russia use the term "Black PR", and in the US the term "dirty technology." The meanings of this concept are the same. The candidates tend to exclude a competitor and achieve their aims. Politicians in Russia use cunning tricks and invent new methods. But in the United States, the politicians act according to the conventional scheme. Although video clips with direct comparison of candidates seem primitive, they work and influence the electorate.

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**ALLOTROPY CARBON**  
*АЛЛОТРОПИЯ УГЛЕРОДА*

Carbon is the main element in organic chemistry. It is a part of plants and animals, and is also found in the bones, muscles and blood of a person. Carbon is a substance with the largest number of allotropic forms. The most known allotropic modifications of carbon are shown in Figure 1.

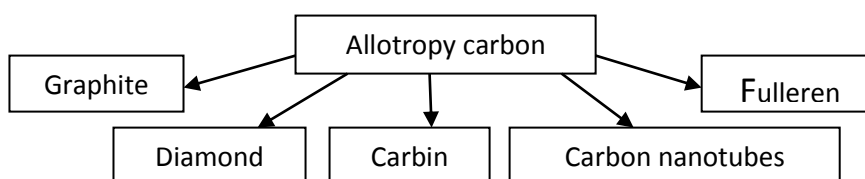


Figure 1. Allotropy carbon

Since antiquity, such modifications as graphite, diamond, carbene have been known. They are in a free state in nature, and have found wide application in the modern world. For example, diamonds are used in the manufacture of jewelry, carbene has found application in photocells, and graphite is used in the manufacture of pencil sticks.

However, recently in laboratories, for example, at the Moscow State University, new allotropic modifications, fullerenes and carbon nanotubes, whose properties were radically different from previously studied forms, were synthesized. Thus, the purpose of our work is to study the properties of allotropic forms of carbon.

The specific properties of allotropic forms are due to their structure. The diamond is characterized by a crystal cell, each carbon atom in the diamond structure is located in the center of the tetrahedron, whose vertices are the four nearest atoms. It is the strong bond of carbon atoms that explains the high hardness of the diamond and its transparency. Graphite has a layered structure. The crystalline layers are flat, consisting of hexagonal layers of carbon atoms. This graphite structure explains its softness and division into thin flakes. Carbin – a linear form of carbon, consisting of double and triple bonds. It is a fine crystalline powder with semiconducting properties. Fullerenes are convex closed polyhedra that consist of pentagons and hexagons resembling a football ball. Due to their properties they can be used in the production of batteries. Carbon nanotubes are cylindrical structures consisting of graphene planes folded into a tube. One nanotube with a diameter of several nanometers is many times stronger than steel. Due to these specific properties, nanotubes can be used in the manufacture of suits for firemen and cosmonauts. Fullerenes and nanotubes to date have not been sufficiently studied, since the method of obtaining these forms from graphite is expensive.

Thus, allotropic modifications of carbon in their properties radically differ from each other, from soft to solid, opaque to transparent, inexpensive to expensive and require further study.

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**METHOD OF HARMONIZATION OF REQUIREMENTS WITH RESULTS  
IN A «PULLING» LOGISTIC SYSTEM**

**МЕТОД СОГЛАСОВАНИЯ ТРЕБОВАНИЙ С РЕЗУЛЬТАТОМ  
В «ВЫТЯГИВАЮЩЕЙ» ЛОГИСТИЧЕСКОЙ СИСТЕМЕ**

**Abstract:** Previous research indicates the importance of effective use of the organization's potential. The article examines the relationship between the elements of the organization's potential and the production system. The article highlights methods of process control, organizational modeling of systems and tools of the theory of constraint systems. The author proposes and analyzes the method of harmonizing the requirements with the result for creating a «pulling» production system. The «Supplier-Client» models have been built, control points have been established, the main inconsistencies have been identified and the possible reasons for their occurrence have been disclosed. The applicability of this method will help organizations manage their potential at every stage of the production process.

A characteristic feature of a market economy is the constant variability of the organization's functioning environment. Under such conditions, the management system must respond to changes in time and ensure the effective use of the organization's potential.

Under the potential of the organization, we first will understand the economic potential as a promising level that reveals the maximum possibility of the economic system that determines the maximum possible volume of production of material goods and services that can be achieved under ideal production conditions and optimal use of resources [1].

Issues of effective management of the organization's aggregate potential and its structural elements are particularly relevant for Russian enterprises, the main problem of which is lack of resources and low throughput of the logistics chain. If in the planned economy the main direction of growth was the accumulation of resources, then in the market economy the main task is to increase the utility of resources and reduce the time of their passage through a logistics chain of the organization. A logistics chain is a linearly ordered set of participants in the logistic process that carry out logistics operations to bring the external material flow from one logistics system to another. According to another point of view, by the logistics chain we mean the aggregate of logistics operations performed successively from the moment of origin to the moment of the extinction of the flow of goods, works and services in the corresponding consumer market. In foreign literature it is characterized by the use of the term "supply chain", but the economic content of this concept corresponds to the concept of "logistics chain".

Logistic chains are stretched between logistic links and form a logistics system. The logistics system, in turn, can be viewed as the interaction of the elements of the organization's potential: consumer, resource, production and distribution (Figure 1), and therefore as a process consists of a sequence of operations on the enterprise, which are aimed at transforming certain input information-material flows with the purpose of obtaining results that are of value to the client [2].

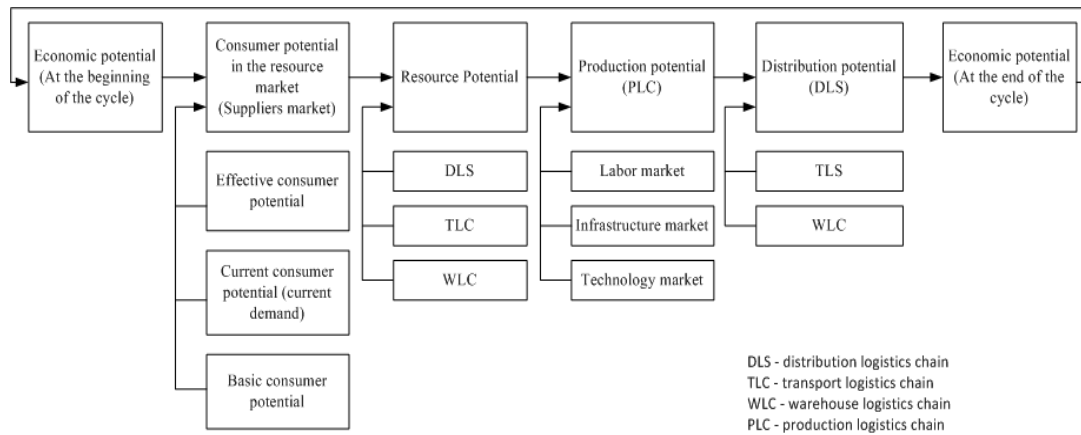


Figure 1 - Diagram of the interaction of structural elements of organizational potential

The diagram of the interaction of the potential of the organization gives a clear picture of the cycle of the process and reflects the content of a single element of the potential in a typical chain.

From the point of view of the theory of constraints of systems (TOC), the purpose of the logistics chain is to maintain a certain tension force. With the increase of this strength, there comes a time when the chain does not stand, it is torn. The chain will break at one point, and this is the weakest link and there is a restriction that determines the strength of the entire chain [3]. One of the methods of finding a "bottleneck" and preventing the tearing of the chain is the method of harmonizing the requirements with the results. It consists of the arrangement of control points during the transition from one element of the chain to another. Control points can be expressed as requirements necessary for compliance with the movement of material flows along the chain. On the one hand, the identified inconsistencies can block further flow through the chain, and on the other hand, they can only collect and accumulate information about the identified inconsistencies to find a weak link and make management decisions in this area.

According to the method of harmonizing the requirements with the result, a "pulling" logistics system is created, which implies the formation of each subsequent participant of the chain requirements for the result of the previous participant. Unlike the "push" system, flexibility and speed are the main requirements of the "pulling" principle to the production system. The production logistics system based on the "pulling" concept of flow management is often used by enterprises as a means of reducing costs, and, consequently, increasing the price competitiveness [4].

Thus, upon the passage of material flows through the organization's logistics chains from the external supplier to the external client, the organization accumulates its potential, the effectiveness of which can be determined after the production cycle. The economic potential at the end of the cycle will be the starting point for the beginning of a new cycle.

When the material flows through the supply chain, failures can occur - inconsistencies in terms of time, cost, quality and other errors. The relationship of logistics chains and possible nonconformities is presented in the table 1.

Table 1 - Possible discrepancies in the passage of material flows

Structural elements of the organization's potential	Logistics Chain	Possible Disparities
Consumer potential in the resource market	Procurement logistics chain	<ol style="list-style-type: none"> <li>1. Incomplete completeness of delivery</li> <li>2. Late delivery</li> <li>3. Unacceptable conditions of transportation</li> <li>4. Unstable quality of resources</li> <li>5. High procurement costs, rising resource prices</li> <li>6. A large number of suppliers</li> <li>7. Shortages in accordance with the declared</li> </ol>



		nomenclature
Resource Potential	External warehouse and transport logistics chain, distribution chain	<ol style="list-style-type: none"> <li>1. Incomplete completeness of delivery</li> <li>2. Excess of stock level in the warehouse</li> <li>3. Late delivery</li> <li>4. Unstable quality of resources</li> <li>5. Unacceptable conditions of transportation</li> </ol>
Production potential	Internal warehouse and transport logistics chain, production logistics chain	<ol style="list-style-type: none"> <li>1. Lack of resources for the execution of the production program</li> <li>2. Lack of production capacity for the production program</li> <li>3. Unacceptable conditions of transportation</li> <li>4. High level of production facilities</li> <li>5. High percentage of marriage</li> <li>6. Late delivery</li> </ol>
Potential of product distribution on the market	Distribution chain, external warehouse and transport logistics chain	<ol style="list-style-type: none"> <li>1. Inconsistency in the volume of production shipped and sales</li> <li>2. High level of stocks of finished products</li> <li>3. Late delivery</li> <li>4. Unacceptable conditions of transportation</li> <li>5. Non-compliance of products with consumer qualities</li> </ol>

Thus, at any stage of the logistics chain, the following major problems (inconsistencies) may arise: unstable quality of the supplied resources, supply disruptions and unacceptable conditions for transporting resources. The occurrence of nonconformities can be related to the presence in the organization:

- organizational gaps (multi-level hierarchy of management structure, "blurring" of functions and responsibilities, individual management decisions, lack of temporary resources, low qualification of staff, etc.);
- information gaps (weak automation of basic business processes, lack of developed horizontal links, etc.);
- paper information carriers;
- oral information;
- non-standardized collection and transfer of information;
- lack of control points.

Thus, the application of the method of harmonization of requirements with the results prevents losses when passing through the logistic chain of the material flow. This method has become more widely used in automating the business processes of the organization, for example, reconciling the sales plan, the production plan and the procurement plan. Improving the logistics system of the organization allows you to reduce the time of passage of material flows, effectively manage inventory and increase the patency of the logistics chain.

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**PROJECT-PROCESS APPROACH TO THE DEVELOPMENT OF THE ALGORITHM OF  
INTRODUCTION OF PROFESSIONAL STANDARDS IN THE ORGANIZATION**  
ПРОЕКТНО-ПРОЦЕССНЫЙ ПОДХОД К РАЗРАБОТКЕ АЛГОРИТМА ВНЕДРЕНИЯ  
ПРОФЕССИОНАЛЬНЫХ СТАНДАРТОВ В ОРГАНИЗАЦИИ

**Abstract:** In regard to 2016 labour legislation amendments that concern employers' requirements to employees' professional qualifications, there is a need for a gradual transition to the system of new professional standards in the organization. The article describes the concept of "professional standard" and the process of their implementation in the organization. The author suggests an algorithm of introducing professional standards based on project-process management: the framework of interactions between process participants was developed and a workflow diagram of standards' introduction was drawn up. Methods of organizational design, project and process management were also used.

At present, an important aspect is the formation of a competitive human resource capacity of the organization that is able to carry out assigned tasks and professional activities on the basis of assigned functional duties. The development of the national system of qualifications in this regard and the introduction of its elements aims to improve the effectiveness of the personnel management system, to maintain a strong link between practice and education and to create conditions for the recognition of staff qualification on a "market" basis.

A key element in this system is the professional standard, which provides a systematic description of the type of work, and is seen as a tool for assessing work results. The concept of "professional standard", as well as the development, approval and application of professional standards are described in the Labor Code of the Russian Federation (st.195.1-195.3) [1].

The professional standard is a multifunctional normative document that contains requirements for education and training, practical experience, special conditions for applying to work and other qualification characteristics. The professional standard as a qualification characteristic describes the type of professional activity, and is customary in the qualification guides. The guide of professional activity is understood as a set of labor functions that ensure work performance at the stage of the production process and reflects the division of labor that has developed in a particular field of the production process [2]. The introduction of professional standards extends to the labor area, where it provides manageable career growth and professional development of personnel, and to the educational sphere, where it creates the basis for the development of vocational training programs and selection of most effective methods and helps evaluate learning outcomes based on competencies. Professional standards are developed by professional communities and Russian business organizations and approved by the RF Ministry of Labor and Social Protection. Thus, on the basis of the combination of federal state educational standards and professional standards, educational institutions will train specialists so that they gain knowledge and skills that will be in demand in the labor market. It becomes possible to maintain a strong structural relationship between work and education requirements [3].

The introduction of professional standards can be seen as a process or project consisting of several stages, which will result in the enhancement of personnel qualification that meets the requirements of the professional standard. The process of introduction of professional standards in the organization is viewed as an algorithm (work flow), the purpose of which is to improve the management system of the qualifications of the organization's personnel on the basis of professional standards. Process indicators are shown in Table 1.

Table 1 Indicators of the implementation of professional standards

Name of the process	"Implementation of professional standards in the organization"
Process Owner	Deputy General Director for General Affairs and Personnel

Purpose of the process	Improvement of the system of personnel qualification management
Performance criteria	<ul style="list-style-type: none"> <li>• Conformity of staff qualifications with the requirements of professional standards;</li> <li>• Number of employees meeting the requirements of professional standards</li> </ul>
Relationship with other processes	All organization processes

In the project-process approach to the implementation of professional standards, the overall goal is reflected in the process characteristic and is decomposed depending on the type of professional activity. Participants in the process, as well as their interaction, can be demonstrated in the following diagram (Figure1 below).

Thus, the process of implementing professional standards in an organization is divided into separate projects in order to implement specific professional standards with their separate tasks to achieve the overall goal. The composition of participants is related to the type of professional activity.

The whole process is divided into three main stages: the preparatory phase, the implementation phase of professional standards and the stage of performance evaluation. At each stage, a managerial decision is made.

At the first stage it is the selection of professional standards from the list of standards approved by RF Ministry of Labor and Social Protection that is based on the established selection criteria. One of which will be the compliance of objectives of professional activities with the objectives of the activities of structural units and units of the organization.

At the second stage, it is an analysis of the compliance of employees' qualifications with the requirements of professional standards.

The third stage is the evaluation of effectiveness, in particular, the conformity of results of standards' implementation to overall goals. All decisions taken are documented. One of the key points in the chain is the analysis of the conformity of the employee's qualification to the requirements of the professional standard, as it will involve the greatest number of risks and additional financial costs.

On the basis of the "road map" of the project, the managers' team works on the implementation of professional standards in the organization. It is important to note that this work should be characterized by open information space, by objective managerial decisions and by providing methodology basis for the further introduction of professional standards.

The project-process approach to the introduction of professional standards gives a lot of advantages providing that such tools as organizational design, development and implementation of project activities, direct interaction with clients are taken into account.

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#### **PARTIZAN MARKETING**

##### **ПАРТИЗАНСКИЙ МАРКЕТИНГ КАК СПОСОБ ПРОДВИЖЕНИЯ В УСЛОВИЯХ КРИЗИСА**

As there is the glut of the information space with advertising, marketing specialists and company representatives say that traditional marketing tools are gradually losing their effectiveness. In the conditions of rapid growth in prices for the placement of direct advertising, the problem of its effectiveness becomes sharp. In such conditions, companies are beginning to turn their attention to alternative ways of direct communication and advertising methods, one of which is the so-called partisan marketing.

The use of partisan marketing in times of crisis is particularly relevant. Regardless of what kind of product or service the company promotes in the market, creativity and new variants of known strategies can bring success.

One cannot say with certainty that the practice of guerrilla marketing has firmly established itself in the Russian business. However, a very successful foreign experience indicates that it is possible that in due course domestic companies will spend a significant part of the budget on advertising in partisan marketing.

Marketing is a kind of human activity aimed at meeting needs and needs through exchange (Philip Kotler).

To achieve its goals, numerous tools, a variety of combinations of methods, methods of promotion are used in marketing. Methods of promotion are various techniques and marketing tools used to achieve the marketing goal(promotion). Promotion is any form of transmission and dissemination of information through which the firm communicates with and convinces the public, and also recalls goods, services, ideas, social activities or other actions that have an impact on society. The traditional marketing methods of promotion include the promotion methods: advertising; Personal (personal sale); Public relations; sales promotion.

Traditional marketing tools have been used for a long time, but today they are gradually reducing their effectiveness, which forces them to look for new, more advanced methods of promoting goods or services. One of them is partisan marketing.

Partizan marketing calls low-budget ways of advertising and marketing, allowing to promote your product or service effectively, attract new customers and increase profits sometimes without investing money.

One of the features of guerrilla marketing is that its methods are often invisible to the competitor, and therefore cannot be copied. For example psychological techniques in partisan marketing, in particular, neuro-linguistic programming, as well as various laws of human behavior are used.

The use of guerrilla marketing tools is due mainly to the identity of competitors' products, as well as the limited budget for promotion.

In a period of economic instability, small businesses are mostly on the poin of disappearing from the market. In such situation partisan marketing works in full. When traditional methods of marketing require large amounts of money and the period of their implementation can last for months, or even years, partisan marketing with its mobility, with low costs, and literally instant effect acts as a "lifeblood" for small companies.

#### EXAMPLES

Partisan marketing was used long before the term itself appeared.

- For example, in the middle of the XVII century. The East India Company, which supplied tea to the United Kingdom, hired a young lady from the society who had tea parties and praised the novelty.

- At the beginning of the twentieth century the Russian industrialist Nikolai Shustov recruited a dozen students who were supposed to go to Moscow's restaurants and demand "Shustovo cognac". If they didn't get it, the students arranged noisy scandals and fights. Newspapers began to write about these facts, and Moscow learned about a new brand of alcohol.

Guerrilla marketing as a tool involves about a hundred marketing techniques, about 62 of them mean nothing. This is one of the main advantages of guerrilla marketing in comparison to traditional one, where the most expensive method is advertising.

Another example of the use of guerrilla tools is the so-called "Cardboard vendors." These are all kinds of labels, stickers, price tags, packages, catalogs of goods, all that the client is looking at, deciding whether to buy or not to buy. The tool is the result of the "evolution" of the conventional price tag.

The next popular partisan move is "The Legend of the commodity or the legend of a connection with a famous person or event."

- This method was used by Moleskine. Why are the notebooks in demand? Why are people willing to pay more for them than for other notebooks of similar quality? Because they were written by great people. Because for many years on the package of Moleskine notebooks the words "The same, the legendary notebook of Hemingway and Picasso" has been written. The truth is that the Moleskine trademark was registered in 1994. And, moreover, the company's website says in small print that the company, of course, does not pretend that Hemingway used this notebook in particular, but you can go to the museum to see it. But it is written in small print on page 48. And, since everyone wants to feel as if he is a Hemingway, Moleskine is in demand.

- Examples from the Russian practice. The customer wants to buy a laptop. He asks how much he should pay. For example, it can be 25 000 rubles. He is offered a laptop accordingly. And then they offer a laptop at 18,000, proving that it is "a little worse" than the previous one, and it does not have a number of

rarely used functions, but at 25,000 customers can buy a case, a bag, a mouse, a spare battery. The same sum of money and the client is offered to be "fully packaged".

- American example, applied in Russia. Companies producing baking goods required an increase in sales of soda. Contest was held for the most non-standard ways of using this product. As a result of the contest, a hundred ideas were printed on a leaflet, which they began to put into packs of soda. It turned out that someone makes foam from lemonade. Someone brushes his teeth with soda to bleach. Someone rubs dirty stains. When people got information about these methods and began to use them, consumption of soda increased.

Partisan marketing does not at all deny classical marketing, but complements and improves it rather dynamically. Since partisan marketing is focused on cheap or free marketing activities, it can easily be used in connection with classical marketing as a kind of creative addition. This branch of traditional marketing has appeared recently in comparison to the standard tools of this science. However, today we can note the positive trends in its application in Western and domestic practices.

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#### **"SOFT POWER" IN FOREIGN POLICY OF THE PRC: POLITICAL AND DIPLOMATIC ASPECT**

#### **"МЯГКАЯ СИЛА" ВО ВНЕШНЕЙ ПОЛИТИКЕ КНР: ПОЛИТИКО-ДИПЛОМАТИЧЕСКИЙ АСПЕКТ**

The subject of study done by researchers all over the world is the increasing role of China in global politics economics, and its ability to influence the system of international relations. For a long time the researcher's focus on the phenomenon of the China's "rise" remained the so-called "hard power" based on military and economic state's power and also force and coercion. The distinctive feature of the last decade was adjustment of the Chinese leadership, their foreign policy attitudes, including the advanced use of "soft power", focused on cooperation and peaceful solution of problems through engagement with the allies. To this regard, it is necessary to examine the reasons for the increased interest of Chinese researchers and policymakers to the concept of "soft power", to identify the features of Chinese approach to the development and application of this idea to practice. And to assess the goals and instruments used by the PRC to build soft country's power.

The concept of "soft power" has been coined recently, despite the fact that the idea of using soft power to achieve state's foreign policy goals is not new and the attempts to influence one's neighbors through peaceful means are even made in ancient times. In 1990 this concept was firstly introduced into science by the American scholar J.Nye in his work "Bound to lead. The changing nature of American power".

In the 1990's one of the first researchers who developed the concept of "soft power" in China was scholar and party leader Wang Junin. According to him the concept has six components, namely: political system and political leadership, national character and international image of the society, the foreign policy strategy of the state, the ability to determine the type of international systems and the development of science and technology. Since the early 2000's Chinese scholars and analysts began to develop the concept of "soft power" in relation to the general national strategies of China's foreign policy to create a favorable image of the country. Both Chinese and foreign scientists distinguish the following components of "Chinese soft power" within the country and beyond. They are international institutions, capital investment, education and student exchanges, the language of the country and the degree of its popularity in the world.

Changes in the world and the changing status of China are creating the need for new geopolitical conceptions in Chinese foreign policy and diplomacy. New China's approach to solving foreign policy objectives have found expression in such documents as the "New security concept", "New approach to development", the concept of "harmonious world" which also called "new diplomacy".

The Foreign Minister of China Wang I sees the feature of new Chinese diplomacy in the traditional way of conducting foreign policy that differs from traditional ways inherent in the other great power.

A practical example of applying new thinking and new direction of Chinese diplomacy the so-called “silk road diplomacy”, which main goal is the development of the interconnectedness between Eurasia countries, cooperation in the financial and energy sphere and ideology. In 2013, Chinese president Si Dzinping put forward two concepts of construction of the “Economic strip of the silk road” and “Maritime silk route of the XXI century”, aimed at cooperation in framework “One belt and one road” program. It will be implemented in the forum, which will be held in Beijing in mid-may of 2017. Today the world community and each of our countries individually need this project, as never before.

Thus, the “new diplomacy” in the concept China’s “soft power”, along with traditional diplomacy, according to Chinese researchers, will be used for the development and strengthening of China’s relation with all countries, and for the effective implementation of new Chinese model of international relations in Chinese style and manner.

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#### **DEVELOPMENT OF A COMBINED NEUROPROTECTIVE AGENT**

##### **РАЗРАБОТКА КОМБИНИРОВАННОГО НЕЙРОПРОТЕКТИВНОГО СРЕДСТВА**

Statistical studies show the prevalence of neurodegenerative diseases worldwide especially among the elderly. However, there is still no etiotropic treatment of neurodegenerative diseases.

This is largely due to the lack of knowledge about the fine molecular and cellular mechanisms of neurodegenerative diseases. The work of the scientific team of the Department of Anatomy and Physiology of the Udmurt State University found that neuroinflammation plays a key role in the death of neurons. Pericytes, microgliaocytes, astrocytes and lymphocytes are involved in the processes of neuroinflammation (Сергеева и др., 2014). Neuroinflammation, in turn, can disrupt the work of chaperones in neurons and cause their death (Salganik M. et al., 2015; Gully J.C., 2016).

Based on these data, it becomes evident that a single-drug treatment based on the medicinal effect of only one of the cellular participants will not have a lasting positive effect, because the feedback system will again return it to a state of pathological activation.

The drug should reduce the pro-inflammatory activity of microgliaocytes, increase the production of trophic factors by astrocytes and stimulate the synthesis of chaperone neurons. We chose 2 substances from the group of flavonoids and 1 substance from the group of isoflavones. We checked the effectiveness of the proposed composition experimentally on rats with a parkinson-like state model, caused by the stereotactic injection of a bacterial lipopolysaccharide into a substance nigra (SN).

We compared index of intensity neurodegeneration, microglial activity and level of synthesis BDNF by astrocytes between animals with induced Parkinson diseases and untreated animals.

We found that, two months after the start of the experiment, the number of neurons immunopositive to tyrosine hydroxylase in the SN after injection of LPS significantly decreased (by 68.3%,  $p < 0.0001$ ). The treatment of animals significantly increased the number of surviving neurons (by 29.6%,  $p < 0.01$ ). The use of a biologically active additive increases the expression of chaperone GRP78 in the neurons of the SN of the rat brain in the model of LPS-induced inflammation (+ 132.8 + 15.8%) At the same time, there was a reduces the content of iNOS (-56.8 + 12.6%) and an increase in expression in the area of the substance nigra BDNF (+ 186.9 + 26.2%).

To sum up we consider, that the obtained data testify to the pronounced neuroprotective effect of the proposed composition, which makes it possible to consider it as a promising means of preventing neurodegenerative diseases in humans.

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**THE ASSESSMENT OF THE ORGANIZATION'S PERSONNEL**  
**ОЦЕНКА ПЕРСОНАЛА В ОРГАНИЗАЦИИ**

**Abstract:** The purpose of my work is to study the methods of personnel assessment, identify the advantages of assessment and its place in the process of personnel management. There are many types of personnel assessment tools: Management by objectives (MBO), Performance Management (PM), "360 degrees", the assessment center, attestation. In this paper, I will focus on the advantages of the assessment for the company and employees, the place of personnel assessment in personnel management and analyze personnel assessment at the Izhevskiy radiozavod. Not all of the above methods are equally good for personnel assessment process. Their effectiveness directly depends on the goals, the level of company's development, its objectives and the type of corporate culture.

Any test or procedure used to measure an individual's employment or career-related qualifications and interests can be considered a personnel assessment tool. Personnel assessment is a system that allows measuring the work performance and the level of professional competence of employees, as well as their potential in the context of the company's strategic objectives. **While assessing, the employer compares the employee occupying this or that position, with ideally matched criteria this position.**

In the West, the personnel assessment appeared in US companies in the early twentieth century. There are many types of personnel assessment tools:

- In 1960, a new technique – management by objectives (MBO – Management by objectives) – valued personal achievements of each employee.
- In 1980, the methodology, called Performance Management (PM) was created. It assesses not only the outcomes, but also how to achieve it. It involves large-scale employee feedback. The result can serve as a tool for forecasting the further professional development of the employee and planning his career in the company.
- In the 1980s-1990s, the objectivity of the assessment was increased with the advent of new technology - "360 degrees", which involves a system survey of people (supervisor, subordinates, colleagues and customers) with whom the employee works.
- At the same time, the Assessment Center (Evaluation Center), which involves a comprehensive assessment of competencies, is becoming popular. It was mainly used in the evaluation of top managers with the purpose of appointing to these positions and for enlisting in the personnel reserve of companies.

In Russia, the traditional method of assessment is attestation. The advantages of the assessment for the company are the following:

- Defining work performance, the level of knowledge and skills of the company's personnel;
- Possibility of staff rotation and creation of a personnel reserve;
- Creation of a purposeful program for personnel development
- Motivation of staff;
- Building corporate culture;
- Organizational development.

The advantages for employee assessment are as follows:

- Determine the place and role of each employee in the company - horizontally and vertically.
- A clear understanding of the objectives, criteria for success of their implementation, depending on the size of salaries and bonuses of the labor results.
- Ability to get feedback from the direct supervisor.
- Guarantee that the achievements will not be left behind (if the system works effectively).

- Opportunity for professional and career growth.

Staff assessment helps identify employees' need for training, as well as determine the effectiveness of the training programs used. In terms of HRM planning, the assessment of performance indicators allows us to determine both the current and future quantitative and qualitative staffing requirements. Information on the assessment of performance is used to improve the methods of personnel recruiting and selection. The assessment of indicators helps evaluate the potential employee and identify ways to implement more complex and responsible work. To develop better system of work stimulation and motivation, the assessment of indicators helps to increase its effectiveness by giving staff feedback, assessing their contribution to the goals of the organization and division.

Let's consider personnel assessment at the Izhevskiy radiozavod. The personnel assessment is carried out in a computer-based format in the program "IC: Staff Assessment". The stage includes:

- Evaluation of a subordinate by his / her manager. The manager evaluates his subordinate on a number of criteria. Each criterion is evaluated on a 7-point scale.
- Interview between the manager and the subordinate. During the interview, the manager introduces the employee to the evaluation results, comments on his decision, together with the employee analyzes the fulfillment of the goals for the reporting period.
- Self-assessment.
- Conclusion of the Attestation Commission. The Attestation Commission considers the assessment of the employee by the direct supervisor and, either approves it, or makes the suggestions.

In conclusion, not all of the above methods are equally good in the performance of the personnel assessment process. Their effectiveness directly depends on the goals, the level of maturity of the company, its objectives and the type of corporate culture.

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#### **CREATIVITY IN ADVERTISING** **ТВОРЧЕСКИЙ ПОДХОД К РЕКЛАМЕ**

Today we cannot imagine modern media without advertising. It is one of the tools of marketing and the engine of trade.

In conditions when the market is full of goods and services, manufacturers often rely on increasing the volume of advertising in the media, but this way may not always truly indicate it's economic effectiveness. A profitable solution is to make ads using creative technologies, through which advertising will be able to raise the interest of consumers.

The importance of the work lies in the fact that high competition prevents the promotion of goods in the market and in order to force the consumers to buy goods, it is essential to attract their attention, surprise the audience, so the firms began to apply nonstandard, creative solutions in advertising of their product, which allow to present the product (service) in an unexpected way and touch the interest of buyers, so ads can force people to act.

For Ads's Specialists it is very important to be able to abandon of stereotyped thinking, clichés, therefore advertising is a sphere where a creative approach to work exists, where creativity is very developed. So let's analyze the meaning of the concept of creativity.

Creativity is the ability in the creative process to realize unusual ideas, abandoning the standard settings. The result of such activities is always something new.



The most effective type of advertising, where creative strategies are often used, is a promotional video that acts as a synthesis of audiovisual effects demonstrating the quality of the goods from all sides.

If a few years ago large Russian companies applied to foreign advertising agencies to create commercials, today in this country there are more than 100 firms producing and placing advertisements and they promote themselves as creative and in no way inferior companies to Western competitors. One of such companies is the advertising company "Voskhod" that was founded in 1996, and in 2014 entered top 20 list of creative agencies of Russia, according to the Association of Communication Agencies of Russia.

To find out what creative strategies the advertising agency "Voskhod" uses in its commercials, let's analyse the following videos:

1. "The Chicken and fitness" (aerogrill "HOTTER");
2. "What does he make cool?" (Military online game "War Thunder")

I determined several criteria, which must be answered by creative advertising:

1. The message is interesting. The most common ways to attract the attention of the audience are:
  - unpredictability of the plot; such advertising makes a person follow it waiting for an outcome.
  - understatement, which forces the viewer to read "between the lines", to show imagination. Using "emptiness", advertisers manage to interest consumers and thanks to it the message ceases to be perceived as an annoying factor.
2. Easy perception - all the phrases and expressions used in the message should be understandable, should not cause unnecessary questions.
3. The message contains an advertising image. It is the most visible and understandable means of communication. All emotions which are caused by the advertising image are transferred by the person to the object of advertising, therefore the image should not cause negative associations.
4. Advertising name (brand name, services, firms). It should be easy to remember, also easy to read at the background of advertising.
5. Is there a unique trade proposal video? The proposal must be one that a competitor can't give. It can be technical characteristics, special safety of use, modern equipment and others.
6. Is the brand remembered after watching the video? If it doesn't we cannot say that ads are effective.

Here is the analysis.

**"Chicken and fitness" (aerogrill "HOTTER").** The video was created with the help of the frame-by-frame rendering, so when we watch it, it seems that this is an animated cartoon rather than the advertisement and it causes interest, and it isn't perceived as an irritating factor. But at the same time, there is a possibility that the target audience for which the product is aimed at will not take it seriously. The video has a playful form and is aimed for children, not adults.

The video is quite simple in perception, does not contain ambiguous expressions. As an advertising image the "eye-stopper" (trap for the eye) is used, i.e. the drawing which main function is to attract people's attention, it is a good alternative to a simple image.

Information about the name and manufacturer of the company is structured, does not cause any difficulty in perception. The video contains the unique selling proposition - "the Hotter - will save the food from excess fat", which is very important nowadays, because many people begin to take a close look at their health, the content of calories in food, so this proposal can find a response in the target audience. After viewing the brand is remembered, because the actions in the video develop to the culmination which is the demonstration of the aerogrill "Hotter".

**"What does he make cool?"** (Military online game War Thunder). This video-ad uses an understatement method that forces a person to argue, follow the advertisement to find out the answer to the question: "What makes this man cool?", Respectively, advertising raises interest. The clip is perceived quite easily, it does not contain phrases and expressions difficult to understand. An advertising hero is a confident, strong middle-aged man, i.e. it's an attractive character for a potential consumer who already uses the product. And if a person wants to be like the character at least in something, he can use the goods too. The advertising name is readable, it stands out against the general background of advertising and it is remembered when you watch the video. The video does not contain a unique trade offer. Advertising is very bright, creative, it manages to evoke interest and be remembered by potential consumers.

During my research, when I watched and evaluated "Voskhod" commercials, I managed to achieve my goal and study the creative components of advertising, understand how to create a message that would be creative and attract the target audience.

In carrying out this work, I made the following conclusions. Any advertising message, including the creative should attract the attention of potential consumers, i.e. it should be effective. To create an effective

communication, each of the components of advertising: advertising name, text, slogan, image – should meet certain requirements, without which ads won't have a selling force. It is also important to pay attention to the target audience at which the communication is directed: to imagine its portrait, habits, desires, problems, etc. and you should consider these characteristics while creating advertisements, i. e. you should understand some of the properties of the product. You should choose creative strategies that will be beneficial to use in advertising.

But at the same time, too much creativity in advertising is harmful. Such advertising is perceived only as a work of art - "creativity for the sake of creativity", then it sells itself, but not a product - the consumer will remember ads, but not the things advertised. Such advertising does not pay for itself, and firms suffer large losses from its creation and distribution.

Also, remember that once found creative solutions can't be used forever, with time they turn into templates, cliches and cease to attract attention. To avoid this, you need to periodically update them, invent something new to follow changes in external media, culture, fashion, technical innovations.

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#### **NEUROTRACING НЕЙПОТРАССИРОВКА**

My research is aimed at finding an active center involved in the analysis of food for the content of substances that are harmful for the body. To find this center I need to choose a method suitable and correct for dyeing (retrograde or anterograde tracing) and picking up an appropriate neurotracer that will meet all the requirements. I will introduce a virus-vector marking the path of nerve impulses, and after the spread of the virus within a certain period of time I will fix the material with transcatheter perfusion, cut the necessary organs (a brain in my case) and dye with neurobitin and DiA Fast. In the end of research I'll summarize the data and display the results.

Neurotracing is aimed to find the end point of the nerve impulses necessary for the researcher using various tracers (for example, Fast Blue, DiA fast, adenoassociated viruses, etc.). With the help of retrograde tracers it is possible to determine the final point of the nerve signals coming from the receptors of the experimental animal more accurately. Immunohistochemical staining shows the path of propagation of the tracer on the material and hence the path of the nerve impulse.

There are several methods to trace the projections originating from the soma towards their target areas. These techniques are initially relied on the direct physical injection of various visualizable fluorescent tracer molecules (e.g. Green fluorescent protein, lipophilic dyes or radioactively tagged amino acids) into the brain. These molecules are absorbed locally by the soma of various neurons and transported to the axon terminals; or they are absorbed by axons and transported to the soma of the neuron. Other tracer molecules allow visualize large networks of axonal projections extending from the neurons exposed to the tracer.

In neurotracing viral neuronal tracing is widely used. It is based on the usage of viruses such as the herpes simplex virus type 1 (HSV) and the Rhabdoviruses. HSV is used to trace the connections between the brain and the stomach to examine the brain areas involved in viscerosensory processing.

Wheat-germ agglutinin (WGA) and Phaseolus vulgaris leucoagglutinin are the most well-known tracers, however they are not obligatory anterograde tracers: especially WGA is known to be transported anterogradely as well as retrogradely. This group of tracers consists of protein products that can be taken up by the cell and transported across the synapse into the next cell.

Other anterograde tracers widely used in neuroanatomy are the biotinylated dextran amines (BDA). They can also be used in retrograde labeling.

A reverse way is retrograde tracing. This method is on the marker moves from the axon or dendrites to the soma. Retrograde tracing can be carried out by various means including the use of viral strains as markers of cell connectivity to the injection site. The pseudorabies virus (also called PRV, Bartha strain), for example, may be used as a suitable tracer due to the propensity of the infection to spread upstream through a pathway of synaptically linked neurons, thus revealing the nature of their circuitry.

Another technique involves injecting special "beads" into the brain nuclei of anaesthetized animals. The animals are allowed to survive for a few days and then euthanized. The cells in the origin of projection are visualized through an inverted fluorescence microscope.

A modified rabies virus is only capable of infecting a single cell, and only capable of jumping across 1 synapse for 1 day; this allows the researchers to investigate the local connectivity of neurons.

New opportunities are widely opened with the combination of methods of research. For example, a projection dyed with antibodies can give an answer whether any gene is synthesized. If the nucleus is not active, then the master gene (for example, C-phos) is produced in small amounts. When it is infected with a virus or intoxicated, the amount of master gene produced will increase drastically. The behavior of this reaction serves as a proof that the mediator cell synthesizes the mediators.

Different types of neurotracing can be combined with the other research techniques and this can lead to unexpected results that cannot be obtained by using old techniques.

With the help of retrograde and anterograde tracing a lot of projections, nuclei of the nervous system and pathways of nerve impulses can be found. The obtained data can be used for the study, prevention and treatment of diseases such as Parkinson and Alzheimer disease or aimed at the improvement of the quality of life. Maps of the brain known as the connectomes can be used in many spheres and fields of human activity such as neurology, psychology etc. Thus neurotracing is a very promising branch of cell biology which can bring new useful knowledge to science and life.

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#### **LONGREAD AND ONLINE ARTICLE: COMPARATIVE ANALYSIS**

##### **ЛОНГРИД И ОНЛАЙН-СТАТЬЯ: СРАВНИТЕЛЬНЫЙ АНАЛИЗ**

The influence of internet technology upon journalism has a huge impact on its content development. There appeared new information format such as multimedia longread. It is an interactive material based on a long text with audiovisual components in it. Longread is more fully reveals the theme. It makes the text more interesting. The reader can learn a lot of new facts.

Longread has been originated as a kind of journalism in the United States. The newspaper "The New York Times" has published a multimedia project "Snow fall" on its website, which instantly gained immense popularity among the audience and journalists, in 2012. There appeared the name «long forms» or «longreads» in the journalistic environment was entrenched behind. The longread – is an article designed for longer reading. Afterwards, it is characterised wow-effect.

«What do people mean when they say "longform" journalism?» –New York Times science reporter Natalie Angier asks. She tends to equate it less with length and more with depth of reporting.

«It seems, then, that the definition of longform can't be limited to length or even quality. Increasingly, longform stories need to have staying power, and we need more tools to give them a greater lifespan. In keeping with the hot dog analogy, we need more "take-out"» bags for content, Armstrong said. [1].

Longread allows you to create striking visual images, to reveal the drama of the event, to describe dynamic processes. Such materials have a special structure: the composition of the text is based on the scheme of the parallel story, change the narrative and explanations, stories and reportage pieces. Audience doesn't read only the text, when viewing longread, it also meets with the other elements: video, audio, panoramas, photo galleries, infographics and timeline. In this case, the audience determines the order of elements itself. Therefore, the most important task of authors of this product is a complete and consistent material.

Longread was described as a way of constructing the text, which can be described as a narrative story. This is a phenomenon that combines the properties of the journalism and fiction. The narrative touches all socially significant themes, different factual accuracy of stated information, but also presents a fascinating history written in a lively language with a dramatic plot, which has the author's opinions.

The main characteristic of longread not only a great and very long text, but also the availability of such information, which usually missing in the short kinds of text. It is constructed in the following way. An example, is first to illustrate the subject, and then indicates the significance of paragraph. Then examples,

explanation of actions, characters, expert explanations and context, and completes the material kiker. Kicker is the shock ending is, information designed to turn the current impression and show what is happening in the new world.

Project «Snow fall» is interactive story about few professional skiers and snowboarders buried under snow because of avalanches in the mountains. It contains. Quality article accompanied by additional things. For example, photo of skiers with their comments about incident. 3D model of mountains is added, the motion of avalanche down and schematic of the movement the snowstorm that triggered it.

The article the same newspaper, but of 2017 year «St. Petersburg Metro Attack Included Many Students Among Victims». This report about terrorist act in metro. There also media used actively, for example photos of victims and eyewitnesses and even infographics. But the most important difference is the lack of «effect of presence».

Comparing two projects I have remarked that longread is more fully reveals the theme. It makes the text more interesting. The reader can to know a lot of new facts. Because that is the essence of journalistic articles.

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### LOS CONFLICTOS INTERESTATALES EN EL PROBLEMA DE LA PARTICIÓN DEL TERRITORIO EN EL ÁRTICO

#### МЕЖДУНАРОДНЫЕ КОНФЛИКТЫ ПО ПРОБЛЕМЕ РАЗДЕЛА АРКТИЧЕСКИХ ТЕРРИТОРИЙ

El creciente interés en el tema del ártico a finales del siglo xx se debe principalmente a razones económicas: los elevados precios mundiales de la energía y el agotamiento de los recursos estimulan países de reivindicar sus derechos en el territorio con importantes reservas de hidrocarburos. Además, el calentamiento global ha llevado al derretimiento del hielo en el océano ártico, lo que contribuye a la creación de una importante arteria de transporte en la región y el desarrollo del ártico como estratégicamente importante cabeza de puente para la defensa de las fronteras del norte. Para el desarrollo de relaciones estables y soluciones integradas a los problemas relacionados es necesario delimitar el territorio de influencia de la cerca de los estados ártico. Además, aparte de Rusia, Estados Unidos, Canadá, Dinamarca y Noruega, sus intereses en el ártico tiene una serie de países de Europa y el Pacífico.

El sector ártico de cualquier estado es el espacio (territorio) que está limitado por la costa del estado y las líneas laterales - meridianos que pasan del polo Norte hasta las fronteras orientales y occidentales del estado. Durante mucho tiempo el estado del ártico es sujeto principal a las legislaciones nacionales de los estados de ártico.

Actualmente un documento clave en esta materia es la convención de las naciones unidas sobre el derecho del mar, aprobada en 1982. En virtud de la convención en base a la delimitación de la plataforma continental entre los dos estados es el principio de la igualdad de distancia. La zona económica exclusiva de todos los 5 estados es de 200 millas náuticas de la costa . Según el documento, la jurisdicción territorial del estado se limita a la plataforma (donde se permite realizar y desarrollar los yacimientos de minerales, y el estado tiene el derecho exclusivo de regular la navegación). La zona fuera de shelf se declara patrimonio común de la humanidad y, por tanto, todo estado tiene el derecho de solicitar el permiso del desarrollo de la parte del ártico de la plataforma.

Con el creciente interés en el ártico, Dinamarca, Canadá y Rusia han declarado acerca de sus derechos en la afiliación de una cadena submarina de la cordillera Lomonosov. Rusia en 2001, ya presentó

en la Comisión de la ONU una solicitud a la ampliación de su zona económica exclusiva en 1,2 millones de kilómetros cuadrados. En 2007, una expedición dirigida por Artur Chilingarov colocó una bandera rusa en el polo norte, diciendo así que el Ártico es una extensión de la cordillera Lomonosov. En el marzo de 2014 la comisión cumplió el reclamo de Rusia por la extensión de 200 millas de la zona económica a expensas de la fase de la plataforma continental en el mar de Ojotsk y una superficie de alrededor de 50 mil km cuadrados. Expertos consideran este hecho como un paso hacia el reconocimiento de los derechos de los rusos en las Cordilleras de Lomonosov. Rusia prepara una nueva solicitud.

Los expertos de otros países tienden a demostrar que la cordillera está separada del continente por la falla del Norte y, por tanto, no es una continuación de la plataforma continental de Siberia, como la califica Rusia. Asegurarse del contrario, sólo se puede basándose en los resultados de la perforación en aguas profundas, pero no hay vehículos especiales para ello en nuestro país. Además, los científicos de Canadá insisten que esta cordillera transártica comienza en el continente norteamericano. Y el ministerio de ciencia dinamarca plantea la hipótesis según la cual la Cordillera Lomonosov es la parte hundida de Groenlandia, que es el territorio danés.

Uno de los objetivos fue la solución de la disputa entre Rusia y Noruega sobre la propiedad de la parcela de la zona económica en el mar de Barents en abril de 2010. La controversia desde 1970, se ha resuelto satisfactoriamente: las partes han decidido dividir la zona de la polémica por la mitad. Tal vez parecida es la solución de la controversia entre el Canadá y Dinamarca sobre la sección situada en el centro del estrecho de Kennedy de la isla de Hans en dos partes iguales. De esto depende el lugar donde se hallará la frontera marítima de Canadá.

La elaboración de los subsuelos del fondo oceánico interesa muchos países como Islandia, ya que el norte de la extensión de la isla Grimsi se encuentra en el límite del círculo Polar ártico; Suecia y Finlandia. Además, el interés en esta zona tienen China, India, Brasil, Holanda, Italia, España, la República de Corea y otros países.

En conclusión, quiero señalar que la competencia activa por el territorio del ártico y sus recursos no es previsible en el porvenir debido a las condiciones climáticas, el alto valor de la producción de energía, la aparición en el mercado mundial de gas de esquisto y petróleo de fuentes no convencionales. Además el 90% de los depósitos conocidos se encuentran dentro de las fronteras reconocidas y controladas por los estados árticos.

En una entrevista de la revista "Derecho y Seguridad" S. M. Ivanov, el colaborador científico del Centro de seguridad internacional del Instituto de economía mundial y relaciones internacionales de la Academia de Ciencias de Rusia, dijo que el ártico no es un segundo "Próximo Oriente" o "pólvora barril" del mundo. Los estados del ártico ya han demostrado su alta responsabilidad por la situación en el ártico y la capacidad de ponerse de acuerdo sobre las cuestiones más graves. El futuro del ártico son la paz, el desarrollo sostenible, la cooperación.

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#### **PARTICULARITIES OF THE NORTH KOREAN POLITICAL REGIME**

#### **ОСОБЕННОСТИ СЕВЕРОКОРЕЙСКОГО ПОЛИТИЧЕСКОГО РЕЖИМА**

Like any regime, the North Korean political regime has a facade and real practical content. According to official documents, the Democratic People's Republic of Korea is a democratic state with recognition and protection of the fundamental human rights.

The Constitution also presupposes a multi-party system. It is noted in official documents that along with the Workers' Party of Korea there are also democratic political parties, there is no dictatorship of the party.

However, many researchers recognize that North Korea is a vivid example of a totalitarian regime with a dominant and only true ideology, a dominant party, a charismatic leader, control over all spheres of people's life. The North Korea in many respects copied the Soviet Union, which provided great assistance to

Korea not only in the construction of a socialist society on the basis of Marxism-Leninism, but also in the economy.

**One of the distinguish particularity of the current regime is its stability.** The collapse of the regime was predicted in the 90s of the XX century. Nevertheless, it still exists, and there are reasons for that. North Korea in the 1950s began to get rid of the dominant ideological influence of the Soviet Union. Kim Il Sung mad a speech in 1955, in which he called on to study Korean history, not Soviet. Further criticism of Stalin's personality cult pushed to the formation and development of unique independent ideology - *the ideas of Juche*. The key word is an independent ideology. Independence for Koreans is very important. It is so because of Japanese colonial occupation. Besides the fact that Korea had been under Japanese oppression for more than 30 years, the Japanese tried to impose their culture. That is why it is very important for Koreans to preserve the national spirit. And Juche ideas give socialism Korean disposition, independence from any external influence. However, the Juche idea was not something new, they had historical roots in the Chondogyo - the religion that existed since the XIX century, and in Confucianism, which came to Korea in the 7th century.

From the Korean "ju" means the owner, "che" - the body. At the head of the ideas is a person, as the center of society and the universe. He is able to make his own destiny and be its master. North Korea was not distinguished by advanced technologies, so ideas see a man, as a creature that is better, stronger and more powerful than any mechanism. It is man who is able, by his own efforts, to build an ideal society – socialism.

Another ideology that supports the life of the current regime is *the ideas of Songun*. After the death of Kim Il Sung in 1994, he was awarded the status of "Eternal President" of the North Korea, which was fixed in the Preamble, the new version of the Constitution (1998). The chapter "President" was removed in the new Constitution. Kim Jong Il began to occupy the posts of General Secretary of the Central Committee of Workers' Party of Korea, Chairman of the State Defense Committee and Supreme Commander-in-Chief of the Korean People's Army. Thus, from a formal point of view, North Korea did not have a leader. In order to give legitimacy to his power, Kim Jong Il began to popularize the idea of priority of army (Songun). A.Z. Zhebin considers one of the reasons for the choice of the Songun ideas is a reflection the reasons of the collapse of the USSR by the North Korean leaders.

North Korean media began to pay great attention to the ideas of Songun in the beginning of 2001, after the assumption of the post of US President George Bush – after the start of confrontation between America and the DPRK. The development of nuclear weapons, according to the idea of the army's priority, is perceived by the North Koreans as a necessary measure in protecting national independence from an external aggressor. Success in the development of a nuclear missile program convinces nation of the correctness of the chosen course and, in general, the wisdom of the leader.

The main goal of Songun is to contain external potential aggressor while maintaining the existing socio-political system ideologically based on the Juche and the special role of the state leader.

**Another particularity of the regime is the inheritance of power.** Since the establishment of the North Korea, the leaders of the state were only members of the Kim family. Of course, the path to absolute power is not easy. Kim Il Sung in 1950's purged, after which the factional struggle was eliminated. And then he gradually began to introduce his son Kim Jong Il into power, gradually passing him the leadership of culture, then - the economy, in the end - the power bloc. Thus, there was a double personality cult in the country: besides the "great leader" there was also a "beloved leader". Kim Jong Il also began to prepare his heir in advance. One and a half year before Kim Jong Il's death, it became clear that the next head of the country would be Kim Jong-un. Those who assumed that the new leader would only fulfill the wishes of his older comrades and his father's companions turned out to be wrong. For three years, Kim Jong-un, using the already proven method of his predecessors - comb-out, firmly rooted in power. This feature of the regime can also be considered the cause of its stability. In the North Korea, there was no struggle that took place in the USSR and in China after the death of Mao.

**One more particularity** - the award of posthumous titles to the dead leaders and the lack of criticism. As already mentioned, after the death of Kim Il Sung, the post of President was posthumously assigned to him. After the death of Kim Jong Il, the post of General Secretary of the Central Committee of the Workers' Party of Korea also remained behind the leader, and he was posthumously proclaimed the Eternal General Secretary of the Central Committee of the WPK. His son Kim Jong-un is currently the Chairman of the Central Committee of the Workers' Party of Korea. This gives some idealization of the predecessor. This is an ideal that is difficult to achieve. Such a tendency is connected with the special role of veneration of ancestors in Confucianism. This is also due to the lack of criticism of its predecessors. Unlike the Soviet Union, neither Kim Jong Il nor Kim Jong-un did not criticize the policy of the fathers.

Like any totalitarian regime, its North Korean version also includes a violation of the rights and freedoms of the population. On March in this year the UN Human Rights Council in the resolution condemned human rights violations in North Korea, treating them as "systematic, widespread and rude". Nevertheless, by the North Koreans, the restriction of their rights and freedoms is perceived differently, which reveals **one more particularity**. This, again, is connected with Confucian ideology, according to which the ruler is endowed with certain sacral functions according to the will of Heaven, thanks to his moral qualities. Relations between society and the state assume a vertical hierarchy, which leads to the Harmony of society. There is a hierarchy of quasi-family type, which implies mutual obligations of both parties: not only respect and obedience of the younger brother in relation to the elder, but also the elder brother's concern for the younger. Thus, the state should take care of citizens, how parents take care of their children, and society must comply with the rules established by the state. Restriction or violation of rights and freedoms in North Korean society is perceived as the will of the leader, who as an intelligent and wise parent knows best about children's need.

All in all, the particularities of the totalitarian regime of the North Korea appeared due to the closure of the country and its development in a vacuum, without any influence or ideal other than its own. And since the external circumstances around Korea are currently changing, the content of the regime will most likely change, adapting to new realities. This will lead to new features that will be on the focus scientific interest in the near future.

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## **DIE GELTUNG DER EUROPÄISCHEN MENSCHENRECHTSKONVENTION IM DEUTSCHEN UND RUSSISCHEN RECHT**

**ДЕЙСТВИЕ ЕВРОПЕЙСКОЙ КОНВЕНЦИИ ПО ЗАЩИТЕ ПРАВ ЧЕЛОВЕКА И ОСНОВНЫХ СВОБОД  
В НЕМЕЦКОМ И РОССИЙСКОМ ПРАВЕ**

### **Einführung**

Europäische Konvention zum Schutz der Menschenrechte ist eines der wichtigsten Dokumente des Europarates. Dieser internationale Vertrag wurde am 4. November 1950 unterzeichnet und trat am 3. September 1953 in Kraft. Die Konvention legt die unveräußerlichen Rechte und Freiheiten eines Menschen und verpflichtet die Staaten, die das Übereinkommen ratifiziert haben, diese Rechte für alle Menschen zu gewährleisten, die in ihrem Zuständigkeitsbereich sind. Der wesentliche Unterschied zu anderen Konventionen von den internationalen Abkommen im Bereich der Menschenrechte ist die Existenz des real existierenden Mechanismus für den Schutz der persönliche Beschwerden über Verletzung der Konvention behandeln. Jeder Bürger oder Einwohner der Europäischen Union, der meint, dass seine Konventionsrechte oder Konventionsfreiheiten verletzt wurden, hat die Möglichkeit, an EGMR anzuwenden.

Bei der Wahl dieses Themas lies ich mich von folgenden Fragen leiten wie:

- die Wichtigkeit dieses Themas,
- die Aktualität der Probleme, die EMRK vor den Staatsystemen solcher Länder wie Russland und Deutschland aufwirft,
- reale Möglichkeit der Bürger, gegen rechtswidrigen Handlungen der Behörden vor dem internationalen Gericht eine zu Beschwerde einzureichen,
- und vor allem die Möglichkeit, auf das Staatssystem einzuwirken, um die Rechtsnormen in Einklang mit den internationalen Standards zu bringen.

Ich denke, es gibt keine internationale Institution, die einen größeren Einfluss auf das sich herausbildende Rechtssystem dieser Länder haben würde.

Unter dem Einfluss der EMRK und vor allem der Tätigkeit des Europäischen Gerichtshofs wurden wichtige Novellen in ihr Rechtssystem beigebracht. Gemeint wird eine ganze Reihe von dem Prinzip der Freiheitsstrafe nur auf Grund Entscheidung einer Justizbehörde und bis zur Reform des Instituts für Berufung gegen Gerichtsentscheidungen, die in Kraft getreten sind.

Die Entscheidung des Europäischen Gerichtshofs ist formal nur für einen verklagten Staat verbindlich, aber eine unmittelbare Wirkung gibt es für die Entscheidungen des Europäischen Gerichtshofs nicht nur gegenüber dem verklagten Staat sondern auch gegenüber den anderen Teilnehmerstaaten.

Für die Befolgung der Europäischen Konvention ist ihre Umsetzung in das nationale Rechtssystem und Schaffung nationaler Durchsetzungsmechanismen erforderlich.

Die Unterzeichnung eines internationalen Vertrages von einem Teilnehmerland für die Einhaltung der verbindlichen Standarte im Nationalrechtssystem eines zwischennationalen Gremiums führt in der Regel zur Einschränkung seiner Souveränität und zu den Kollisionen im National- und besonders im Verfassungsrecht.

Die Umsetzung solcher Art stellt an mehrere Länder eine ähnliche Frage nach dem Rang der Konvention in ihrem Rechtssystem und nach der Form der Einhaltungspflichten von den EGMR-Entscheidungen, insbesondere in dem Fall, wenn die Verfassungsvorstellungen eines einzigen Staates, schon in den fertigen Gerichtsentscheidungen vorliegen.

Ich möchte mich gerade mit diesem Problem in meinem Beitrag beschäftigen.

### **Die Geltung der Europäischen Konvention zum Schutze der Menschenrechte und Grundfreiheiten in Rechtssystemen Russland:**

#### 1. Europäische Konvention im System des russischen Rechts

Der Beitritt Russlands zum Europarat am 28. Februar 1996, die Ratifizierung der Konvention zum Schutze der Menschenrechte und Grundfreiheiten, die Anerkennung der obligatorischen Gerichtsbarkeit des Europäischen Gerichtshofs für Menschenrechte wurden für Russland notwendig,

- um seinen Einflussbereich zu erweitern,
- um die Mittel der internationalen Organisation für die Erklärung seiner Position und der öffentlichen Meinungsbildung zu nutzen,
- um nationale und staatliche Interessen umzusetzen,
- um und sich an wichtigen internationalen Entscheidungen zu beteiligen.

Die Europäische Konvention, die in das russische Rechtssystem eingeschlossen ist, wurde zu einem wichtigen Intensivierungsfaktor zur Vervollkommnung des staatsrechtlichen Sicherungssystems in der Verwirklichung der Grundrechte. Daran anschließend entstand die Frage nach der Stellungsbestimmung der Europäischen Konvention im russischen Rechtssystem.

Russland ratifizierte die Konvention in dem Bundesgesetz vom 30. März 1998 unter die Nummer 54-BG. Die Frage nach der Stellung und der Geltung ratifizierter internationaler Verträge bleibt noch strittig und hat bis heute noch in Theorie keine allgemeinerkannte Antwort gefunden.

In Übereinstimmung mit dem Absatz 4 des Artikels 15 der russischen Verfassung sind internationale Verträge ein Teil ihres Rechtssystems und haben Priorität bei der Gesetzesanwendung. Das russische Rechtssystem sieht zwei Arten von Bundesgesetzen vor, solche wie das Bundesverfassungsgesetz und das Bundesgesetz. So stellt sich die Frage nach der Position der internationalen Verträge gemäß Absatz 4 des Artikels 15 der Verfassung der Russischen Föderation.

In der russischen wissenschaftlichen Literatur ist bis heute noch das Problem der Vorrangstellung des Bundesverfassungsgesetzes über den ratifizierten internationalen Verträgen und in Gegenrichtung nicht gelöst. Die meisten Gelehrten und Praktiker gehen aus der Vorrangstellung des Bundesverfassungsgesetzes über den internationalen Verträgen, indem sie es dadurch argumentieren, dass das BVG ein Normativakt ist, der die Verfassungsnormen umsetzt. Zur Unterstützung dieser Position kann man sagen, dass durch das Bundesgesetz ratifizierte internationale Verträge ihre Form im Nationalrecht haben und dadurch ihre Kraft haben und einen höheren Status nicht bekommen können, als das BVG. Verdienter Jurist der Russischen Föderation Zorkin Valerij Dmitrievitsh betonte, dass "die Prinzipien der staatlichen Souveränität und die Vorherrschaft der Verfassung im Rechtssystem Russlands gehören zu den Grundlagen seiner Verfassungsordnung. Die Europäische Konvention als ein internationaler Vertrag Russlands ist ein integrierter Bestandteil seines Rechtssystems, aber sie kann nicht über der Verfassung sein.

Die Russische Verfassung priorisiert im Artikel 15 einen internationalen Vertrag über den Gesetzesbestimmungen, aber nicht über den Bestimmungen der Verfassung. Da kann man aber ein Gegenargument anführen darüber, dass jeder Gesetz Verfassungsnormen konkretisieren soll. Dabei unterscheidet Absatz 4 des Artikels 15 der russischen Verfassung unter den Arten von Gesetzen nicht, aber legt die Vorrangstellung der Verträge darüber.

Unter Berücksichtigung der Vorrangstellung der Verfassung als Grundlage brauchen wir nicht das BVG über die internationalen Verträge zu positionieren, weil in den Fällen, wo diese gegen die Verfassung verstoßen, gelten sie auf dem Gebiet der Russischen Föderation nicht.

Die Europäische Konvention nimmt aus vielen Gründen einen besonderen Platz im System der nationalen Rechtsordnung ein. Aus der Sicht der russischen Verfassung muss man die Bestimmung des



Absatzes 4 des Artikels 15 zusammen mit dem Absatz 1 des Artikels 17 behandeln. Die Konvention gilt in Russland aufgrund des Artikels 17 der Verfassung als Verfassungsinstrument für die Anerkennung und den Schutz der Rechte und Freiheiten des Menschen und des Bürgers, das heißt, als Instrument des Verfassungsrechts. Die Konvention wirkt in Russland aufgrund. Eine ähnliche Position vertritt Ebzeev Boris Safarovitsh, er behauptet: "... Obwohl die Konvention selbst keinen Maßstab für verfassungsgerichtliche Kontrolle beziehungsweise kein Kriterium der Verfassungsmäßigkeit von einem oder anderem Akt formal und rechtlich darstellt, wird sie praktisch als ein Akt benutzt, der eine verfassungsgerichtliche Bedeutung hat».

Auf Grund des Artikels 17 der Verfassung der Russischen Föderation kommen einige Forscher zur Schlussfolgerung über die Vorrangstellung des Völkerrechts für Menschenrechte über der Verfassung.

## 2. Einfluss der EMRK auf Gerichtsverfahren in Russland

In Übereinstimmung mit Artikel 46 der Konvention erkennt Russland auch ohne besondere Vereinbarungen die Rechtsprechung des Europäischen Gerichtshofs für Menschenrechte in den Fragen der Auslegung und Anwendung der Konvention und ihrer Protokolle als verbindlich, falls Russland die Bestimmungen des Vertrags vermutlich verletzt, wenn die vermutliche Verletzung nach ihrem Inkrafttreten aufgetreten ist. Damit wird die Verbindlichkeit der Entscheidungen des Europäischen Gerichtshofs für Menschenrechte unterstrichen, und die Ratifizierung der Europäischen Konvention wird zu einer wichtigen Garantie der Rechte und Freiheiten des Menschen und des Bürgers. Darum soll die gerichtliche Anwendung der Konvention durch die Praxis des Europäischen Gerichtshofs berücksichtigt werden, um jede Verletzung der Konvention zum Schutze der Menschenrechte und Grundfreiheiten zu vermeiden.

Es sei betont, dass das Europäische Gerichtshof die Bestimmungenauslegung der Europäischen Konvention unter Berücksichtigung der modernen Gesellschaftsrealien verwirklicht, und die Bestimmungen gewinnen dadurch eine tiefere Bedeutung. In diesem Zusammenhang sind Entscheidungen des Europäischen Gerichtshofs für Menschenrechte in Hinsicht auf ihre Übereinstimmung mit nationalem Recht interessant.

In der Entscheidung des Plenums des Obersten Gerichts der Russischen Föderation vom 10. Oktober 2003 Nummer 5 «Über die Anwendung der ordentlichen Gerichte der allgemein anerkannten Prinzipien und Normen des Völkerrechts und der internationaler Verträge» wurde es insbesondere betont, dass die Auslegung eines internationalen Vertrags gemäß der Wiener Konvention über das internationale Vertragsrecht vom 23. Mai 1969 umgesetzt werden soll.

In der Entscheidung des Plenums des Obersten Gerichts vom 19. Dezember 2003 Nummer 23 «Über Gerichtsentscheidung» wurde darauf hingewiesen: die Gerichte sollen bei der Feststellung der Widersprüche in den Rechtsnormen die Entscheidungen des Europäischen Gerichtshofs für Menschenrechte berücksichtigen, wo entsprechende Bestimmungen ausgelegt sind.

Einen vollständigen Ausdruck der Bedeutung von Rechtsbestimmungen des Europäischen Gerichtshofs für Menschenrechte für Russland ist in dem Beschluss des Plenums des Obersten Gerichts der Russischen Föderation Nummer 21 vom 27. Juni 2013 "Über die Anwendung der EMRK und ihrer Protokolle von den ordentlichen Gerichten". Die Aktualität dieses Beschlusses wird durch eine hohe Anzahl von Beschwerden aus Russland verursacht. In der Beschluss wird betont, dass die Rechtsbestimmungen des Europäischen Gerichtshofs für Menschenrechte, die die Schlussbestimmungen des Gerichts in Bezug auf Russland enthalten, sind für alle Gerichte verbindlich.

Um die Menschenrechte und Freiheiten wirksam zu schützen, berücksichtigen die Gerichte die Rechtsgrundlagen des Europäischen Gerichtshofs, die als endgültige Verordnungen in Bezug auf andere Konventionsteilnehmer angenommen sind. Dabei wird diese Rechtsgrundlage vom Gericht berücksichtigt, wenn die Umstände der von ihm zu behandelnden Sache den Umständen ähnlich sind, die zum Gegenstand der Analyse des Europäischen Gerichtshofs geworden sind. Das unterstreicht erneut die Verbindlichkeitspflicht der Verordnungen des Europäischen Gerichtshofs von der Russischen Föderation, die dem gegen sie angenommen wurden.

Die Verordnung des Europäischen Gerichtshofs ist eine Grundlage für die Revision einer Zivilsache im Rahmen der neuen Umstände. In der Verhandlung solcher Sache kann das Gericht zu einer Schlussfolgerung kommen über die Unmöglichkeit der Vollstreckung der Entscheidung des Europäischen Gerichtshofs im Rahmen der russischen Gesetzgebung. Eine eigenständige Entscheidung solcher Sache von den ordentlichen Gerichten könnte zur unterschiedlichen Beurteilung über die Verfassungsmäßigkeit einer und derselben Gesetzesbestimmung führen. Somit würde die Vorrangstellung der russischen Verfassung selbst in Frage gestellt. Da die Europäische Menschenrechtskonvention im Wesentlichen die gleichen Werte wie die russische Verfassung anerkennt, bringt eine solche Schlussfolgerung zur Überprüfung der Verfassungsmäßigkeit der Norm, die durch die Entscheidung des Europäischen Gerichtshofs angenommen wurde. Somit nimmt die Europäische Konvention als Quelle der russischen Gesetzgebung, bei Behalten der

Vorrangigkeit der russischen Verfassung, Einfluss auf die Entwicklung der russischen Gesetzgebung. Jedoch kann nur das Verfassungsgericht der Russischen Föderation über die Verfassungsmäßigkeit der Norm entscheiden, die durch die Entscheidung des Europäischen Gerichtshofs für Menschenrechte beeinflusst wurde.

### **Die Geltung der Europäischen Konvention zum Schutze der Menschenrechte nach deutschem**

#### **Recht:**

##### 1. EKMR im deutschen Rechtssystem

Gemäß Absatz 2 des Artikels 59 des Grundgesetzes der BRD, erfordern die Verträge, welche die politischen Beziehungen des Bundes regeln, oder sich auf Fragen der Bundesgesetzgebung beziehen, die Genehmigung oder die Fürsorgestellenregeln, in diesem Fall zuständigen Bundesgesetzgebung in Form eines Bundesgesetzes zur Umsetzung». Daraus folgt, dass Verträge in Deutschland durch das Bundesgesetz ratifiziert werden sollen. Somit wird ein ratifizierter Vertrag in einen Teil des nationalen Rechts transformiert und hat den Rang eines Bundesgesetzes mit all seinen Folgen.

Nach der Ansicht des Bundesverfassungsgerichts gehören die Normen der Konvention meist nicht zu den „allgemein anerkannten Normen des Völkerrechts“, und deshalb unterliegen

nicht dem Anwendungsbereich des Artikels 25 des Grundgesetzes, der festlegt, dass "die allgemein anerkannten Normen des Völkerrechts" ein Bestandteil des Bundesrechts sind. Sie haben Vorrang vor Gesetzen und schaffen unmittelbar Rechte und Pflichten für den Einzelnen im Gebiet des Bundes. Aus dem Bundesgesetz-Status folgt, dass die Normen der Konvention der Verfassung grundlegend entsprechen sollen und den Grundregeln der Auslegung unterliegen.

Demgegenüber entsteht in Deutschland keine Frage, nach den Maßnahmen im Hinblick auf die Verfassungsgesetze, wie in Russland, weil der Begriff Bundesgesetz keine Rangunterschiede enthält. Die Anwendung dieser Regeln würde natürlich im Laufe der Zeit zur Ungültigkeit des internationalen Vertrags führen, der recht abstrakt dargelegt ist und nur einmal abgeschlossen wird. Eine solche Auslegung ist würde die Verletzung der internationalen Verpflichtungen des Staates bedeuten, woraus das Bundesverfassungsgericht schließt, dass der Gesetzgeber in der Perspektive Gesetze in der Absicht annimmt, dass sie der Europäischen Konvention entsprechen. Zugleich zieht das Bundesverfassungsgericht ihre Normen bei der Auslegung des Grundgesetzes hinzu, wenn es nicht zur Verminderung des Rechtsschutzniveaus führen soll. Daraus folgt, dass alle Behörden die Menschenrechte, die in der Konvention verankert sind, im Rahmen des Grundgesetzes einhalten sollen.

##### 2. Einfluss der EMRK auf Gerichtsverfahren in Deutschland.

Die Entscheidungen des Europäischen Gerichtshofs für Menschenrechte sollte ein integrierter Bestandteil der Entscheidung sein. Also zeigen die Entscheidungen des Europäischen Gerichtshofs für Menschenrechte die Art und Weise der Auslegung der nationalen Gesetzgebung.

Wie das Bundesverfassungsgericht hinweist, soll das Gericht auch nicht darüber vergessen, dass die Bestimmungen des Grundgesetzes der Überprüfung der Sache zugrunde gelegt werden sollen. Aus der Rangstelle der Konvention in der Normenhierarchie in Deutschland folgt, dass nach Ansicht des Bundesverfassungsgerichts können die Bundesbürger eine Verfassungsbeschwerde gegen die Verletzung ihrer Rechte nicht direkt ins EGMR einreichen.

#### **Abschluss**

Die Europäische Menschenrechtskonvention ist ein wesentlicher Bestandteil des Rechtssystems des Staates, indem sie im Rahmen des Völkerrechts eine allgemeine Rechtskraft hat.

In der Verfassung der Russischen Föderation heißt es: wenn ein internationaler Vertrag andere Regeln als ein Staatsgesetz hat, so werden die Regeln des internationalen Abkommens angewendet, in unserem Fall der Menschenrechtskonvention. Dasselbe erfordert auch die deutsche Verfassung. So hat die Europäische Konvention zum Schutze der Menschenrechte und Grundfreiheiten einen allgemeinverbindlichen Charakter der der Staatsgerichte und aller öffentlichen Behörden in Russland und in Deutschland. Folglich haben alle Bürger dieser Länder Rechte und Pflichten, die in der Europäischen Konvention zum Schutz der Menschenrechte und Grundfreiheiten verankert sind und können ihre Anwendung von dem innerstaatlichen Gerichtsverfahren verlangen.

Das Grundprinzip der Geltung der Konvention besteht darin, dass die Verantwortung für die Einhaltung der in der Konvention verankerten Rechte bei den Unterzeichnerstaaten liegt.

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#### **BIRD POPULATION OF URBAN FOREST AREAS**

##### **НАСЕЛЕНИЕ ПТИЦ ГОРОДСКИХ ЛЕСОПАРКОВЫХ ТЕРРИТОРИЙ**

The role of cities in the life of human society is growing rapidly. It is the result of concentration and intensification of various forms of people's activities. As a result of the constantly increasing anthropogenic and technical impact the atmosphere, flora and fauna, hydrosphere and climate in cities are changing to a large extent. This influence is particularly dramatic for the fauna of urban areas. In connection with this part of the species of flora and fauna disappears or becomes small. Some urban populations of certain species are distinguished by behavioral features, as well as by altered annual and daily cycles.

The research of urban ecosystems is important for planning and purposeful creation of the urban environment, to preserve the greatest possible number of species, endangered in connection with a fundamental transformation of their habitats. Among the inhabitants of the city one of the most suitable objects to study are birds.

Birds are part of nature and their number of them is the largest among of all classes of Vertebrates. Next to man, there is a large variety of birds. Birds are a very effective component of biogenesis involved in the regulation of insects, including pests of green plantings and horticultural crops. In addition, the importance of birds, especially singers, is very great in creating a psychologically supportive environment for human life in the city.

The availability of birds for observation, their abundance make the research relatively easy. So birds have always been and will be a favorite material for scientific research. But the protection of birds is a relevant area.

The purpose of the research is to reveal the methods of attracting birds to Izhevsk and to its suburbs.

Based on the literature review and bird watching in Izhevsk and in its suburbs the following methods of attracting birds were identified:

1. Installing nesting houses and feeders for birds in the gardens and in urban forest areas;
2. The use of a large diversity of woody and herbaceous plants typical for this region;
3. The planting of native species of plants typical for this region;
4. Deliberate selection and planting of shrubs bearing thorns (rose hips, buckthorn, barberry, and others), to protect the birds from wild predators and domestic cats;
5. Proper placement of plants in the area and distribution of seats available for lawns that provide access to insect-eating birds to invertebrate animals living in the soil;
6. The creation of the area of the islets of wild plants without any treatment;
7. The active use of the fence in the garden design to create barriers against the invasion of wild predators of birds and domestic cats;

8. The creation of permanent sources of water for birds in the area, such as ponds, fountains and baths.
9. Limiting the use of pesticides and insecticides in gardens.

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### **THE ROLE OF NATO IN THE BOSNIAN WAR** **РОЛЬ НАТО В БОСНИЙСКОЙ ВОЙНЕ**

The end of the Cold War brought significant changes on the world political map. The collapse of Soviet Union and communism provoked political shifting in many regions of the Planet. The most problematic shift-over took place on the Balkan Peninsula, when erstwhile successful and flourishing country Socialist Federal Republic of Yugoslavia began to disintegrate. It led to the bloody conflicts between the nations of the former Yugoslavia. One of the bloodiest conflicts in Yugoslavia was the Bosnian War, involving many actors, one of which was North Atlantic Treaty Organization. My research is the analysis of the NATO's role in the Bosnian War from the political and military perspective.

Main belligerents of this War were Republic of Bosnia and Herzegovina, Croatia and NATO vs. Republika Srpska (Bosnian Serbs), Republic of Serbian Krajina, and Federal Republic of Yugoslavia.

The main battles were between the Bosnian Serbs and the Bosnians.

The Bosnian War was very complicated conflict remarkable by the numerous facts of ethnic cleansings (e.g. Srebrenica massacre), which attracted attention of the world community. The United Nations Security Council adopted three resolutions №713, 743 and №781; they put sanctions on Yugoslavia, imposed embargo on the weapon delivery and established no-fly zone over Bosnia. UNSC Resolution №743 established UN Protection Force (UNPROFOR). They were deployed to Bosnia specifically to protect aid convoys and for keeping peace.

However, their military mandate was limited to self-defense and UNPROFOR was insufficient to the challenges it would confront in Bosnia. To assist UNPROFOR in its enhanced mandate, NATO authorized air assets to monitor violations, although without any authority to intervene. This was the first deployment of NATO forces in Bosnia. Thus, NATO first involved into the conflict in the frame of peacekeeping operations. Regarding no-fly zone regime NATO authorized operation Sky-Monitor that later turned into the operation called Deny Flight.

However, as the time went by, the tension of the war rose and ethnic cleansings remained. In response to the violations of the peacekeeping process in "safe areas", on 30 August NATO turned its former operation Deny Flight into the Operation Deliberate Force – NATO's huge air military operation against Bosnian Serbs.

1,026 bombs were dropped during the operation, striking 338 Bosnian Serb targets, many of which were destroyed and the immense damage was caused to the infrastructure of Bosnian Serbs. Eventually the Bosnian Serb army surrendered and returned to the negotiations, which became NATO's strategic victory. Dayton Agreement became the product of these negotiations. According to the Dayton Agreement Bosnia and Herzegovina was split into two parts: Bosnian and Serb with a specific legal system. The agreement mandated a wide range of international organizations to monitor, oversee, and implement components of the agreement. NATO launched so-called Implementation Force (IFOR) for implementing the agreement (its successors stay in Bosnia even today).

Without doubt NATO was a key-actor during the Bosnian war. However, there are two opposite points of view on NATO's role in the Bosnian war. One might be called apologetic, it states that NATO was truly a peacekeeper and brought peace into Bosnia. Its adherents are mostly western researchers (such as I. Daalder, M. O'Hanlon, J. Steinberg etc.). The apologists claim that: NATO's participation in the conflict changed the war pattern (Bosnian Serbs terminated heavy attacks); Bosnian Serb army stopped to dominate in the conflict after the NATO's involvement; the number of ethnic cleansing significantly reduced; belligerents took up negotiation process and the War ended.

However, there's another point of view, an approach of opponents of NATO's positive role (M. Mandelbaum, D. Gibbs, M. Chossudovsky etc.) They say that NATO's aim was not to bring peace in Bosnia, but spread its influence over the large region of Southern Europe – Balkan Peninsula, pursuing financial and political interests of the USA. Under the mask of peacekeeping operation NATO deployed its forces into the region and eventually started to dominate there. Nowadays such Balkan countries as Croatia and Albania are the members of NATO, besides there are two more American-oriented countries today – Bosnia and Kosovo.

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### **LA ORGANIZACIÓN DEL TRATADO DEL ATLÁNTICO NORTE EN LA GUERRA DE BOSNIA**

#### **ОРГАНИЗАЦИЯ СЕВЕРОАТЛАНТИЧЕСКОГО ДОГОВОРА В БОСНИЙСКОЙ ВОЙНЕ**

El colapso del comunismo provocó muchos cambios en el mundo y en el mapa político. Los gobiernos comunistas fueron cambiados por los regímenes democráticos en los países de Europa Central y Europa Oriental (Polonia, Checoslovaquia, Hungría etc).

La región de la Península Balcánica que está en el sur de Europa sufrió de muchas guerras civiles. En 1990 el estado unido de Yugoslavia, que estaba compuesto por 6 estados autónomos (República Socialista de Serbia, RS de Bosnia y Herzegovina, RS de Croacia, RS de Eslovenia, RS de Montenegro y RS de Macedonia) empezó a desintegrarse. El conflicto más cruel en la Península fue la guerra de Bosnia con muchos beligerantes, incluso organizaciones internacionales tales como la ONU y la OTAN. El objetivo de este trabajo consiste en el análisis del papel de la OTAN en esa guerra.

La Guerra fue muy cruel y fue caracterizada por las limpiezas étnicas (por ejemplo Masacre de Srebrenica) llamando atención de la comunidad internacional, especialmente de la ONU. El Consejo de Seguridad de las Naciones Unidas adoptó muchas resoluciones (más importantes fueron №713, №743, №781) que aplicaron las sanciones a Yugoslavia, convirtiendo Bosnia en la zona de no sobrevuelo. La Resolución número 743 estableció la Fuerza de Protección de las Naciones Unidas (UNPROFOR en inglés).

La OTAN decidió ayudar a UNPROFOR en sus operaciones, de esa manera la OTAN intervino en la Guerra. La OTAN en total realizó tres operaciones durante el conflicto. Primera fue la operación «Sky-Monitor» (cuando los soldados de la OTAN sólo observaron la zona de no sobrevuelo), que después fue ampliada y se convirtió en la operación llamada «Deny Flight» (mismo control pero con derecho de usar armas contra los infractores).

La última operación fue la de la «Fuerza Deliberada». Durante esa operación los soldados tiraron 1026 bombas y destruyeron 338 objetos de los serbios e hicieron mucho daño a la infraestructura de los serbios. Tras estos ataques, el ejército de los serbios se rindió y las negociaciones comenzaron, entonces la OTAN ganó. El producto de las negociaciones fue el Acuerdo de Dayton.

Indudablemente, la OTAN se convirtió en el actor principal de la Guerra de Bosnia. Sin embargo, en la ciencia política hay dos puntos de vista opuestos sobre su papel en el conflicto: uno de los apologistas y otro de los antagonistas de la intervención. Los apologistas dicen que la participación de la OTAN en este conflicto ayudó a acabar con la guerra y las limpiezas étnicas se redujeron. Sus oponentes piensan que la OTAN no quería ayudar a los ciudadanos y terminar la Guerra, sino realizar su estrategia regional y extender la influencia de la OTAN en Europa del sur a costa de muchas víctimas.

En conclusión debo señalar que la influencia de la OTAN en Europa de hoy es muy significativa. Además tales países de la Península Balcánica como Croacia y Albania después de la guerra se ingresaron en la OTAN, y para más señas Bosnia y Kosovo están orientados hacia los Estados Unidos en la política y la económica.

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## **PEAT BURNING IN COMBINED HEAT POWER PLANTS** **СЖИГАНИЕ ТОРФА НА ТЭЦ**

Peat is an invaluable resource which the nature has given to mankind. People in ancient times used it as a biofuel. In the modern world peat is utilized in many spheres, such as medicine, biochemistry, agriculture, etc.

People have been using peat for several centuries. First they found out that peat was ready to burn and thus generate the heat. This fuel was used domestically: to cook food, to heat the dwellings.

With industrial and scientific progress people started to use peat in large scales for example in thermal stations. According to “Rostorfinvest” company peat consumption in Russian power plants reached its maximum level in 1965 (27,9 million tons). In agricultural sector 160–180 million tons of peat were annually extracted. Now the peat share in fuel balance of Russia doesn't exceed 0,1%.

Presently the extraction of this raw materials makes up to 2 million tons annually whereas peat stock in Russia is more than 175,6 billion tons.

The largest consumer of peat in Russia is the “T Plus group” energy company that extracts about 900 thousand tons of peat per year.

Peat is considered to be a renewable resource. The process of peat formation is a chain of natural activity. The annual peat formation is on average estimated at 150 thousand tons. Being the part of ecosystem peat and the process of its extraction should be treated rather carefully.

Peat formation. Peat is formed as a result of plants decay in the conditions of limited access of air. As a rule, it is formed in marsh areas. Milling peat is the dried-up crumb of a different form and the sizes received by a milling way of production. The size of such peat pieces differs from 5 to 60 mm.

Peat extraction has several steps. The first one is the drainage of the area, chopping down the trees and grass vegetation. Extraction of fragmented peat differs in the milling way from other methods in intensive drying of deposits, low cost and labor input, a short production cycle and high level of mechanization

There are different kinds of peat according to its nature:

1. terrestrial peat
2. transition moor peat
3. low moor peat

Transportation and its difficulties. Although this fuel is neither explosive nor toxic still there are some problems in its transportation. As it contains the high percentage of moisture in winter it freezes to the walls of the container and it is hard to unload. In summer when the temperature is high it can cause spontaneous combustion.

Burning peat. First the peat goes to the fuel pulverizing plant where it is dried, grinded and separated from alien objects such as metal and wood pieces, some pebbles. Preliminary drying and grinding makes the process of burning more efficient.

There are a lot of different devices and machines used to prepare peat for burning. These are central and local pulverized-peat systems, mills, central grinding plant and so on. The technologies with direct-firing pulverized fuel exhauster systems and direct-fired systems are often used in combined heat power plants.

Ecological problems. Any process of production and extraction is harmful for nature, and peat production is not an exception. The main ecological problems are the following:

- water systems violations
- landscape and soil violations
- fresh water sources deterioration
- air basin pollution
- animals living conditions bad deterioration

On the other hand there are some economic advantages in using peat as a fuel.

- Peat is a renewable source of energy
- Peat contains some oxygen that allows it to burn without additional air supply

- The ashes remained after combustion can be used as a fertilizer.

Combined heat and power plant in Izhevsk.

There are two combined heat and power plants in Izhevsk.

Combined heat and power plant 1. The established electric power there is 290,6 MW, the established thermal power is 643,8 Gcal/h. Commissioning dates back to 1934. The main fuel used here is natural gas and oil. Combined heat and power plant 2 with the established electric power in 390 MW and established thermal power in 1474 Gcal/h also does not utilize peat as a fuel. The main reason is that peat is not extracted in the Udmurt Republic and the transportation is too expensive to make the usage economically efficient. Although peat as a fuel is much more friendly for ecology as harmful emissions are much less in comparison with coal burning.

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## **EINIGE PROBLEME DER ENTWICKLUNG VON DEN GRÖßTEN INDUSTRIEENTWICKELTEN LÄNDERN**

### **НЕКОТОРЫЕ ПРОБЛЕМЫ РАЗВИТИЯ ОСНОВНЫХ ПРОМЫШЛЕННО РАЗВИТЫХ СТРАН**

This article focuses on some problems of the development of the main industrially developed countries. Industrialized countries occupy a dominant position in the world economy, in connection with this the relevance of this topic is great. At present about 23% of the world's population live in industrialized countries, where most of economic scientific and technological potential is concentrated. In these countries more than 50% of world GDP (gross domestic product) is produced.

Die Industrieländer nehmen eine beherrschende Stellung in der Weltwirtschaft, heutzutage ist dieses Thema hoch, weil die Veränderungen in dem sozioökonomischen Leben dieser Länder im Weltwirtschaftszustand, als Ganzes auswirken. Zu den hochentwickelten Hauptindustrieländern gehören 24 Länder. Das sind Australien, Österreich, Belgien, Großbritannien, Dänemark, Deutschland, Griechenland, Irland, Island, Irland, Italien, Luxemburg, Niederlande, Neuseeland, Norwegen, Portugal, San Marino, USA, Finnland, Frankreich, Schweden, Schweiz Japan. Seit 1996 zu den Hauptindustrieländern gehört auch Singapur.

Die wichtigsten Funktionen der Industrieländer :

1. Das hohe Niveau des BIP. In den meisten Industrieländern steht diese Zahl bei 30 bis 100 Tausend Dollars.

Tabelle 1 – Merkmale der Länder BIP, Doll. USA

№	Das Land	2013 Jahr	2014 Jahr	2015 ahr
1	Luxemburg	95587	98110	103187
2	Singapur	80295	82762	53 224
3	Norwegen	65685	64940	76 266
4	USA	52592	54353	55 904
5	Australien	46930	46973	51 642
6	Deutschland	44999	46394	45 085
7	Dänemark	45697	46000	51 424
8	Schweiz	45067	45298	48 966
9	Kanada	44320	45070	51 911
10	Japan	36700	36549	38 492

2. Diversifizierte Wirtschaftsstruktur. In diesem Fall ermöglicht der Leistungsumfang der Produktion zurzeit von mehr als 60% des BIP der Industrieländer.

3. Die soziale Struktur der Gesellschaft.

Die Industrieländer haben eine führende Rolle in der Weltwirtschaft gespielt. Ihr Anteil an der Welt-Bruttoinlandsprodukt ist mehr als 54%, während der Anteil der weltweiten Exporte - mehr als 70% [13].

Unter den Industrieländern spielt die wichtigste Rolle eine Gruppe von sieben Länder. Das sind Vereinigten Staaten, Kanada, Deutschland, Großbritannien, Frankreich, Italien, Japan. Sie bieten 47% des weltweiten BIP und 51% der weltweiten Exporte an.

Zu dieser Gruppe gehört auch Japan - ein Land von 126,9 Millionen Menschen, das auf 3000 Inseln liegt und eine der führenden Positionen in der Weltwirtschaft nimmt.

Japan hat den zweiten Platz in der Welt (nach den USA) in der wirtschaftliche Entwicklung mit einem BIP von etwa 5 Billionen Dollars ist [14].

Allerdings bedeutet dies nicht, dass es keine besondere Stärke in dem gleichen Wirtschaftssektor ist. Ein soziales Problem in Japan ist die Älterung der Nation, Verzichtung der Jugend auf traditionellen Werten.

Das erste Problem ist die Älterung der Nation. Es ist nicht nur das demographische und soziales Problem (Bild 1), die Zahl der erwerbsfähigen Bevölkerung führt zu einer Abnahme der Produktivität.

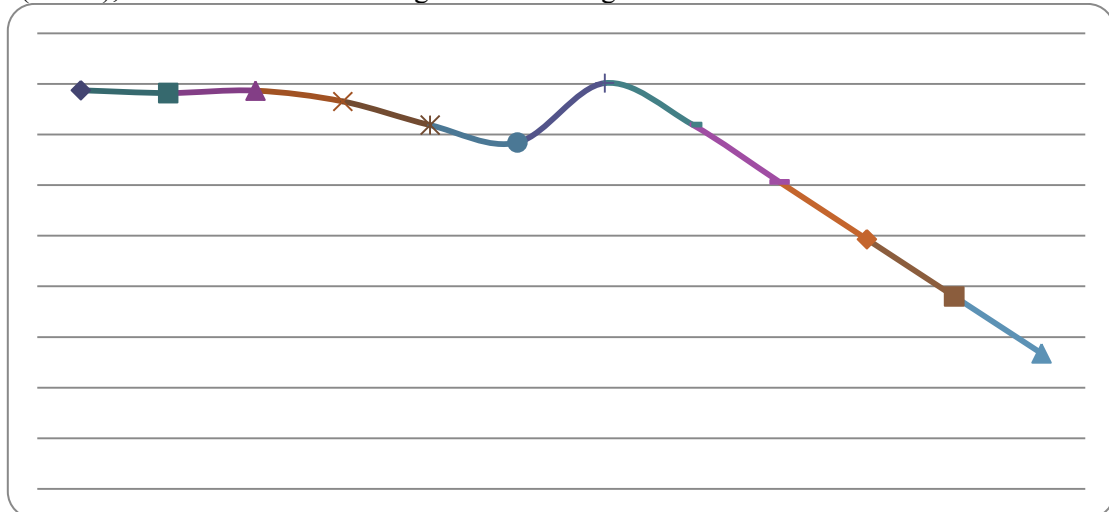


Bild 1 – Die Zahl der erwerbsfähigen Bevölkerung in Japan 2005 – 2016, Tsd. Menschen.

Ein weiteres Problem, die Aufmerksamkeit wert ist, ist die Frage nach der Umverteilung der Steuerlast: Die Zahl der Bürger, die die Sozialversicherung brauchen, wächst jedes Jahr, aber die Zahl der Bürger, die in der Lage sind diese Steuerlast zu tragen, fällt.

Nächstes Problem – ist, die Erhöhung der Wettbewerbsfähigkeit der ausländischen Waren. Japanische Produkte können nicht mehr auf die bedingungslose Führung in Branchen zahlen, in denen Technologie-Schneide nicht der wichtigste Faktor ist.

Es gibt Probleme im Sozialbereich. Die jungen Menschen werden immer weit von den traditionellen japanischen Werten entfernt.

In der mittel- und langfristigen Zeit möchte Japan den privaten Sektor bauen, ihn mit der Geschäftstätigkeit füllen und eine kleine und effiziente Regierung erreichen.

Der Politik „aus dem öffentlichen in den privaten Sektor“ und „von der Mitte zu den Regionen“ entsprechend, sind die Reformen des öffentlichen Sektors durchzuführen.

Japan definiert wissenschaftliche Technologie als eine der nationalen Prioritäten, proklamierte die Verwirklichung der Idee der Schaffung „eines Staates auf der Grundlage wissenschaftlicher Technologie und Kreativität“ [14].

Ein weiteres Land mit einer starken Industrie, mit einem hohen Lebensniveau und als eine wirtschaftliche Lokomotive der Europäischen Union erkannt ist, ist Deutschland. Das deutsche Wirtschaftsmodell ist mit einer sozialen Marktwirtschaft verbunden [10].

Das erste Problem, das in der sozioökonomischen Entwicklung in Deutschland eine wichtige Rolle spielt, ist eine hohe Arbeitslosigkeit, durchschnittlich höher als im Euroraum. Solche Arbeitslosigkeit ist (auch bei den Bedingungen mit reduzierter Steigerung) unbedeutend (Tabelle 2). Das Phänomen der Langzeitarbeitslosigkeit ist besonders gefährlich, weil in diesem Zeitraum die Arbeitslose die wichtigen Fähigkeiten verlieren.



Tabelle 2 – Anzahl und der Prozentsatz der Arbeitslosen in Deutschland [16]:

	2010	2011	2012	2013	2014
Die Zahl der Arbeitslosen in der EU, th. Menschen.	1179 5	1410 2	1474 2	1421 9	15080
Die Zahl der Arbeitslosen in Deutschland, th. Menschen.	3136	3228	2946	2501	2316
Deutschland-Anteil am Gesamtzahl der Arbeitslosen in der EU	0,27	0,23	0,20	0,18	0,15

Ein weiteres Problem in Deutschland ist die Verlangsamung des Wachstums der Arbeitsproduktivität. Die Arbeitsproduktivität wuchs so langsam, dass sich das Niveau vor dem Hintergrund der durchschnittlichen EU-Ebene wesentlich verringert.

Es gibt Probleme im Bereich der staatlichen Verwaltung. Bürokratie und die allgemeine ineffektive Arbeit des Staatsapparates führen nicht zur wirtschaftliche Entwicklung Deutschlands [9].

Ein weiteres wichtiges sozioökonomisches Problem in Deutschland - die Älterung der Bevölkerung. Dies ist aufgrund der niedrigen Geburtenzahl und eine steigende Lebenserwartung in Deutschland [11].

Es ist erwähnenswert, dass man eine beunruhigende Tendenz in dem Außenhandel von Deutschland sieht, nämlich eine hochorientierte Deutschewirtschaft auf die Exporte. Deutschland nimmt heute weltweit die dritte Stelle im Bezug auf die Exporte, aber es ist möglich, die negativen Aspekte dieses Phänomens zu beachten. Das Wachstum der deutschen Exporte wird durch eine Erhöhung des Überschusses der deutschen Handelsbilanz begleitet.

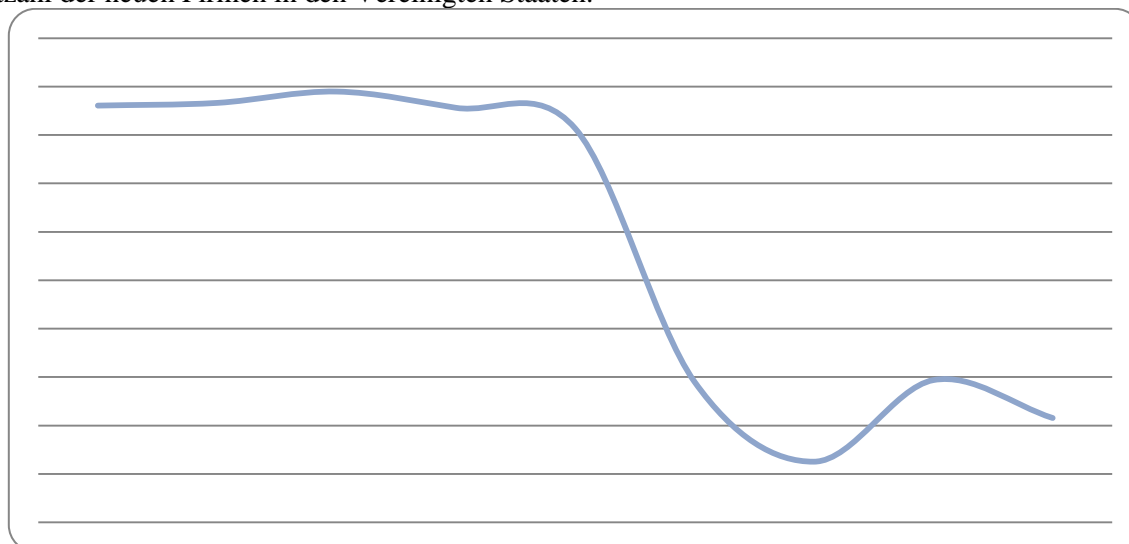
Vielversprechendes Ziel der Bundesregierung ist:

Erstens: die Einführung eines neuen Haushaltsregel „Debt Brake“, die über die Haushalte der Bundesländer für eine strenge Kontrolle bietet und auf dem Prinzip des „top-down“ Entwicklung des Gesamthaushalts des Konzepts und Grenzen mit weiteren Einzelheiten basiert.

Zweitens: Deutschland hat Maßnahmen ergriffen, die die öffentlichen Ausgaben für Bereiche mit großem Haushalt Multiplikator neu ausrichten. Bis zum Jahr 2016 stieg der Anteil der Ausgaben des Bundes auf Entwicklung und Innovation auf 3% des BIP. Es war auch ein Programm der Entwicklung der Infrastruktur 1 Milliarde. Euro ausgearbeitet.

Drittens: Es ist erwähnenswert, dass man die Entwicklung des Energiesektors in Deutschland plant.

Das nächste Industrieland, das wir betrachten, ist USA. Als Besitzer eines der mächtigsten Volkswirtschaften der Welt ist mit 17 Billionen Dollars geschätzt. Aber es ist erwähnenswert, dass die Grundlage der Wirtschaft - US-Geschäft - in den letzten Jahren verkümmert. Seit 35 Jahren geschah es zum ersten Mal, der „Tode“ in den amerikanischen Unternehmen überwiegt „Fruchtbarkeit“ - im Land erscheinen jedes Jahr von 400000 Start-ups, und 470000 Aktivität werden ausgeschaltet [17]. Die Grafik zeigt die Gesamtzahl der neuen Firmen in den Vereinigten Staaten.



Die Gesamtzahl der neuen Unternehmen, die in den Vereinigten Staaten eröffnet waren 2007 – 2015, pcs [17].

Die US-Wirtschaft ist jetzt weltweit an dritter Stelle nach der EU und China. Doch die US-Exporte von Industriegütern sind auf 1623 Milliarden Dollar, und sie importieren in 2.273 Billionen, das heißt, man kauft einhalb Mal mehr, als verkauft wird [12].

Bis zum Ende des Jahres 2015 beträgt die US-Staatsverschuldung \$ 18 Billionen.

Der Zeitpunkt des Zusammenbruchs der US-Wirtschaft ist kompliziert, und die Zeit hängt von den subjektiven Entscheidungen der Politiker ab. Nach den Berechnungen von David M. Walker, ehemaligen Leiter des GAO (Analog der Rechnungskammer der Russischen Föderation) im Jahr 2030 wird die Staatsverschuldung zu einer Phase des unkontrollierten exponentiellen Wachstums kommen. Um den Kollaps zu vermeiden, ist es notwendig, radikal die staatliche Politik zu ändern – eine Verringerung des Verbrauchs, Krankheitskosten und den militärischen Bereich, usw. [18].

Im Jahr 2015 ist es zum ersten Mal in der Geschichte der US-Mittelschicht zu Minderheit geworden [19].

Ab Mitte 2015 stehen die Haushalte vieler Staaten kurz vor dem Zusammenbruch.

Die Hauptziele der Finanzpolitik in den USA schneiden derzeit das Haushaltsdefizit und die Lösung des Problems der wachsenden Staatsverschuldung zu sein.

Zu den wichtigsten Artikeln des neuen Haushaltsentwurfs sind Investitionen in US-Infrastruktur, die Verringerung der Steuererleichterungen für US-Unternehmen, die Steuererhöhungen für wohlhabende Bürger und zugleich die Steuer für Bürger mit dem niedrigsten Einkommen zu mildern.

Aufgrund der wichtigen Rolle des kleinen Unternehmens in der Wirtschaft wird die US SBA für die Aufrechterhaltung des Sektors verpflichtet. Es ist die Verfügbarkeit von Finanzierungsmitteln für kleine Unternehmen durch die Bereitstellung ihrer eigenen Darlehen zu sichern und Kredite von privaten Banken an kleine Unternehmen zu garantieren.

Die Entwicklung der Industrieländer hat einen großen Einfluss auf die Lage des Weltmarkts sowie auch strukturellen und wissenschaftlichen und technologischen Wandel in der Weltwirtschaft. Heutzutage konzentriert man in den Industrieländern etwa 23% der Weltbevölkerung, sowie den Großteil des wissenschaftlichen, technischen und wirtschaftlichen Potenzials. In diesen Ländern produziert man mehr als 50% des weltweiten BIP. Der erste Platz nimmt in der Struktur des BIP der Industrieländer der Dienstleistungssektor, es ist mehr als 60%, auf die Industrie entfallen rund 25%, die Landwirtschaft etwa 3%. Im Allgemeinen sind die Industrieländer die Führer in der Elektro-, Elektronik-, Luftfahrt-, Automobil- und Chemieindustrie. Seit Anfang des neunzehnten Jahrhunderts ist die Entwicklung der Industrieländer zyklisch geworden, im Zusammenhang mit periodischen Überproduktionskrisen. Die konjunkturelle Entwicklung ist im Zusammenhang mit einer übermäßigen Ausweitung der Produktion, als ein Wunsch ein Einkommen zu verdienen.

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## **TOXIZITÄT URBANER BÖDEN UND IHRE AUSWIRKUNG AUF DEN ZUSTAND DER BEPFLANZUNGEN**

### **ТОКСИЧНОСТЬ ГОРОДСКИХ ПОЧВ И ЕЕ ВЛИЯНИЕ НА СОСТОЯНИЕ НАСАЖДЕНИЙ**

Eine erhöhte anthropogene Belastung in den Städten führt zu einer Veränderung nicht nur des Bodens, der Luft und des Wassers, sondern wirkt auch negativ auf die städtischen Bepflanzungen aus.

**Ziel der Arbeit** ist eine Untersuchung des Zustandes der holzigen und krautigen Pflanzen in den verschiedenen Kategorien der städtischen Bepflanzung und eine Bewertung der Auswirkungen des städtischen Raums auf ihren Zustand.

#### **Forschungsaufgaben:**

1. Bewertung des Zustandes und der Vielfalt der holzigen und krautigen Vegetation in verschiedenen Kategorien der städtischen Bepflanzungen.

2. Bewertung der Auswirkungen der städtischen Umwelt auf die Qualität des Saatguts- und Pflanzenwachstums in den ersten Phasen der holzigen und krautigen Pflanzen.

**Gegenstand der Untersuchung** sind die holzigen und krautigen Pflanzen, die in Izhevsk wachsen und zu den verschiedenen ökologischen Kategorien der städtischen Bepflanzungen gehören:

Die Waldschutzgebiete der großen Industriewerke (Autowerk, Plastikherstellungswerk), der Rand von den Kirov- und Novoazhimov-Straßen. Als Kontrollprobe dienen die Bodenproben vom Stadtboulevard und vom Windschutzwald, 90 km von der Stadt entfernt.

#### **Forschungsprogramm:**

I. Charakteristik der Wachstumsbedingungen

1. Umwelt-Analyse (Gehalt an Schwermetallen im Boden, agrochemischen Parameter der Bodenanalyse, die Bewertung der Phytotoxizität vom Boden).

2. Charakteristik der anthropogenen Belastung (Beschreibung der Transport- und Industriekomplexe, Beurteilung der Verkehrsintensität).

II. Bewertung des Zustandes von den holzigen und krautigen Pflanzen.

1. Die Analyse der Artenvielfalt und Bewertung des Zustandes der Bepflanzungen.

2. Merkmale der Reproduktionsfähigkeit von Pflanzen.

III. Analyse des Zustandes und die Empfehlungen für den Grünanlagebau.

Die durchgeführten Untersuchungen haben gezeigt, dass die Böden in der Kontrollzone normal bis leicht sauer sind und durch geringe Bodenfeuchte, normale Dichte und durch die erhöhte Konzentration (MPC) an Chrom gekennzeichnet sind. Der Zustand der Gehölzvegetation in der Umgebung ist gut bis zufriedenstellend, projektive Decke der Kräuter beträgt 85%. Low Labor- und Feldkeimung wird beim Saatgut der *Populus balsamifera* L. beobachtet.

In den Waldschutzgebieten sind die Böden durch eine geringe Bodenfeuchte gekennzeichnet, sowohl in schwach gepressten, als in neutralen. Es wurde eine Überschreitung der maximal zulässigen Konzentrationen (MPC) an Chrom, Mangan und auch eine geringe Bodenphytotoxizität festgestellt. Der Vegetationszustand ist befriedigend bis unbefriedigend, projektive Decke der Kräuter beträgt 75-80%. Das Saatgut von *Populus balsamifera* L. und *Dactylis glomerata* L. ist durch eine schwache Keimung und von *Betula pendula* Roth. und *Bromopsis inermis* (Leyss.) Holub. durch eine hohe Keimung gekennzeichnet.

Die Böden des Straßenrandes sind durch eine niedrige Feldfeuchtigkeit, eine normale Dichte und eine normale und leicht alkalische Reaktion gekennzeichnet. Es wird eine Überschreitung der maximal zulässigen Konzentrationen an Chrom, Mangan, Zink und Blei beobachtet, die Bodenphytotoxizität ist von einer durchschnittlichen, Fahrverkehrsintensität ist hoch. Der Vegetationszustand ist befriedigend bis unbefriedigend, projektive Decke der Kräuter beträgt 70%. Eine niedrige Keimung des Saatgutes wird bei den holzigen Pflanzen und hohe – bei den krautigen Pflanzen festgestellt.

Notwendige Maßnahmen in der Landschaftsgestaltung der Stadt sind folgende:

- Verringerung der Bodenphytotoxizität;

- Restaurierung und Rekonstruktion des Rasens, vor allem in Bepflanzungen am Straßenrand;
- Wiederaufbau- und Ausgleichspflanz bestehenden Grünanlagen;
- Erhöhung des Bepflanzungsbereichs für die öffentliche Nutzung.

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### ERNEST HEMINGWAY AS A JOURNALIST ЖУРНАЛИСТИКА ЭРНЕСТА ХЕМИНГУЭЯ

Ernest Hemingway was the main figure not only in English prose, but in world literature too. For several generations of readers, he was a legendary, even iconic writer. But before the novels and the Nobel Prize, he sharpened his literary tools as a reporter. One of Hemingway's high school teachers identified the germ of Hemingway's talent when he was sixteen years old and living in Oak Park, Illinois. She put him on the staff of the high school newspaper, the Trapeze. After graduating from high school, Hemingway moved to Kansas City. His uncle had gone to college with the editor of the Kansas City Star and got young Ernest a job. As with every other "cub reporter," the Star issued Hemingway a style sheet when he joined the staff in 1917. This style code listed 110 mandates taught Ernest to write short sentences, which later transformed into his own "cable" style of writing.

Hemingway worked at the Star from October 1917 until the spring of 1918 when he left for Italy to serve as an ambulance driver for the American Red Cross. Back in USA, Hemingway eagerly accepted an offer to house-sit for a wealthy couple in Toronto. There, he began his second stint as a reporter with the Toronto Star.

In Toronto, Hemingway had more freedom to choose his own subject matter, and familiar themes like camping, fishing, and boxing, begin to appear in his work. He also takes on more illicit subject matter. The article "Canuck Whiskey Pouring into U.S." includes an interview with a bootlegger and whiskey-runner.

In 1922 Hemingway moved to Paris as the Star's first European correspondent. As he writes in his first dispatch from the French capital, the exchange rate was working in his favor. Over the next year and a half, Hemingway wrote articles for the Star about Swiss ski resorts, the tuna markets in Spain, bobsledding, and economic conferences in Genoa. He also conducted two interviews with Benito Mussolini. Hemingway also wrote about life in Paris, complaining bitterly about other foreigners in the city.

Hemingway was also tiring of his role as journalist. In Paris, he made new literary friends, including such luminaries as Ezra Pound, Gertrude Stein, and F. Scott Fitzgerald. All were urging him toward fiction. Before the final break up with the Toronto Star he produced what are among one of his best pieces of writing as a young journalist. The article "Bullfighting is Not a Sport – It is a Tragedy" recreates his trip with a friend to see bullfights in Madrid.

In 1926, Hemingway published *The Sun Also Rises* and from then on he was a literary sensation. He would return to journalism – and do exceptional reporting – in the 1930s and 1940s as a writer for *Esquire*, *The New Republic*, and *Life*. Eventually, Hemingway became a war correspondent in Spain. However, it has been written that since Hemingway took poetic license in his reporting, it was not completely accurate.

In 1944 Hemingway signed a contract with *Collier's*, the same magazine which his third wife, Martha, worked for. As a war correspondent, he became so engrossed with his writing that many of his articles were "wildly inaccurate," according to one critic. That writing surely differed from his youthful newspaper work. By then he was a famous writer.

Hemingway was a key figure in American literary history, but he was not only a successful artist, he was a journalist, who developed his skills working for newspapers. Describing events and facts around him as a journalist, he understood which tools he needed to bring a scene to life in the following literature works.

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