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АКТУАЛЬНЫЕ ИССЛЕДОВАНИЯ МОЛОДЫХ УЧЕНЫХ В ОБЛАСТИ ГУМАНИТАРНЫХ НАУК

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В сборнике опубликованы доклады участников V Международной научной конференции молодых ученых (студентов старших курсов, магистрантов, аспирантов, преподавателей вузов России и ближнего зарубежья), которая состоялась в Саратовском национальном исследовательском государственном университете имени Н.Г. Чернышевского 11 декабря 2018 года.

В сборник включены статьи с результатами исследований в области истории, международных отношений, социологии, туризма и сервиса, философии, педагогики, психологии, лингвистики, методики преподавания иностранного языка.

These are the proceedings of the V International multidisciplinary conference “Young Scholars’ Research in the Humanities” held on 11 December, 2018 at Saratov State University.

The papers present the results of investigations in such areas of the humanities as history, international studies, sociology, tourism and service, philosophy, psychology, pedagogy, methods of teaching English and linguistics. Among the authors are students, post-graduates, university lecturers from Russian and foreign universities.

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CONTENTS

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THE INFLUENCE OF THE POLITICAL SITUATION ON THE IMAGE OF THE EUROVISION SONG CONTEST

The text presents the crucial aspects of the politicization of the Eurovision song contest. The problem is revealed on the example of the international relations between Russia and Georgia, and Ukraine. The difference of the televoting and the voting of jury members is given in details. In conclusion, the influence of politics on the results of the song contest is described.

Keywords: image, Eurovision song contest, politicization, international relations.

The Eurovision song contest, one of the most famous international competitions, began in 1956. According to the rules, the competition is not related to politics. The aim of this article is to analyze the probable relation of the world political situation and the contest.

Russian artists have been taking part in the song contest since 1994. The first performer who presented Russia was Katz M. L, known under the pseudonym of Youddiph. She took the 9th place out of 25 with the song «Vechni Stranik». The Russian Federation was not subsequently participating in the competition for various reasons just 4 times from 1995 to 2018.

The first and most acute conflict with the participation of our country occurred in 2009. An armed conflict between Georgia, on the one hand, both Abkhazia and Ossetia, supported by Russia, on the other hand, had finished, when disagreement started during the contest. The inter-ethnic conflicts between the Ossetians and Abkhazians in the 1980s began because of their struggle for the independence. That was the reason for the collision. The new milestone in the development of the collision was triggered by M. Saakashvili's coming to power after the «Rose Revolution». That has turned into the hostilities in 2008. One of the results of the military action was the six-point ceasefire plan arranged through the French president, Nicolas Sarkozy [1].

So, one of the competitors of our country at the music contest held in the previous year winner country, i.e. Moscow, was Georgia, which was to be presented by the group "Stephane and 3G". The track «We Don't Wanna Put In» was created against that backdrop (abovementioned events). However, this song was not in accordance with the rules of the organization [2]. According to the rule number 2.6 both the lyrics of songs and individual elements of speech cannot contain a political subtext. The song of Georgian artists was in contradiction with the requirements in the following aspects: firstly, the title of the song sounded like reference to former Prime Minister, V.

V. Putin; secondly, there was ambiguous translation of the chorus which also was the allusion to ceasefire: «We don't wanna put in/ the negative move/ It's killin' the groove/ Im a-tryin' to shoot in some disco tonight/ Boggie with you».

The Georgian side denied having the provocative connotation in the song. Nevertheless, the song's producer Kakha Tsiskaridze stated: «We need to send a message to Europe and first of all to Moscow» [3].

Moreover European Broadcasting Union (EBU) declared the contradiction between the song and the contest's rules, for which, EBU offered Georgia the possibility either changing the lyrics of the song or choosing a different one [4]. Following this statement, representatives announced their refusal to participate in the song contest in Moscow in 2009.

As a result, the EBU decided to consider the issue closed.

There was another huge fracas around this pageant - 8 years later - in 2016. That time the scandal touched upon the question of Russia and Ukraine.

In 2014 the situation in Ukraine was not under control due to pro-Russian patterns of the Ukraine's development during V. Yanukovych's period of office. The incident escalated into the open confrontation, resulting in the removal of the President. So, there was a new acting President, O. Turchynov. He said that Russia was acting on the same principle which was applied to Georgia in 2008. According to him, the scenario was repeating itself in Crimea [5].

The Ukrainian side refused to participate in the contest in 2015. That decision was made in the midst of the complex economic and political situation in country.

In «Eurovision-2016» Ukraine was represented by Jamala with a song «1944». The tune was criticized by Russian's representatives because of its political implication.

The song was written both in English and Crimean Tatar languages. Its lyrics were devoted to the mass deportation of Crimean Tatars under Stalin in 1944 [6]. According to the Jamala there was no political content because the song spoke about the tragedy of her own family during the deportation [7]. Such an explanation emphasized the historical, not the political content of music. Despite criticism EBU did not recognize the song as non-compliant to the contest [8].

Voting is one of the most obvious proofs of our assumptions about the interrelation between the politics and the Eurovision. The novelty was introduced prior to the «Eurovision-2016». In that regard, the televoting results have been announced separate from the jury voting since 2016 [9].

Having analyzed the detailed voting results of Russia and Ukraine for the new format, the following conclusions may be drawn:

1) Preference of Russian's audience was expressed to the Ukrainian singer in the form of 10 points, which means the 2nd place in the ranking (maximum score possible in this contest is 12 points). However, rating of the jury the respective figure was 24 (see table 1) [10].

Table 1

Detailed voting results of Russia					
Jury members	nis Maydanov	Lipa	Larisa Rubalskaya	Oscar Kuchera	Stanislav Duzhnikov
Points	3	5	25	2 1	1 4
Ranking	24				
Televoting results of Russia					
Points	10				
Ranking	2				

2) That, in turn, is a pattern that has been repeated in the Ukraine's voting. The Russian singer, S. Lazarev, was given 12 points out of 12 by the viewers, which is equivalent to the 1st place in the rating list. The artist got no point, in accordance to the decision of jury members (see table 2) [11].

Table 2

Detailed voting results of Ukraine					
Jury members	ria Burmaka	lentyn Koval	dre France	Oleksandr Ksenofontov	Valeria Chachibaya
Points	1	4	2	21	24
Ranking	22				
Televoting results of Ukraine					
Points	12				
Ranking	1				

The Ukrainian singer won the contest in 2016. In consequence of the victory of that country, Eurovision-2017 was held on the territory of that country. However, the Security Service of Ukraine banned the entry of the Russian singer, J. Samoilova, because of her performance on the Peninsula of Crimea in 2015, which was against the legislation of the host country [12]. EBU offered to take part via satellite, and in turn, the Russian Federation boycotted the contest by refusing to broadcast the event [13]. Another consequence of the incident was the introduction of a new rule that the delegation of the country could not include a person who was prohibited from entering to the host country.

The following year, Russia did not change the candidate to participate in the Eurovision song contest, which took place in Portugal. This year's performance was the most unsuccessful in the history of our country, as the singer did not get to the final.

Thus, we have shown the direct influence of the politics on the image of the Eurovision song contest. We can clearly see the dependence of the Eurovision on the political situation in the countries due to the division of the jury vote and the televoting. Despite the low scores of the jury, the televoting confirmed the primacy of the song over the political situation. However, the influence of politics on the relations between countries that votes on "blocs", i.e. on the neighborly principle, cannot be rejected.

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QUESTS AS A LEISURE FORM OF ACTIVITY OF MODERN YOUTH

This article discusses this form of leisure activities of young people as quests. Appeared recently, they are already a worthy replacement for a trip to the movies or a walk with friends. The history of occurrence, distribution and types of quest rooms are given. The author also believes that the process of teaching the younger generation through this type of activity is much more effective than the previous one.

Keywords: quest, youth, leisure

Currently, any society is experiencing a lot of changes that require the use of new educational technologies in working with young people. These technologies can have some certain effects. Firstly, they can contribute to the development of personality of a young person in general. Secondly, these technologies can develop their creative initiative and self-orientation skills in large amounts of information. They can also form a universal ability to solve problems of different nature that arise both in their professional activities and in everyday life.

Today we can say that there has been an explosion of interest in intellectual leisure. It especially concerns the ones where the ability of a person to learn knowledge and solve any non-standard tasks with the help of them, to get out of complicated situations and they are widely used. That is why a quest is a form of leisure that can get students interested.

According to Adams Ernest [1, 547] a quest (challenge, search, adventure) – one of the main genres of computer games, which is an interactive story with the main character, controlled by the player. The most important elements of the game in the genre of quest are the actual narrative and the study of the world, and a key role in the gameplay is played by solving puzzles and problems that require mental effort from the player.

A quest in reality is a chain of numerous puzzles that are located in a certain area. It can be a small location, an apartment with several rooms, parks, large uninhabited buildings or the territory on the scale of the whole city. In the latter case, participants pass tasks using bicycles or cars, because it is very difficult to walk around the whole city in a day.

In 2011, this new kind of entertainment conquered European market of leisure and entertainment. The pioneer in this sphere was Hungarian Parapark company, after which several companies appeared. Thanks to them Budapest became the European capital of quests. Many people came there specially to take part in these games [2].

A pioneer of the Russian market of quests is considered to be "Claustrophobic". Entrepreneurs Bogdan Kravtsov, Sergey Kuznetsov and Timur Kadyrov opened the first Moscow site in 2013. At first, they had two quests – "Soviet apartment" and "Psychiatric hospital". They were followed by a similar project "Laboratory 33", and then the network began to grow by leaps and bounds.

The purpose of a quest in reality is the following: using a variety of tips, solving puzzles, overcoming obstacles to find a way out of the room (or escape the room).

Quest formats in real life can be represented by the following:

- the plot of the movie or books;
- invented legend;
- historical or popular plot of an event;
- performances – quests in which live actors come to the aid of participants, where players become part of the performance and staging.

The relevance of the use of quests for the organization of leisure of younger generation today is recognized by everyone. Based on experience, we can say that today's teenagers better perceive new information that has been extracted and systematized by them independently in the learning process. The use of quests contributes to the education and development of personal qualities that meet the requirements of modern information society.

Since this form of leisure activity was launched quite recently, it is worth noting that this topic has not yet been studied at the regional level. Many researchers are engaged in studying the subject, but only within the framework of the General concept of the quest as such.

According to statistics, the most extensive group of quest visitors (about 70%) in Russia are people aged 20 to 35 years. Inside this group it is possible to further subdivide them into two segments: students and young professionals.

The main purpose of the study is to identify the popularity and the need for such institutions in the city of Saratov. To achieve this goal, some certain components can be considered as the objectives of this study. The aim of the research is to study popularity of visits, positive and negative impact, systematic visits, awareness of the phenomenon of quests and their presence in Saratov.

The survey was conducted in the city of Saratov in the period from 20th to 30th of April, 2017.

Gender distribution of the interviewed respondents is the following: there were 65% of women and 35% of men. As for the age of the respondents, the research data can be represented as follows. The percentage of the respondents aged 18 years old is 29%, 19 years old – 31%, 20 years old – 30% and 21 years old – 10%. Based on the data obtained, we can say that young people aged 21 are much less likely to attend quests than representatives of the age group from 18 to 20 years.

Further, during the survey, a question was asked about the concept of a quest according to the respondents. The data was distributed as follows: 30% of the respondents said that a quest is a "game in reality", 34% that it is "a set of logical and physical obstacles", 16% considered them to be "entertainment services", while 20% of the respondents thought that quests are a "genre of computer games".

On the question of attending quests only 4% of the respondents answered negatively, and the remaining 96% said that they attended quests. This fact indicates a great popularity of this form of activity among the students of our city.

The next question was connected with price of quests. Acceptable price range for a visit of a quest ranges in the following price categories: 1% of the respondents are ready to pay more than 300 rubles, 38% – more than 500 rubles, 53% are ready to pay 1000 rubles, while 4% of the respondents are ready to pay 1500 rubles and only 1% more than 2500 rubes. 3% of the respondents did not answer this question. Based on the results of the data one can make a conclusion that despite the popularity of this phenomenon, students are reluctant to give all their time and money to pass quest rooms.

The next question of the survey touched the question of the most attractive genre of quests for the respondents. The data shows that 30% of the respondents prefer science fiction, 29% – quests based on movies, 18% like horror, 16% prefer adventure, whereas 6% of the respondents chose fairy tales, and 1% did not answer this question. Judging by the distribution of interest quest rooms in the style of fiction are more popular among students than the others.

Then the respondents were to answer the question about the impact of visiting quests on their lives. It turned out that 37% of the respondents began to think logically better, 33% had a better reaction after visiting quest room, 25% noted an increase in stress resistance, and only 5% did not give an answer to this question. The values were distributed almost equally, in consequence of which we can note about the positive impact of visiting quests in general.

Answering the final question, the respondents were asked about the source of information on the availability of quests in Saratov. 30% of the respondents noted the "Internet" as the main source, while 28% denoted "Friends", and other options such as "Newspapers and magazines", "Television", "Advertisement on the street" received 14% of the results of the respondents. Based on the data obtained about the sources of information of both their favorite quest and all the quests in Saratov, most of the respondents indicated the Internet, which proves the effectiveness of advertising in this format.

The appearance on the market of such forms of leisure as quests did not go unnoticed and judging by the results of this study it is clearly visible that quests are quite popular among the youth of the city of Saratov and the presence of this kind of leisure makes sense to be.

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LEGAL ISSUES OF ANTITRUST REGULATION IN THE EAEU

The paper covers some legal issues of antitrust regulation within the framework of the EAEU. Whereas free movement of goods is established in the Union, there are still problems of regulation of Antimonopoly policy at the supranational level. The implementation of the Agreement on Antimonopoly regulation is analised. The practice of application of this legislation in the framework of the EAEU is examined.
The results of the monitoring of compliance with common competition rules in cross-border markets are given. The main objectives of the coordinated policy in the fight against violation of competition rules are highlighted.
Keywords: antimonopoly regulation, EAEU, competition, customs

The Treaty on the Eurasian economic Union (EAEU) entered into force on 1 January 2015. The agreement approves the creation of an Economic Union within the framework of which the freedom of movement of goods, services, capital and labor is ensured, as well as coordinated or unified policy in the sectors of the economy defined by this document and international treaties within the framework of the Union [1]. However, Antimonopoly and customs regulation still differs significantly in different countries of the Eurasian economic Union.

For the effective functioning of the unified market within the EAEU, it is necessary not only to remove barriers to the movement of goods, services, capital and labor, but also to ensure compliance with the General rules of competition in the member states.

The competition policy of the Eurasian economic Union combines national and cross-border antitrust regulation, which is carried out by the antitrust authorities of the EAEU member states and the Eurasian Economic Commission.

The formation of a common competition policy in the territory of the EAEU has already passed a significant stage aimed at harmonizing the national antitrust legislation of the EAEU's member States and ensuring the efficiency of the functioning and interaction of their antitrust authorities, including information exchange and joint investigations on the violation of competition rules. This task was set by the first international agreement of the Common economic space in the Antimonopoly sphere - the Agreement on common principles and rules of competition, adopted in 2010 [2].

It should be noted that the competition authorities of the member States of the EAEU have already had experience of practical interaction with each other, including in the framework of the Headquarters for joint investigations of violations of Antimonopoly legislation in States-participants of the CIS, at the beginning of the implementation of the Agreement. The gained experience has certainly contributed to building a dialogue for the implementation of a coherent competition policy [3].

The adoption of the model law “About competition" in 2013 became the basic tool for harmonization. The Model law managed to combine the best practices of antitrust regulation in the participating countries, taking into account international experience, including the OECD recommendations. The text of the law was also supplemented with norms that reflect the practice, trends and prospects of the future development of the antitrust legislation of the EAEU member States [4].

At the moment, the Treaty on the Eurasian Economic Union is the basic international Treaty in terms of competition policy of the EAEU. Section XVIII of this Agreement establishes the basic antitrust prohibitions (General competition rules), basic principles (basic elements of national regulation), basic concepts (competition, dominant position, agreements, etc.), the legal basis of the antitrust powers of the Eurasian Economic Commission.

Under the Treaty, abuse of a dominant position, anti-competitive agreements and unfair competition are prohibited and prevented. As noted above, these prohibitions are General competition rules [1].

The Eurasian Economic Commission can conduct its own antitrust investigations and apply appropriate administrative sanctions. However, so far these issues are raised only at the national level.

The court of the EAEU enters into the fight against monopolism. The defendants in the case- Novolipetsk metallurgical plant and its subsidiary. And from the point of view of production and from the point of view of the implementation of their share exceeds 90 % in the market of a specific type of steel of the three countries. NLMP group has set different prices for buyers from Russia and other EAEU countries. The ratio, which companies called the "high-risk ratio", was actually a premium to the price [5].

The plant received a fine of 77.8 million rubles, and 100-percent "daughter" NLMP - 130 million rubles. NLMP group was instructed not to create unequal conditions in the sale of products [6].

The EAEU legislation needs to expand the tools of Antimonopoly regulation:

- Introduction of a mechanism of voluntary acceptance by potential violators of competitive obligations without imposing a fine.

- Introduction of the Institute of prevention of violation of the General rules of competition.

- Further improvement of the procedure for exempting a party to an anticompetitive agreement (cartel) from a fine if it has voluntarily been informed of the conclusion of such an agreement and the necessary evidence has been provided [7].

Analysis of the legislation of the member countries shows that in the territories of the EAEU member countries the goal of coordinated policy has been achieved to a large extent: common approaches to the protection of competition and restriction of monopolistic activity have been implemented. One of the reasons for this phenomenon is the adoption and implementation of The model law About competition, approved by the decision of the Higher Eurasian Economic Council of October 24, 2013 № 50. At the same time, it should be noted that the national legislation on the protection of competition retains differences related to the thresholds at which the state controls economic concentration, with the amount of penalties. These differences are objective, due to the difference in the economies of the member countries and the goals they face at a particular stage of development.

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HISTORY OF THE CHILDREN'S TRAINING HOUSE IN SARATOV AND ITS FAMOUS PUPIL

The history of the creation and functioning of the Saratov educational and wage orphanage is considered in this article. The article describes the biography of an outstanding singer Lidiya Andreevna Ruslanova, who was one of the children of the above orphanage.
Keywords: educational orphanage, social care, Lidiya Ruslanova, history of social work in Saratov, Saratov Brotherhood of the Holy Cross.

In pre-revolutionary Russia, the struggle against acute social problems was the task not only of the state, but also of society and philanthropists. A significant role in the affairs of charity was played by the Orthodox Church. The main objectives of the activities of the Orthodox laity were the care of churches, the protection of the interests of Orthodoxy, as well as charitable and educational activities. Such initiatives were extended to the territory of the Saratov province.

The Orthodox Brotherhood of the Holy Cross was opened in Saratov, October 23, 1866 [1]. The activities of the Holy Cross Orthodox Brotherhood were carried out in the following directions: the spread of the true Orthodox faith among the people with the refutation of heretical fallacies, the religious and moral education of the people through the creation of church libraries and the publication of popular brochures, Christian charity [2].

On March 25, 1869, at the initiative of the Council of the Holy Cross Brotherhood, the Saratov training and wage orphanage was opened at the Kinovi Church of Saratov [3]. The program of children's classes in the educational and wage house included teaching children the basics of letters and crafts. In the framework of practical work, boys learned to make shoes, girls and younger boys were engaged in sewing and knitting, girls performed various chores: they washed the floors, participated in cooking, washed clothes.

The management of the orphanage was entrusted to the Council of the charitable union, which consisted of members elected by the general meeting in accordance with the provision on the charitable union [4]. That house was subsisted by permanent and one-time donations from members of a charitable union and on money donated by Saratov citizens. In 1874, the great aid was granted by Alexy Yumentov, who was a member of the charitable union council of the Holy Cross Brotherhood. On the donation in the amount of 700 rubles, a room was purchased for an educational and wage house located near Kinovia (45 Oktyabrskaya Street at present). Through the efforts of Yumentov, who was in charge of the construction and renovation of the house, and the members of the charitable union, the building was repaired and put into working condition. Among the donators to the training and wage house were also: the Saratov City Duma, the society of merchants and burghers, as well as individuals who helped both financially and by donating things. In other words they helped not only with money but with different staff: food, stationery, books, icons, clothing and furniture [5].

One of the graduates of the Saratov training and wage orphanage was the Honored Artist of the RSFSR Lydia Andreyevna Ruslanova. Many people are familiar with her work, but very few people know how her difficult life path began. Lydia Ruslanova, previously known as Praskovya Leykina, was born on October 27, 1900 in the village of Chernavka, Serdobsky district, in a poor peasant conservative old-believing family [6]. Immediately after the start of the Russian-Japanese war, her father joined the army. Her mother Lydia was left alone with three children, blind mother-in-law and sick father-in-law. She was forced to get a job at a brick factory in Saratov. The father's parents who themselves lived in poverty took care about the children. The mother of the future singer did not work long at the factory - she was overstrained, ill and died when Lydia was 6 years old, and her father did not return from the war. Care of a family fell on the shoulders of Lida and her blind grandmother. They walked around Saratov and the surrounding villages, sang and begged from door to door. Her musical performance was popular. Her voice sounded even in rich merchant houses.

After the death of the grandmother for almost a year, the future songstress gather alms. Then a widow of an army officer, who died in the Russian-Japanese war turned her attention to the talented girl. Learning about Lydia’s situation, she sheltered her and her brother and sister. Lydia was matriculated to the best Saratov training and wage orphanage at the Kinovi Church, where there was its own church choir. But since the children of the peasant class were not taken there, and the name and surname of the girl - Agasha Leikina - gave evidence of her peasant origin, a fictitious certificate appeared with a new name and surname: Lydia Ruslanova. Soon the voice of a talented young singer sounded not only in the choir of the Kinovi Church, but also in the Alexander Nevsky Cathedral of the city of Saratov. Saratov parishioners began to visit Alexander Nevsky Cathedral, not only to listen to the sermon, but also to enjoy the wonderful voice of the Orphan. One day her voice was heard by Mikhail Medvedev, a teacher at the Saratov Conservatory. He took Lydia Ruslanova to the conservatory and chose opera career for her. There the singer studied for two years, but in the end decided that she would perform folk songs [7].

Growing up in great need, she knew the price of every labor penny, grateful for the help and support she received in life, Lydia Andreevna herself did not refuse helping those who needed it. From the first days of the Soviet-Finnish and Great Patriotic War, Lydia Ruslanova went to the front as part of one of the best concert brigades.

At the beginning of the war, the song Valenki appeared in the repertoire of Ruslanova, which became her “calling card”. Lydia Ruslanova gave concerts for soldiers throughout the war. Despite the closeness of the front, the artists did not give up a single performance. In total, she gave more than 1,120 concerts on the fronts of World War II. With her own money, earned during the pre-war tour, Lydia Ruslanova purchased two Katyush batteries, which were sent to the First Belorussian Front [8]. The military equipment acquired by Lydia Ruslanova for the needs of the army provided tangible support at the front, and her songs supported the fighting spirit of soldiers. On August 24, 1945, Georgy Zhukov ordered "For the successful fulfillment of command assignments at the front of the struggle against the German fascist invaders and courage, for active personal assistance in arming the Red Army with the latest technical means, awarding the Order of the Patriotic War I degree to Ruslanova Lydia Andreyevna" [9].

Thus, Lydia Ruslanova go down in history as an extremely steadfast, ideological person and as a woman worthy of deep respect. She was one of the most popular performers in the USSR, and her performance of Russian folk songs was recognized as a flawless. All her life she collected folk songs and created her own unique style of their performance. In addition, Lidia Ruslanova, like no one else, demonstrates that even one person can make a great contribution to the history of the country and its charity. At the same time, its origin and estate do not play any role. Charity is one of the means of promoting the realization of this person.

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RESEARCHING EMPLOYMENT SUPPORT IN SMALL BUSINESS IN SARATOV REGION

In most developed countries, more than half of the population is employed in small businesses. The small business sector performs a number of socially significant functions and is often one of the main sources of GDP. However, in Russia this sector of the economy is at the initial stage of formation. For successful development, small businesses need active government support. This paper examines existing barriers to small business development, and presents a study of methods to support the small business sector in the Saratov region.

Keywords: employment, small business, small business support

In the modern world more and more social and economic problems are solved at the expense of the small business sector. Small business contributes to increasing employment, developing middle-class society, increasing the efficiency of human capital, stimulating the development of high-tech industries, and also plays a significant role in shaping the country's GDP and is one of the main sources of replenishing regional budgets.

A lot of modern economic literature is devoted to the study of the development of employment in small business in the regions. The relevance of the issue under consideration is regularly emphasized at the level of the executive bodies of state power. Thus, questions of support and development of employment in small business are reflected in the draft Presidential Decree "On the Year of Entrepreneurship in the Russian Federation", published on May 2, 2017. The Ministry of Economic Development of the Russian Federation [1], in the Address of the President to the Federal Assembly [2], as well as in working meetings and round tables of representatives of the Ministry of Economic Development of the Russian Federation with foreign partners.

In developed countries, today, the small business sector is already making a large contribution to job creation, and is also a source of GDP formation. Thus, in the UK the share of workers in small business in the total number of employed is 49.0%, in Germany 46.0%, in Italy 73.0%, in France 54.0%, in the USA 54.0%, in Japan 78, 0%, while the share of small enterprises in the country's GDP in the UK is 52%, in Germany 53.0%, in Italy 58.5%, in France 60.0%, in the USA 60.0%, in Japan 53.5% [2]. However, in Russia the small business sector is not yet so developed and the share of those working in small business in the total number of employed is 9.6%, and the share of small enterprises in the country's GDP is not more than 11%.

This fact, in our opinion, is primarily due to the fact that the small business sector in Russia is still at the initial stage of its formation. The development of entrepreneurship in Russia has officially become available only since 1991 with the adoption of the law of the USSR "On the general principles of entrepreneurship of the citizens of the USSR", while in many developed countries this sector of the economy has been successfully developing for many decades.

It is also worth noting that it is the small business sector that is exposed to many risks. On the way of their development, small enterprises face a number of difficulties: lack of necessary financial resources, high tax rates, high cost of rent for premises, lack of financial literacy and marketing skills of small business managers, lack of information about the forms and methods of state support for the small business sector and their potential effect in the development of a small enterprise.

Obviously, in order to develop successfully, the small business sector needs support from the state. The purpose of this work was to study the methods of state support for employment in small business in the Saratov region. In our analysis, we used materials from the economic literature, as well as practical studies of the activities of the structures of state support agencies for small business in the Saratov region conducted by the author.

The study allowed us to classify the entire set of existing methods of supporting small enterprises into four main areas: legislative support, financial, material, and technical support, organizational support and informational support. Let us consider in a more detailed way each of these areas:

1. Legislative support includes a set of all legal acts reflecting the special conditions for conducting business activities for small enterprises, aimed specifically at stimulating the development of small business. In our opinion, these methods include legislative acts establishing the right of taxpayers – small enterprises to apply tax regimes in the form of UTII, patent, as well as differentiated USN rates, to enjoy benefits on insurance premiums.

2. Financial, material and technical support – includes the provision of small enterprises and start-up entrepreneurs with material benefits (including fixed assets) and cash in order to further the most successful development of these market entities. Moreover, in our opinion, this includes both free financial assistance and preferential terms for lending to a small business. The following types of support are carried out in this area in the Saratov region: subsidies (repayment of a part of leasing payments for the purchase of equipment), the provision of grants for the creation and subsidies for reimbursement of current and capital expenditures to small innovative and socially oriented enterprises, the provision of free aid to the unemployed his business, venture investment, the provision of concessional office and industrial premises.

3. Organizational support is an activity aimed at building and adjusting the organization's business processes at any stage of development (this includes both help in writing a business plan and organizing product sales, searching for new partners, etc.). In the Saratov region at the moment there are the following areas of the type of support under consideration: the organization of business missions, assistance in finding partners, the provision of high-tech equipment for the development of prototypes.

4. Information support – includes primarily the provision of complete and necessary information to entrepreneurs about the existing methods and ways to support the small business sector. This also includes consulting on the work of a small enterprise, the organization of financial and economic activities and educational activities for entrepreneurs. In the Saratov region today, these areas of information support are carried out within the framework of the business support center.

Thus, the analysis of support measures for small business in the Saratov region, allowed to draw conclusions about the diversity of the studied methods. At first glance, such an infrastructure should provide everything necessary for employment in small business to develop year after year. However, the number of small enterprises in the Saratov region is two times lower than, for example, in the Samara or Nizhny Novgorod region [3].

Exploring the statistics provided by the leadership of the business support center, it can be noted that every year the number of citizens seeking government assistance to support small businesses is increasing. However, in our opinion, there are still some nuances that are currently slowing down the ability of using existing methods of support: first, it is still not very popular among the population to look for help from the state when starting their own business, a lot of things only on their own forces do not even know and do not study the possibility of obtaining state support. Secondly, not all support methods are available at the same time and entrepreneurs face difficult choices, for example, will turn for help in writing a business plan or to get support for starting a business, the number of vacant places to get support is also quite limited, for example, no more than 45 people can receive property support in the business support center due to the limited number of premises; other types of support, that is, an extremely limited number of individuals can receive them, compared to how many small enterprises are currently in the Saratov region, with the exception of here there will be only legislative support, but it is available only to a narrow list of enterprises with a specific type of activity.

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"SHIA CRESCENT" AS A CONCEPTION OF IRAN'S FOREIGN POLICY

The article focuses on the analysis of the conception of "Shia crescent" as modern foreign policy of Iran, its support for the countries of "axis of resistance" for expanding Shia foreign legion around the Middle East. Also the Islamic Revolution Security Council's policy and problems of Shia identity are considered.

Keywords: foreign policy, Shia crescent, Hezbollah, axis of resistance, Islamic Revolution Security Council, the Islamic Republic of Iran.

King Abdullah of Jordan argued that a "Shia crescent" went from Damascus to Tehran, passing through Baghdad, where a Shia-dominated government had taken power and was dictating a Shia branch of Islam that was radiating outwards from Iraq across the whole region. The ayatollahs of Shiite Iran could then be leader of the region and secure control of it by placing under protection of the armed forces [1].

Though the Shia are a minority of some 150 million in a region of almost 400 million and the larger Islamic community of 1.3 billion. The Shia are strong majority in Iran, Iraq, Yemen, Bahrain and Lebanon. They cluster along the Persian Gulf coast of Saudi Arabia. There are minorities in Kuwait (20–25 percent), Qatar (10–18 percent), the United Arab Emirates (10 percent), Afghanistan (10–15 percent) and Pakistan (10–15 percent) [2].

To create strategic spheres of influence across the Middle East, Iran has supported a militarized form of Shia nationalism. Shias in Iraq had distanced themselves from Arab nationalism, instead defining themselves as Iraqi and Shia. Hezbollah, like the Iraqi Shias, has embraced Lebanese nationalism as defined by Shias [3].

Such nationalism is part of the late Ayatollah Ruhollah Khomeini's vision of "exporting the revolution. Lebanon's Hezbollah, Yemen's Houthi militias, and the Syrian regime are all part of this anti-Western, anti-Israeli "axis of resistance," and even if Sunni groups such as Hamas are also a part of it, they are an exception to the rule that confirms the sectarianism underlying Iran's regional alliances [4].

In Iraq, working through an array of Kurdish and Shiite political forces, Iran shapes alliances, forges governments, settles disputes, and decides policies. As a result, Iraq is influenced more deeply by Iran than by any other country, including the United States. In Syria, Iran has combined Hezbollah fighters with Shiite volunteers from across the Middle East to make an effective military force, which it has used to wage war on the opposition. As Assad has gained the upper hand in the civil war, Iran's influence in Damascus has surged. And in Yemen, with very little investment, Iran has managed to bog Saudi Arabia and its allies down in a costly war, diverting Saudi resources away from Iraq and Syria [5].

The Islamic Revolution Guardian Council has trained and organized Iraqi Shiites who confronted ISIS in Iraq, Shiite volunteers who traveled from as far away as Afghanistan to fight in Syria, and Houthi forces battling the pro-Saudi government in Yemen. Together with Hezbollah, these Shiite groups form a force to be reckoned with. After the fighting ends, they will continue to shape their home countries as they enter local politics, entrenching Iran's influence in the Arab world [6].

Tehran's support for Assad is not driven by the geopolitical or financial interests of the Iranian nation, but by the religious convictions of the Islamic Republic and a internal and seemingly nonstop hatred for the state of Israel [7].

Iranian officials like Ali Akbar Velayati, a close adviser to Supreme Leader Ayatollah Ali Khamenei, have commonly said, "The chain of Resistance against Israel by Iran, Syria, Hezbollah, the new Iraqi government and Hamas passes through the Syrian highway. … Syria is the golden ring of the chain of resistance against Israel.” [8].

Though Iranians feel the financial costs of the Syria war, Tehran has outsourced the human costs. The cultivation of Shia foreign legions has been a critical element of this strategy, helping Tehran expand its influence in the Levant (Syria, Lebanon, and the Palestinian territories), Iraq, Afghanistan, and Yemen.

In a November 2017 in a letter to Iranian Supreme Leader Ayatollah Ali Khamenei, Major General Qassem Soleimani — Iran’s most powerful military commander who oversees the extraterritorial operations of the Quds Force unit of the Islamic Revolutionary Guards Corps (IRGC) — reportedly wrote, “As I am completing the operation liberating Abu Kamal, the last bastion of ISIS [extremist group in Russian Federation], I am declaring the end of this evil and cursed organization.” Soleimani’s letter goes on to express gratitude to “Iranian, Iraqi, Syrian, Lebanese, Afghan, and Pakistani guardians of the shrine”— Islamic Republic lingo for Shia foreign fighters in Syria — who sacrifice their lives defending the “life and honor of Muslims.” [9].

Syria and Hezbollah are crucial elements of Iran’s so-called axis of resistance against the United States and Israel. Indeed, for the Islamic Republic, the fight to save Assad is the fight to save Hezbollah. Hezbollah is chief and the oldest among the Islamic Republic’s Shia foreign legions, which has become the most powerful political actor in Lebanon and the most formidable military force in the Levant. Hezbollah is also the Iranian ally with the highest total number of combat fatalities in Syria [10].

Tehran initially preferred to deploy Hezbollah forces — rather than Iranian forces — in Syria. A comparison of the dates when Iranian and Lebanese nationals were killed in combat in Syria further suggests that Hezbollah fighters were not fighting under Iranian command, and instead operated independently of the Quds Force [11].

Iran and Hezbollah need each other. For Iran, Hezbollah gives not just military achievements but also Arabic-speaking leaders who can work more easily in the Arab countries. And for Hezbollah, this alliance means money for running an extensive social services network in Lebanon, as well as for weapons, technology and salaries for its tens of thousands of fighters [12].

* * *

Almost four decades after the establishment of the Islamic Republic, the regime in Tehran is facing the mixed results of its revolutionary activities.

On the one hand, the Shia militias that the regime patiently cultivated over the years have helped Iran’s allies project power by force. This is not just a sharing of burden, reducing the number of Iranian soldiers deaths in regional wars. It also brings Tehran’s allies into government offices and secures for the Islamic Republic an overland corridor connecting western Afghanistan in Central Asia, Iran, Iraq, and Syria to Lebanon on the shores of the Mediterranean.

But, on the other hand, the aftermaths of Iran's regional adventures are a source of growing resentment, provoking antiregime protests that target the Islamic Republic's financial and military support to those same Shia militias. During anti-government protests last January in Iran, residents of Mashhad — a general Iranian Shiite Shrine town — chanted "Leave Syria alone, think about us." and "Death to Hezbollah" [13].

In conclusion one can say that there is no indication of the regime backing down from its regional ambitions or reducing the support it provides to its Shia foreign legions. This in turn is highly likely to cause the new wave of indignation, and the very source of the Islamic Republic's regional power for building "Shia crescent" may become lunar eclipse for regime's survival at home.

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THE PROBLEM OF TRANSLATION OF A PHILOSOPHICAL TEXT

The article examines the problem of translating a philosophical text, its possibility and necessity. Through the journey of thinking "from antiquity to the present day," the author examines the types and methods of translation which are characteristic of two different eras, and also reveals the general concepts of interpretation, problematic issues and limitations associated with the work of a translator/an interpreter of a philosophical text.

Keywords: problem of translation, interpretation, language, philosophical text, language environment, philosophy.

The fate of a modern philosopher now and then makes him face the necessity of work with the text, which is perceived as something given on its own, something immediate, as if Plato suddenly started speaking Russian and denied the polysemantic character of the word «Πολιτεία» (that means "citizenship, civil consciousness, state, government, republic"), implying that this term has a single and specific meaning of "the republic". Such an approach to the text distorts our perception, which is less concerned with different factors, connected with the translation, transcription, interpretation and actualization.

The postulate that "any translation is the interpretation" loses its importance for us, becomes the secondary, and sometimes even the tenth concern, and does not serve as the basis of the "investigation" of a philosophical text, which is thought and read by us in the context of our native language. The lack of layering of the original culture – the culture that is understood as "linguistic" – makes the reader of the translation deal with the problem of understanding, which was precisely described by V. V. Bibihin: "The language leads to understanding, but it also puts the very problem of understanding, because it implies the initial misunderstanding between people" [1, 4].

The aim of the given research is the review of different concepts and methods, which are used by translators and interpreters of philosophical texts, and also the hermeneutic problems, which they face in the translation process. We can call it a kind of "journey" from the antiquity to the present day.

1. Who is the translator/interpreter? Ciceronian Latin.

The present section is to be started with the consideration of the problem of terminology.

However broad the lexis of the ancient Greek and Latin languages is, it did not invent a word, which is clearly treated as "the work of the translator/interpreter", that is, the verb "to translate/to interpret" itself. Turning to Cicero's treatise «De optimo genere oratorum», we met, for example, the verb "converti" (derived from "convertere: to reverse, to turn (into), to convert"), that is used in the mentioned meaning, or the noun "interpres" ("intermediary, interpreter, translator"), in which we can only find the confirmation of the postulate given above [2, V].

Nevertheless, not taking into account the metaphorical character of languages of ancient people (but only from the point of view of our notorious incomprehension), we cannot doubt the great contribution of Cicero to the development of culture of translation studies. Cicero's global objective was the translation of main studies and treatises of ancient Greek philosophy into Latin. The necessity to bear in mind the linguistic culture and the historical context of the epoch, however, did not oppose to his attraction to the "words in common currency", which were given in contrast to the florid speeches of orators, since, according to his opinion, "all our language is based on people's notions" [3, 32].

The first problem that Cicero met with became the lack of proper Latin lexis that made him "mint new words". We can find the detailed list of neologisms of Ciceronian Latin, for example, in the research works of J. G. Powell, who paid a great attention to the "translation" terminology (interpres, interpretari, ad verbum, verbum de/e/pro verbo reddere, vertere, convertere) [4, 276-278], and also in the work by V. Clavel, where he presents the Greek-Latin dictionary, compiled by Cicero [5, 315-378].

In addition to the primary problem of lack of Latin analogues of Greek terms, the problem of translation turns out to be the problem of interpretation method. P. Grimal gives a good description of it in his book "Cicero": "He (Cicero) understood and put it directly: the translation of Greek philosophical studies and their key concepts into Latin is not simply the question of search for lexical conformity. The translation is the incorporation of a Greek philosophical thought into the image of the world that is reflected in the Roman language" [6, 496]. Approaching the problem of choice of the interpretation method, Cicero demonstrates the author's, we can even say, dialectical flexibility. Not being the supporter of a word-for-word translation («nec converti ut interpres, sed ut orator», «translated not by an interpreter, but by an orator» [2, V]) and tending to reconsideration and adaptation of a text, that he brilliantly demonstrates in his translations of poetry and rhetoric, Cicero still holds different position in the work with philosophical writings. Stressing the importance of avoiding distortions he writes about his translation of Epicurus in "Tusculan Disputations": "I shall translate word for word, so that no one can think that I add anything on my behalf" [7, III, 41].

Summing up the present research of the activity of Cicero as a translator/interpreter, we cannot help acknowledging that Cicero is the "pioneer" of a scientific theory of translation, and in particular, the person who formulated two approaches to the interpretation of a text: a word-for-word translation and a literary translation. We should consider the rich heritage, which was left due to his work as a philosopher and a translator and created a solid foundation for the development of subsequent Latin philosophical culture and tradition. Therefore it seems appropriate to give Cicero the honorary title of "the first theoretician of translation" and continue our journey, leaving behind the antiquity and moving on to the present day.

2. *The modern problems of translation of philosophical texts.*

What about "these days"? These days "there is an acute need for conscious translations […] in Russia" [8, 98].

Given that nowadays the question of translation is no longer based only on the problem of "non-transferability", substitution, synthesis, interpretation of terms and categories of one language with the help of linguistic means of the other one and does not conclude itself on the interpretation method or the type of translation, it gains another meaning. The question about translation starts looking into itself: "Do we really need translation in general?"

This point is out of the question when we consider a text as the thought which is a part or a fragment, the reflection of a linguistic culture. "The word in its essence is the voice of being" [1, 4], and it requires a dialogue from us, the dialogue as the communication of two individual thinking personalities, as the interaction of representatives of diverse linguistic environment. Translation at this point becomes a hermeneutic epistemologically communicative problem that is always possible only in interaction with "the other".

"Is not it better just to learn foreign languages?" [8, 98]. Approaching the answer to this question, it is necessary to understand, why we, to the generally accepted opinion, have a great command of our native language? Is it because we learn it? Do we actually have a great command of our native, natural for us, language? By no means, "we do not know our native language. We just speak it" [1, 5]. The life in the language environment creates in us the linguistic intuition, which we substitute for the category of language "fluency". "Therefore the language barrier for the translator/interpreter is not so much the lack of knowledge as, on the contrary, the knowing of a foreign language, that is to say the denial of its status of a natural" [1, 5]. A foreign language becomes the mere system of artificial linguistic constructions, with which we do not engage in a dialogue, but explore them as test subjects.

Translation in the wide sense is the interpretation of the means of one language with the help of the means of the other one. Can we then say that the speech itself is the translation, because it translates itself from the language of thinking into the language of speaking? Is that why it is often so difficult for us to express the idea through speech? Is that why we often meet the incomprehension on the part of "the other" person, since the problem of "non-transferability" of the thought into the I-language face the "non-transferability" of the I-language into the other person's language? Is not the confirmation of this view a full awareness of our cogitative intuition that knows everything, for example, about the essence of beauty, because we understand and distinguish, what is beautiful, but the impossibility to pronounce this truth, which eludes in the moment of speaking? We feel the gushing of spring of the truth through the being, it befuddles us with "the essence" of beauty, but in the moment of uttering it disappears, and our mind becomes sober, unable to create the truth with the help of linguistic means. Therefore, the translation presents itself as the synthesis of a dialogue, "the myth about the universal dialogue between people and cultures" and "the means of elaboration of the languages of thought" [8, 101]. Accordingly the question about the necessity of a translation is better revealed from the perspective of the question about the possibility of the translation itself.

The question is the following: is the translation possible? "When we can translate, we know that the translation is impossible. […] On the other hand, when we do not know how to translate, that is to say we do not make a perfect and full translation one of the objectives, it just comes naturally (of course in case we have some knowledge of the corresponding languages) [1, 5]. The natural translation, the intuitive translation, as we can call it, is always co-being: the interrelation of I and "the other", the revealing of me through the other and the other through me. This is a dialogue. However, "the translation, which is possible and necessary as the inclusion in co-being, is fairly assessed to be impossible as the intellectual operation", because "the language that becomes the subject of knowledge, stops being its own self" [1, 5]. Is it by chance that we hear the distant echo of Cicero's voice in the quotation by V. V. Bibihin which claimed that a word-for-word translation is the fate of bad translators/interpreters? The author wants to believe that the being itself speaks through these words.

The answer to the question about the possibility of translation becomes clear through the context of limitations. We set the limitations for ourselves in the translation process, when we carry out the "intellectual operation" on the text, being already limited by the presence of the original of the text. However we cannot limit the variety of interpretations – we can call them a kind of "tree" of interpretations. The metaphor of the "tree" is not accidental here: resting upon the vast gliding roots, the text of the original interprets its historical epoch and language environment. The translation at the same time lets the original of the text thrive into the large crown of subsequent interpretations: the interpretations of the text which are given by the translator/interpreter, its readers, and even the epoch itself. The translation "in fact cannot be finalized" [8, 100].

Thus where is the possibility of translation "revealed"? We can say that it happens in a dialogue, moreover, in a philosophical dialogue, which does not set the limits, but is possible in the environment open for critics. This is not the mere interpretation, the talk about the sense or the mutual questioning. It is the simultaneous being in- and out of oneself, it is co-being. We do not get rid of ourselves in the process of translation, we transcend (exactly "go beyond") ourselves into the other in the search for co-being, co-interpretation, and co-relation.

The translation of a philosophical text is therefore not only possible, but necessary, because philosophy reveals itself in a dialogue, an interpretation, a self-reflection, a context and the search for co-being.

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"WAR" AS A SOURCE DOMAIN TO REPRESENT THE EDUCATION SYSTEM IN THE BRITISH AND AMERICAN PRESS

The purpose of this paper is to reveal a correlation between a target domain (Education) and a source domain (War) by identifying a plethora of metaphor-related words (MRWs) constituting the war domain. This paper analyses MRWs from British and American, broadsheet and tabloid newspapers to establish the conceptual common grounds which underlie the conceptual mappings between the two domains. In this research conceptual metaphor is approached within the framework of Russian and Western linguistic schools (Lakoff, Chudinov) and the methods of continuous sampling, conceptual and componential analyses are utilised in the study. The data (100 metaphorical expressions) demonstrate that not only do some MRWs evidence the conflicting *character of education system but intensify the meanings of the metaphorical expressions rendered. The results give validation to the hypothesis that the examined MRWs are intrinsically linked to the culture-specific ways in which the British and Americans perceive education nowadays.*

Keywords: conceptual metaphor, source domain, target domain, war, types of war

G. Lakoff and M. Johnson were the first to put forward the theory of conceptual metaphor in the work «Metaphors we live by» back in the 1980's [1]. This theory looks at conceptual metaphor as a tool or mental operations by which individuals cognise the world around them – contrary to Aristotle's assertion in «Poetics» that metaphor's sole function in language is decorative [2]. The American linguists maintain that metaphors not only are of crucial importance to the language but to thought in particular. Elsewhere («Contemporary theory of metaphor») [3], Lakoff proposes the idea of the invariance principle which states that the image schema structure of the source domain corresponds to the structure of the target domain.

Z. Kovecses contends that metaphor is rooted in language and thought as well in his work «Metaphor. A practical Introduction» [4]. The author describes a new classification of metaphor (though building on Lakoff's approach). Kovecses distinguishes among individual, supraindividual and subindividual levels. The first level involves conventional metaphors (i.e. those automatically reproduced and fixed in cognition). These metaphors are decontextualised instances (retrievable from dictionaries). The second level embraces metaphors used by individuals (idiosyncratic metaphors). Here the spontaneity rule must be applied: people are not thinking about common grounds which are always at play in metaphor – hence they generate metaphors spontaneously. The third level marks the conscious use of metaphor which is directly connected to the brain function.

R. Gibbs («Metaphor Wars») [5] shares the view on conceptual metaphor introduced by G. Lakoff. Gibb's argument is that the theory reflects some schematic correspondences established by the source and target domain and reveals the interplay of all aspects by which humans reach out to the world. The author highlights that metaphor is deeply embedded in individual's culture, psyche and society; its linguistic nature is secondary.

Many linguists indicate that the mass-media discourse is metaphor-rich. It is noted that there are certain subject areas in which metaphor is prone to demonstrate high frequency levels. As a rule, these subject areas include socially significant spheres happening to be of paramount importance to both society as a whole and to an individual in particular. It is education that falls under this category.

We have found a cluster of source domains displaying high metaphoricity levels when employed to characterise education system in the English mass-media: «Mechanisms», «Business», «Sports», «Movement» and «Plants». The «War» domain will be subjected to close scrutiny in this article.

Let us analyse an example where a cold war is declared against a particular type of schools in North America – charter schools.

And she (school chancellor) oversaw the mayor's cold war on charter schools, happily refusing classroom space to institutions that actually offer poor and minority kids the opportunity that the regular schools don't.

Here we can see that the mayor was waging a cold war against the charter schools which provide children from low-income families with basic education. The case is fraught with serious consequences as the school's chancellor was not preventing the war but gave her complete support for it. Let us study the primary meaning of the lexical unit *cold war* [6]. It is defined as «a state of political hostility between countries characterised by threats, propaganda, and other measures short of open warfare», which gives the basis for a conceptual common ground – hostility and implementation of drastic measures towards someone or something. The metaphorical meaning of the aforementioned lexical unit indicates that the scale of the unfriendliness is even greater: the state's authorities are trying to wipe out the charter schools. The propaganda and threats in the primary meaning of the linguistic unit are transferred into real tough measures in its metaphorical meaning. To emphasise the absence of humanity and moral principles in the course of leading the war a phrase «happily refusing» is used – it stresses a complete indifference and cynicism of the school's chancellor towards the state's future, especially when the life of the special needs children is concerned, for whom the existence of the charter schools remains the only opportunity to get basic education.

The next example we are going to describe is a metaphor of the people engaged into a combat against bullying at schools.

Despite a report that weapon seizures in schools have spiked by 48 percent from July 1 through Sept. 30 compared with the same time period last year, the mayor stated that "violent crime in public schools is down by 18 percent; bullying is taken seriously and cannot be ignored or tolerated in public schools." He pledged more funds to combat it and will seek federal assistance so that "every school will have access to mental-health resources.

This example describes the problems one American school has faced: weapons-bearing at school, violence, and the most vital problem - bullying at this school, which has got considerably worse over the recent time. Let us look at the primary meaning of the lexical unit *combat*: [6] «Fighting between armed forces», which gives the basis for a conceptual common ground – resistance to something. The example outlines the resistance to the high rate of bullying at the school, while immediate measures to combat the problem are considered in the example. The mayor assures that he will be waging combat against these issues, making the last one the focal point of his attention.

The following sentence describes an attack on private schools in Scotland.

Scottish Conservative shadow education secretary Liz Smith said: «This is blatant attack on the independent school sector which has clearly not been thought through by the SNP, both in terms of the financial repercussions for the state sector and the application of the current charity test which was agreed by all parties in the Scottish Parliament».

Here we are able to see what comes under attack in particular – the private schools whose set up was not allowed and considered by the SNP. The sentence further explains what was not considered properly – financial repercussions for the state's budget and also determination of its charitable specificity for this kind of schools. The primary meaning of the lexical unit *attack* [6] is noteworthy to study: «An aggressive and violent act against a person or place», which gives the basis for a conceptual common ground – brutality towards someone or something. In spite of the fact that the construction of these private schools had been earlier approved of by the Scottish Parliament, the SNP was not able to foresee it. A related lexical unit *blatant* indicates that the attack poses a real danger to all private schools.

The next example illustrates the global struggle against the level of illiteracy and poverty among people.

Closing her address, she said: "So let us wage a global struggle against illiteracy, poverty and terrorism and let us pick up our books and pens. They are our most powerful weapons. One child, one teacher, one pen and one book can change the world. Education is the only solution - education first.

These lines emphasise the importance of education – it can be a powerful tool to combat poverty, illiteracy and terrorism. The sentences stress a school kit – pens and books which take a fight over the disasters. The primary meaning of the lexical unit *struggle* [6] must be noted: «A forceful or violent effort to get free of restraint or resist attack», which gives the basis for a conceptual common ground – an urge to release oneself from the constrictive circumstances. The author of the message calls for releasing oneself from under the burden of the problems mentioned above by implementing proper standards of education. Subsequently the author unfolds her track of thought: not only does one need pens and books to wage the struggle but a teacher as well who would impart knowledge to his students and shape them into humanists. The author uses an umbrella word *weapon* [6] for the purpose of naming all the attributes of education, let us look at its primary meaning: «A thing designed or used for inflicting bodily harm or physical damage», which gives the basis for a conceptual common ground – protection from an enemy. The poverty and terrorism are the enemies in the given example. The terrorism created by people does irreparable harm which equals to the immediate contact of the fighting sides. The poverty and illiteracy described in the sentence are the results of a weakened economic situation but the authorities of the country are to blame for it as well.

The following example describes an opportunity of encountering unions which protect incompetent teachers if they are likely to be made redundant.

Sure, it's nuts to keep paying teachers who spend their time twisting paper clips instead of teaching. But the right answer is to fire them, not foist them on schools that don't want them — and on their students. Alas, that would spark a fight with the union that protects lousy teachers.

Here it is shown what implementation of drastic measures towards incompetent teachers can lead to – for example, their dismissal. Instead of preventing such teachers from poorly transferring knowledge to students and impairing their abilities to excel at many subjects, the school administration had to keep the ineffective teachers at their jobs because such radical movements may cause an unpredictable reaction from the unions. This possible reaction is being described as *a fight* [6], let us look at its primary meaning of this lexical unit: «A violent confrontation or struggle», which gives the basis for a conceptual common ground – violent opposition; in addition its metaphorical use, a related lexical unit – *spark* [6] – bears a metaphorical meaning as well. The two lexical units constitute a unity, which we will consider. The primary meaning of the related lexical unit *spark* is defined in the dictionary as «Emit sparks of fire or electricity», which gives the basis for a conceptual common ground – make something become obvious, an event which can be a trigger of something. Summarising the primary meanings of the two lexical units we are able to reach a conclusion that the dismissal of the badly trained teachers is going to generate obvious opposition (like a spark visible in the darkness), very strong resilience on the part of the unions.

Let us consider one more example where the education system serves as an arena of military actions.

Education has emerged as a key battlefield in a polarised Turkey that has yet to come to terms with a traumatic coup attempt last year. About 33,000 teachers have been dismissed as part of the crackdown.

We can see how education system is metaphorically viewed in a politically divided Turkey, a country recovering from a poorly managed state coup. Let us consider the primary meaning of the lexical unit *battlefield* [6]: «The piece of ground on which a battle is or was fought», which gives the basis for a conceptual common ground – a place where the opponents reveal their utmost brutality in relation to one another. Turkey appears to be such an arena where the brutality of the participants striving to win is compared to one during a war: the school curricula are substituted by ideological facts dictated by the fighting sides instead of pure scientific information.

To conclude, we would like to reiterate that many participants seem to be involved in conflicts: students, their parents, schools, colleges and universities. Not only is war waged on a local level but it also encompasses different countries and states – this target domain appears to be essential in the lives of individuals and society as a whole. War is fought against students' misbehaviour, clashes appear between teachers and the unions representing them. War erupts against the destruction of schools and for the improvement of the learning environment at universities, war is waged for the changes in the education system and in the assessment of teachers and students. Lastly, war is fought for the independence and autonomy of schools, colleges and universities. However, lexical units representing a semantic field of «war» are employed in order to give characteristics to the education system not only in an attempt to show a conflicting character of this social sphere but to intensify lexical unit meanings in a variety of contexts. In addition, certain metaphors which comprise this metaphorical model carry a positive connotation, metaphorically envisioning the major task of education process as furnishing «weaponry» to those acquiring different skills and knowledge.

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DIGITAL TRENDS IN MUSEUM PRACTICE: GOOGLE CULTURAL INSTITUTE

This article describes the Google Education Institute's global online educational project (Google Cultural Institute) as an example of the most popular informational trend in modern museum practice. Thanks to which the affiliate program brings together a large number of museums, cultural institutions and archives in the world. The identified advantage of this project is that anyone has the opportunity to use this site and visit the famous museum complexes and view works of art in great detail, without leaving home. The Academy also combines several projects: an art

project related to the visual arts, a project about the natural and cultural wonders of the planet - the World Wonders project and archival collections of historical materials - Archive of exhibitions. Virtual museums are an inventive technology that is necessary both in self-education and in school and university.
Keywords: digital trends, museums, cultural, history, Google Cultural Institute.

The academy of culture of Google (Google Cultural Institute) is a global educational online project. Its program unites hundreds of the museums, institutes of culture and archives of the world. Value of this multilingual project in world educational process is great. The Google team goes on the museums, digitizes originals and opens the cultural treasures. Any person can walk around the museum complexes and look at the works of art. Visitors can search for or browse artworks, landmarks and world heritage sites, as well as digital exhibitions.

Not all people on the planet can visit al the museums in the world. Usually, people work hard and travel not so much. Of course, we can't compare virtual museums to personal visit. And for example, African countries and in small Russian cities, the virtual museums become the only chance to join art.

The virtual museums are special technology. They are important in self-education, in school, institute, university training.

The academy of culture Google is the multilingual project. The Google Cultural Institute supports about 1,400 cultural institutions in 70 countries, more than 200,000 high-resolution digital images of original artworks, 7 million archival artifacts, over 1,800 Street View museum captures, and more than 3,000 online exhibitions. All of this exists together in a single unified experience.

The academy unites several projects: Art Project devoted to the fine arts, the project about natural and cultural miracles of the planet- World Wonders Project and archival collections of the historical materials- Archive Exhibitions.

There are 40 000 digitized copies of the works created by 6000 artists, photographers, sculptors, etc. in virtual space of Art Project of Academy of culture of Google. These works physically are in 250 cultural institutions of 40 countries of the world. Materials include photos of oil cloths, drawings, watercolors, sculptures, artifacts, jewelry works and furniture, and in high resolution.

The museums which funds are digitized for the art project of Academy of culture of Google are: the Hermitage and State Museum of A.S. Pushkin, National museum of Tokyo, London gallery, MoMA, The Metropolitan Museum of Art of New York, Canadian museum of the ballet and hundreds of others. The list is huge, and a thematic variety of the museums very wide.

Planet miracles, artifacts, parks, landscapes, palaces, locks, temples and other architectural objects can be seen by means of the project from Academy of culture Google - World Wonders Project.

Each object has historical and cultural information from UNESCO. Videos, photos and panoramas are attached to all objects. The project also has the channel on YouTube.

Thanks to the Google Cultural Institute project it is also possible to see and add to the gallery rare exhibits from museum archives which usually can't be seen by public. Many exhibits in the museums are in storages, and visitors can't see them, but some advanced museums have solved this problem. They have digitized some exhibits and have placed in the section "History Milestones". The user gets on the online exhibitions devoted to the most significant events in the history of mankind.

The exhibits are displayed on a horizontal timeline, with navigation left and right arrows on both sides of the screen (you scroll across as opposed to scrolling down). It is helpful when you think about how exhibits are displayed in the real world.

From the point of view of social activity, the company wants "to organize all information in the world so that it was easily available". Besides, in a digital format these materials will be better saved for future generations, and now they will help teachers, scientists, pupils, students and all who are engaged in self-education, to get and share knowledge.

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US POLICY MAKING PROCESS TOWARDS CUBA AFTER THE COLLAPSE OF THE SOCIALIST BLOC

The article is devoted to American-Cuban relations in the end of 20th century. The analysis of political, economic and international factors which determine the dynamics of these relations is carried out. The author explains how the collapse of the Soviet Union influenced American-Cuban relations and outlines the reasons for the new policy of the US administrations towards the Republic of Cuba in 1991-1999.

Keywords: the USA, Cuba, American-Cuban relations, the policy of Bill Clinton, the policy of George H. W. Bush

For the better part of thirty years after 1959, U.S. policy toward Cuba was based on ideas of Cuban threats to the global foreign policy exporting revolution [1]. By the end of the Cold War, security concerns receded and it was unclear what factors would dominate policy making; this uncertainty created optimism for those who hoped for changes and apprehension for those that feared it.

Cuba enjoyed the financial, military, and ideological support of the Soviet Union and eventually became one of the most reliable allies of the bloc throughout the Cold War. The Cuban government had grown accustomed to the economic aid provided by the Soviets and were hit with an incredible shock both economically and in terms of their own foreign policy objectives when those subsidies were stopped after the Soviet collapse in 1991 [2]. Almost 75 percent of Cuba's trade was with the Soviet Union and around 90 percent was with the socialist bloc as a whole. The Cubans also lost off-budget free weapons transfers from the Soviet Union and by 1992 the final Russian ground troops were withdrawn from Cuban soil [3].

Considering the fact that Cuba was not seen as an immediate security threat, the George H.W. Bush administration decided to focus on promoting democracy, the goal that had not been recalled for much of the cold war because of the argument that security and balance of power were the main problems [3]. Bush Sr. paid little attention to Cuba and preferred to maintain the status quo. Nevertheless in 1992, the Cuban Democracy Act (CDA) was introduced. The act is also known as the Torricelli Act and was designed both to strengthen the economic blockade against Cuba and to increase pro-democracy forces within the country [4].

In 1992, four schools of thought began to take shape around which direction policy toward Cuba should go. The first was to maintain the status quo and adjust existing policy on a case-by-case basis, but focused on prolonging Cuba's political, diplomatic, and economic isolation. Members of the executive branch were the strongest advocates of this policy approach. The second school promoted the idea of increasing pressure on the island and overthrowing the Castro regime by whatever means necessary, including military intervention. Cuban-American members of Congress and the CANF* were the most outspoken supporters on this approach. The third school of thought – constructive engagement -- was advocated by some of the powerful think tank organizations, like Inter-American Dialogue, the Center for Strategic and International Studies, and the Institute for Strategic Studies of the U.S. Army War College. This option entailed a partial modification of the embargo and expanding the framework of government-to-government communication in hope of an eventual progression towards a democratic Cuba. Finally, academics and liberals within Congress suggested normalization of relations between the U.S. and Cuba. This would include a total lifting of what was deemed an ineffective embargo and the impact on Cuba of democracy and the free market economy to accelerate change [5].

The policy of the next US President Bill Clinton was closely related to the proposals of independent think tank studies published in 1992 and 1993:

1. U.S. policy goals towards Cuba should not change because they were meant to force Cuba into a post-Castro society through a change in its political and economic system. To this end, the embargo, as an instrument of economic pressure, had to be maintained for its political effectiveness. At the same time the elimination of some embargo measures was not ruled out.

2. The Cuban issue had to be internationalized through multilateral diplomacy, including the United Nations and its agencies, the Organization of American States (OAS), the European Parliament and the Latin American Parliament.

3. In line with U.S. interests, the free flow of information to Cuba should be increased and a bridge-building policy implemented, as this would make it easier to develop a civil society adjusted to democratic standards.

4. The United States should not use a violent method of changing power that could raise anti-American sentiment. The US should not compromise its future political objectives in Cuba after the overthrow of Fidel Castro.

5. The United States should recognize that no matter how serious the economic crisis turned out to be, the Cuban government had some room to maneuver [5].

The years 1993 and 1994 were considered to be the most difficult years, both politically and economically for Cuba following the collapse of their largest trading partner and the U.S. began to see the rising threat of another massive immigration movement. During this period negotiations took place between the two governments and Cuba agreed to begin patrolling with the U.S. Coast Guard to prevent migration, which nearly halted by mid-September 1994. In return, the U.S. increased the number of Cubans who could apply for legal migration to 20,000 in order to avoid another potential migration crisis. In May 1995, a new agreement was signed that stated that in the future, all Cubans caught at sea would be returned, but those in detention because of the 1994 crisis would be admitted to the U.S. With this, the 1966 Cuban Adjustment Act, which permitted Cuban migrants automatic political refugee status, became null and void and the new “wet foot/dry foot” policy was established [2]. The immigration crisis also led President Clinton to create a White House-level post of special advisor to the president and the Secretary of State on Cuban Affairs [5].

In 1996, the U.S. business sector and think tank representatives from both the liberal and conservative factions ramped up their efforts to normalize economic relations with Cuba. U.S. businessmen were perhaps the most influential actors during the year and caused a great deal of concern amongst the advocates of sustaining the sanctions against Cuba. During 1994 and 1995, “250 executives and representatives of 174 U.S. companies, under license from the U.S.

Treasury Department, had traveled to Cuba to explore business opportunities in case if the embargo would be lifted" [5].

The Department of Defense also called for the easing of the embargo with their April 1995 release of a report entitled "The Military and Transition in Cuba" [6]. The report says that the economic sanctions against Cuba should be lifted in order to give the Castro government a chance to legitimize itself and rebuild the island. Thus for the first time since the end of the Cold War, the executive began to feel sustained pressure to loosen the embargo toward Cuba.

The administration's maneuvering over the course of 1994 and 1995 alarmed hard line supporters of the embargo, who responded by proposing the Cuban Liberty and Democratic Solidarity Act which would constrain the president's ability to act unilaterally on issues regarding Cuba and strip away the executive discretion that had steered policy for four decades. The Act was initiated by frustrated members of Congress in early 1994 whom were discouraged over the lack of attention they felt the Clinton administration had given Cuba since the CDA was signed and with Castro surviving the democratization of all of Latin America. The Act began gathering support once it was picked up by Senator Jesse Helms early in 1995, later it will become known as the Helms-Burton Act [7].

Despite being pressured into signing a law he had opposed, Clinton was able to wrest key concessions from Congress that allowed the executive to maintain control over the two most controversial aspects. Clinton was able to circumvent the most restrictive parts of the Act by negotiating a legislative compromise, thus mitigating the impact on foreign businesses and preventing other U.S. foreign policy objectives from being jeopardized [8].

So, with the fall of the Soviet Union and Cuba's continuing ability to survive the embargo, many have argued for a change in U.S. policy. The persistence of the embargo is seen by many as evidence of CANF's ability to influence the policy process and preserve an outdated and ineffective policy. Not only CANF, but also Congress, business groups, religious and human rights NGOs, the media, and the general public had a say in policy making. As the Cold War ended, economic goals and the promotion of democracy came to the fore.

* The Cuban American National Foundation (CANF) is a Cuban exile organization, which was established in Florida in 1981 and influenced political decision-making regarding Cuba.

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GLOBAL AND LOCAL CHALLENGES IN DEVELOPING SPEAKING SKILLS

The paper presents an analysis of scholarly works devoted to the problem of developing English language speaking proficiency in different parts of the world. The aim of the analysis was to identify the challenges both teachers and students encounter in the development of speaking skills. Accordingly the following factors that affect speech production have been revealed: individual, affective, sociocultural and psychological.
Keywords: EFL, speaking skills, level of proficiency, challenges.

INTRODUCTION

The mastery of speaking skills in English has long been deemed as a priority for a large percentage of foreign learners. Consequently they evaluate their effectiveness and success in the English language on the basis of their improvement in the spoken language proficiency. Accordingly, the ability to speak English is equated to having a good command of it as a whole. Speaking ability lies at the core of every ELT program, which aims at making the learners express themselves coherently, appropriately and fluently. Stressing the purpose of the curriculum, Ur states, ‘Speaking seems intuitively the most important: people who know a language are referred to as ‘speakers’ of that language’ [1, 123]. Richards and Renandya concur with the aforementioned opinion claiming that ‘people study English in order to attain the highest level in speaking’ [2, 204]. However, the majority of learners are still unable to achieve the desired outcome owing to various factors.

A considerable number of teachers became cognizant of students’ inability to speak not only inside but also outside the classroom, which has given rise to subsequent development and implementation of Communicative Language Teaching approach. CLT was introduced in revolt against Audio-lingual method in the 20th century and its objective was to prepare a syllabus which should be based on notional-functional, meaning-potential and situational context use of the target language [3, 265]. CLT is implemented in many EFL and ESL countries to enhance learners' speaking abilities. Savignon states that the essence of this approach lies in learners' communication engagement in order to develop their communicative competence [3, 270]. The professor lists the list of CLT principles as follows:

- Emphasis on language use rather than language knowledge
- More attention is given to fluency and appropriacy than to structural correctness
- Usage of authentic materials
- The teacher is a facilitator and director transmitter
- The teacher sets in the environment that is simultaneously interactive and not excessive formal
- A commitment to using the target language
- Implementation of the learner-centered approach
- Emphasis on successful communication, especially that which involves risk taking

However, despite the widespread adoption of CLT approach by textbooks and curricula, traditional language teaching methods are still widely used. These methods make emphasis on teaching grammar and vocabulary rather than the skills needed to use this vocabulary and grammar. To the present day, the situation has not changed greatly. The grammar-oriented method is ubiquitous in many countries, what mutually excludes the use of speaking skills, which is, in fact, regarded as a necessity in every curriculum [4, 31].

FINDINGS OF THE ANALYSIS

The purpose of our analysis was to identify the challenges that the teachers and students face in developing speaking skills as described by the authors of the works analyzed. The analysis showed that all the challengers could be divided into five major groups.

1. Challenges faced by teachers

Low English proficiency. A considerable number of teachers in Asian counties fail to create an authentic environment owing to the deficiency in spoken English. While introducing the subject, their language abounds in the expressions that are far from being English. According to the research conducted in Indonesia by M.Marcellino, most teachers resort to Indonesian to discuss the topic and explain it with poor mastery of English [5, 63]. The following sample illustrates inappropriate explanation of the grammatical rule:

Teacher: *Yakemarin*
Student: [mumbling]
Teacher: *Ya*Simple Past Tense. When you used Simple Past Tense?
Student: [laughing]
Teacher: Form-*nyagimana*?

The Korean teachers, who having attended the teacher education program in the University of Canada, were happy when the questions their curious students asked were related to English grammar rather than "hard" sociolinguistic aspects [6, 687]. In Korea, as well as in many other Asian countries, when a teacher does not react to learner's request promptly, he cannot be a teacher. The learning atmosphere is usually portrayed through the belief that the old know well as well as the teacher can do no wrong. Thus, being unable to respond to the questions and displaying incertitude, undermines credibility of the students in teacher's "ample" knowledge.

Incompatibility of the curriculum with the learners' aptitudes. It is significant to adjust the language according to the students' abilities in the classroom. If the language is pitched too high, they may revert to their first language. Conversely, if the task is too easy, they may become disinterested and embark on the conversation in their own language, distracting other students from the cognitive process and consequently leaving the class disorganized. Furthermore, the teacher ought to be aware of the fact that some students, especially beginners, may often use their first language as an emotional support, implementing communicative strategies(approximation, paraphrase, invention, mime/gestures and appeal for help) and translating everything word for word to make sure that they have comprehended the task entirely [7, 2].

2. Challenges faced by students

Lack of motivation. Not all students have the same purpose and motivation for learning English. Some regard English as a course that should be passed on in order to get a grade, whereas others perceive the second language as a "waste of time". Therefore, the tasks aimed at developing learners' speech are generally overlooked and replaced by grammar-based ones. Those students, who demonstrate keen interest in acquiring essential speaking skills, are certain that the acquisition of them will guarantee the availability of opportunities to higher education, traveling, employment and even better life.

Lack of confidence. Many students are anxious in a speaking class and some are likely to keep silent. Participating in a discussion often entails expressing and endorsing the opinion, which the students fail to accomplish owing to the shyness, uncertainty, hesitation. As a consequence, the class interactions are mostly apathetic and passive with only few students actively engaged in group work. In recent research conducted at Chinese University was elicited that nearly forty-one percent of Chinese students do not ask the questions because they are merely shy and fourteen percent admit that they are afraid of making mistakes and thus losing face in the classroom [8, 5]. In Kenya learners feel comfortable interacting with their partners rather than with the teachers and corrective feedback seems to be less daunting than that of teacher's [9, 57].

3. Challenges as a result of educational system specificity

One of the major constraints in the English speaking skills development has long been considered the test-oriented program in many Asian countries along with Arabic speaking world, where the program objective is to teach vocabulary and grammar skills instead of improving communicative competence. In South Korea, China and Japan the class comprises 48-50 students, with China frequently exceeding these properties. The teachers find it complicated, if not entirely impossible, to allot time to every student within the lesson frame. Therefore, China and Japan show the lowest score in TOEFL among other Asian countries [10, 52].

Lack of time. Professor M.Marcellino suggested that the time allotment should be increased twofold in order to maximize the effectiveness of the lesson. Ninety minutes will suffice to revise the material, introduce the new topic and discuss it hereafter. However, there is another aspect of this problem. In Brazil the class lasts for 2h 30 min, leaving those students, who do not possess the high level of language proficiency perplexed and discouraged in spite of the seven successive years at school. They cannot participate in the discussions equally well, especially when it comes to speaking, where they are required to accomplish the tasks individually and spontaneously within the limited time [11, 88].

Insufficient funding. Teachers in South Korea claim that implementation of CLT approach in teaching speaking is an exigent problem, since certain equipment and facilities must be in place. Extra funding is needed to obtain textbooks and materials for communicative activities. Many textbooks lack the variety of speaking tasks which can motivate the students and give the purpose of doing them within the classroom [6, 692].

In Mexico, for one, there is an urgent need in qualified teachers. To teach 6.7 million students, the Mexican government needs to recruit and train 80,000 additional English teachers. At present, the government cannot fulfill its goals despite the constant endorsements to the educational system [12, 7].

4. Contextual challenges

A useful approach to understanding the culture of any classroom begins by distinguishing two different pedagogical approaches revised by American teaching methods specialists Michael Smith and Sydney Greenblatt: teacher-centered approach and learner-centered approach. The learner-centered method enables the student to reveal himself during the lesson by means of expressing perspectives and participating in dialogues. The teacher-centered, however, suppresses any kind of additional activities stemming from the students. The learners compliantly do the teachers' instructions, namely: listening to lectures, reading assigning texts, memorizing content. Repetition drills, memorization, substitutions, language reinforcement do not encourage students to be creative and analytical; and tasks that only require to listen and imitate demotivate them. The teacher-centered method is ubiquitous, however, the vivid example is the Soviet paradigm “teacher-textbook-student” [13, 7].

5. Challenges as a result of cultural differences

The process of learning in China, Japan and Vietnam has always been under the influence of Confucian tradition. This collectivist culture has the following prevailing factors: total obedience, unquestioning mind, respect for authority of lecture and family, emphasis on group orientation, effacement and silence. Undoubtedly, Asian countries cannot adopt individualism that is distinctive in Canada, USA and Europe in spite of the high efficiency of the westernized communicative approach in language teaching. The class hardly ever raises any question to the teacher, scarcely responds critically to the teacher’s debatable statements and arguments. They respectfully and compliantly abide to the rules and believe that what has been said is entirely correct [14, 271].

CONCLUSION

It is generally known that a considerable percentage of countries pursue the grammar-oriented approach in their curricula neglecting speaking skills that develop students’ communicative competence. Instead of following any method unwisely, it is obligatory that the factors, hurdling the process of speaking, should be taken into consideration. This paper highlights the difficulties encountered by both teachers and students in the process of developing speaking skills. The analysis has revealed that the factors that create obstacles in language production are individual, affective, sociocultural and psychological. They underlie the five groups of challengers that have to be overcome in order to make the process of learning a foreign language more efficient.

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THE SPECIFICS OF THE MEDIA IN FUNCTIONING OF TOTALITARIAN COUNTRIES

Relevance: the media has always been a powerful weapon that affects the minds of citizens in order to shape public awareness. But the style of presenting information to the public depends on the political regime in the country, with certain benefits for certain social groups. Which media model is the most effective? This is to be found out.

Keywords: media, democracy,totalitarian model,propaganda,ideolpgy

There are 3 models of interaction between the state apparatus and the mass media apparatus: democratic, authoritarian and totalitarian. In a democratic model, the media has freedom of speech and is not subject to censorship by the state. In the authoritarian model, the media are privately owned, and the state is limited by pressure on the political opposition and is it possible to use social and cultural autonomy. The totalitarian model is characterized by the complete subordination of all media to the state with the aim of implementing certain ideas in the minds of the population.

In the totalitarian mode propaganda is the main method of interaction between government and society. Russian anthropologist A.P. Nazaretyan said that propaganda is the purposeful dissemination of certain ideas, values, norms and behavioral programs in society [1, 163]. At the beginning of the 20th century, this method was brought to a new level the technique of manufacturing slogans. An example is the slogan-prediction – "When the government disclaims responsibility for the present, appealing to future changes".

"The role of the collective is higher than the role of the individual in totalitarian states; a personality can achieve the set goals only if the state ensures the unity of intellectual activity, by constant control of the authorities"

If we consider the development of the media in a totalitarian mode, then we can distinguish 2 stages. The first stage is based on the complete subordination of all media types to the authority and the most severe censorship of them. This is due to the fact that the government has just been formed, and there should be no criticism of it, thus the reputation of the ruling authorities in the media is always shown only from the positive side. Therefore, strict control is introduced on all information that comes out in different media sources.

The second stage begins after the power in the state stabilizes. At this point, the media are beginning to be considered as an effective tool for propaganda and ideological treatment of citizens. The main task of the media in totalitarian countries is to serve the authorities and bring the ideology to the people.

In the USSR, special congresses of the heads of the press divisions were held in order to know what to write in the newspapers and what is better to hide. And the principle of such work was reduced to the fact that the points of view of journalists coincided with the opinions of their colleagues from other print media, even the entertainment headings were ideological in nature. Vladimir Ilyich Lenin wrote that "newspapers must be a collective propagandist, a collective agitator, a collective organizer."

The media adapt to the officially fixed ideology of the totalitarian mode, and when transforming the ideological line of the media, they will be forced to adapt and spread the truth that the state tells it.

In the long course of Soviet history assertion, the media were engaged in bringing the public Kremlin ideology to the people. This is a prime example of social change and social control. The party had the right to monopoly ownership of the means of force, publicity and propaganda. The entertainment function of the media has been transformed and imbued with ideology. An example is the appearance in the mid-60s of the third TV channel in the country, which served as an educational function, and the fifth channel broadcast programs and films that were ideologically verified, and the announcers reported on the achievements of the working people [2].

The survey on the functioning of the media (with 22 person looking part) put 3 main questions. To the question: “What, in your opinion, is a characteristic feature a democratic media?” The majority of respondents answered that it was the accurate of the information (13 people); the second most popular answer is - verified sources (6 people); the third is the availability of information (2 people), and the fourth is the absence of unreliable (yellow) information in the press (1 person).

On the second question: “Have the media changed for the last 5 years?” 90% of respondents answered that they have changed, the remaining 10% - that they have not changed drastically.

On the third question, which sounds like this: “What kind of media is the most reliable in your opinion?” 8 people voted for the Internet, 7 people followed the radio slightly, 6 people for the press, and 4 people for television. Thus, it can be concluded that the Russian media have changed over the past 5 years, this can be observed by the degree of confidence of Russian citizens in the Internet and radio, since these types contain more reliable information from all the sources listed.

George Orwell, in his anti-utopia novel “1984” [3], described the actions of totalitarian regimes in the mass media: “This is partly explained by the fact that before the government could not keep citizens under constant surveillance. When the press was invented, it became easier to control public opinion; radio and cinema allowed to step further in this direction.

And with the development of television technology, when it became possible to conduct reception and transmission with one device, private life came to an end. Every citizen, at least anyone who is worthy of surveillance because of its significance, can be kept under police surveillance all day and night and fed with official propaganda 24 hours a day, cutting off all other channels of communication.

For the first time, it became possible to achieve not only complete submission to the will of the state, but also complete unity of opinion on all issues. ” Indeed, in totalitarian regimes, everything is subordinated to the state, and it is easier for it to manage people and impose the right opinion on society. The state needs a thoughtless mass that will not ask why and why, but will unconditionally follow the instructions given by the state.

Thus, several distinctive features of the totalitarian media model can be distinguished:

1. The media are a tool of state in all spheres of society.
2. The media provide unity, uniformity and a sign of political health within the state.
3. The media is used as a tool for propaganda and agitation.
4. The media promotes ideology to the outer world, as well as, support or the ruling elite.

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WOMEN’S RIGHTS IN ARAB WORLD

The article focuses on the main issues of women’s legal status in Arab countries. The authors analyze research works, religious literature and consider major trends in this direction. The authors take into consideration historic development of the countries and the significance of

religious principles for the legal systems of the Arabic states. The researchers conclude by describing some positive trends in women's rights protection in the Arab states.
Keywords: Arabic world, women, rights, law, religion, gender discrimination.

The Arab world currently consists of the 22 Arab countries of the Arab League. These Arab states occupy an area stretching from the Atlantic Ocean in the west to the Arabian Sea in the east, and from the Mediterranean Sea in the north to the Horn of Africa and the Indian Ocean in the southeast. The contemporary Arab world has a combined population of around 422 million inhabitants, over half of whom are under 25 years of age.

Nowadays the problem of the women's legal status in the Arabian states is the most controversial. It is known that most subjects of international law have accepted the concept of equality. The principle of equality is enshrined in the Universal Declaration of human rights [1], International Covenant on Civil and Political Rights [2] and other legal instruments.

However, the world community consists of many states that differ in their legal systems. Some states, in particular those of the Arab world, do not fully implement the provisions contained in those instruments because their norms are in conflict with religious precepts.

Of the sixteen countries located in the Middle East and North Africa, ten have signed, and nine have ratified, the Convention on All Forms of Discrimination against Women. Even in those countries, however, women's political, educational, and especially personal rights vary greatly. Even when recognized on paper, they are rarely respected in practice.

Women in Arab culture have historically been an oppressed class, deprived of basic political, social and other rights. However, Sharia is the main regulator of religious and legal norms in Islamic world, the main source of which is the Quran [3]. Despite the presence of references to the equality of the rights of men and women in the Quran, in fact, this possibility is not fully realized in any of the countries of the Arab East.

It is believed that the family and children remain the main priority for Arab women. That is why most states do not allow women to enter politics, explaining this by the fact that in this case, the value foundations of women will be violated. All this gave rise to the current problem of violations of the rights of women in Arab countries as a result of severity of the precepts of Islam, and their arbitrary interpretation, and in this regard, wrong application of them in practice [4].

It should be noted that with the advent of Islam, the situation of women has improved, as many rights became available to them; these rights were absent in the pre-Islamic period [5]. For example, the right to inherit, the right to engage in any activity, to make and assume obligations, to enter into contracts, to own, use and dispose of property, to participate in the administration of the state, except for the posts of a judge and head of state, to work, to receive education, to protest against violations and to defend their rights, to choose a spouse, and in case of divorce – to receive alimony. Moreover, the status of the woman, the attitude towards her from society improved. In the pre-Islamic period the woman was considered a powerless creature that you could safely sell, exchange, and in the case that the family could not support her to kill. The birth of a girl was also considered undesirable.

Marriage is an important institution of Islam. Religion sets out clear guidelines on how a husband and wife should treat each other, creating rights and responsibilities for the couple. A prerequisite for the conclusion of marriage contract is the mahr – a wedding gift, which the groom is obliged to present to the bride, regardless of her consent to it. After the wedding, the mahr becomes the exclusive property of the wife, and none of her close relatives has the right to take anything from the mahr without her consent. Even in the case of divorce on the initiative of a man and, in some cases, on the initiative of a woman, the mahr remains with his wife [7].The husband is obliged to maintain his wife fully, providing her with suitable housing, food, drink, clothing). If the husband is unable or refuses to provide for his wife, she has the right to divorce if she wishes.

Despite the fact that Islamic doctrine condemns the use of physical strength against women, nevertheless, the Quran contains the permission to men to beat their wives in case of disobedience: "And those wives whose disobedience you fear, exhort, to avoid the marriage bed and beat. If they become submissive to you, then do not offend them" [6]. This verse is a serious problem for both supporters of Islam and those who oppose it. Many men abuse this right, and the problem of domestic violence, which has a high level of latency, is particularly acute in the Arab countries, and it must also be addressed through the creation of legislation that will establish responsibility for this offence.

Islam not only allows, but also obliges all Muslims, both men and women, to receive education: "the Acquisition of knowledge is the duty of every Muslim" [6]. Moreover, the husband's ban on his wife's education is one of the reasons for divorce on the woman's initiative.

It is said in the Quran: "God will bring a high degree to those of you who believe and they received knowledge" (Quran 58:12) [3]. However, despite the positive attitude of religion to education, not all states provided its normal level. In Lebanon, Oman, the Comoros, Palestine, Algeria and other countries, women officially have the right to vote, work and receive education. However, there are also countries with very low levels of education among women. For example, in Yemen, only 53 per cent of girls complete primary school (compared to 72 per cent of boys). In Morocco 44% of women are illiterate. In Sudan, this indicator is 38% and 37% in Egypt.

Islam does not prohibit women from working. The only requirement of the Sharia was that work should not distract her from her duties to her husband and children and should not prevent her from running the household. The protection of family relations, which in turn support the continuation of the human race, is defined by Muslim scholars as one of the fundamental objectives of Islamic law. A woman's work should be permissible and appropriate to her nature. It should not engage in heavy industry, permanent military work, men's work degrading it, or street cleaning, which the Islamic Sharia does not approve of for a woman. At the same time, Islam assumes that since all the material support of the family lies with the man, and the woman is engaged in the upbringing of children and the maintenance of the house, there is no need to work for her.

For example, in Tunisia, women are restricted in working rights within the framework of “socially acceptable behavior”, which assumes that women do not have to work far away from their families [8]. Jordanian law does not allow women to work in the case of the ban on the spouse. On average, employment among the women population is from 15-30%. The main area of employment is medicine.

The same situation applies to granting political freedoms. Women are allowed to vote. For example, only three Arab countries do not recognize the right of women to vote and to stand for elections. Two of the three states, Saudi Arabia and the United Arab Emirates (UAE), do not hold elections in the first place, leaving Kuwait as the only country that holds regular elections but excludes women.

Not all Arab men are able to accept the fact that women can hold leadership positions, let alone leadership positions in the state. Nevertheless, there are a number of countries where this is possible. For example, nine women has become members of Parliament in Egypt, but none has been in the Kuwaiti Parliament. Moreover, the number of women in the Egyptian Parliament has even decreased from 12 per cent to 2 per cent. The new electoral code of Libya does not contain quota mechanisms for the representation of women in elected bodies. Morocco’s legislation provided for a quota of only 15 per cent. In Tunisia, of the 41 members of the government, only three are women, while the Comoros and Oman granted women a wide range of political rights.

Unfortunately, the states and ethnic groups positioning themselves as “Islamic" and "Sharia", in reality, are far from the Quranic ideas and institutions. In many countries, which are considered to be Muslim, the treatment of women not only does not comply with the Sharia, but also directly contradicts it. As mentioned earlier, a large percentage of domestic violence persists in Muslim countries, and some other rights are not respected. Nowadays many countries have signed the Council of Europe Convention on preventing and combating violence against women and domestic violence [9] which “creates a comprehensive legal framework and approach to combat violence against women” and is focused on preventing domestic violence, protecting victims and prosecuting accused offenders.

However, in recent years, improvements in this area have been noticeable in Muslim countries. For example, Saudi Arabia has passed a law according to which non-Muslim foreign women have the right not to cover their heads in the streets and in public places. In 2009, the king of Saudi Arabia for the first time included a woman in the government. She was the Deputy Minister of education for women, the highest position ever held by a woman in the government of Saudi Arabia. Saudi Arabia also plans to pass a law under which women lawyers will have the right to appear in court for the first time in the history of the country.

Another category of rights violated is personal rights. Dress code of women in many countries is very strict. In some countries, such as the UAE, it is considered unacceptable for a woman to show her face to unfamiliar men, so they hide it under Abaya. If an unfamiliar man sees a woman's face, it will turn into a shame for her. If a man pulls off a woman's hijab, it will turn into a shame for her whole family. Strict dress code rules also apply to Iraq, Saudi Arabia and other countries. While in the Comoros and few other States you can safely give up traditional Muslim clothes. If a woman dresses inappropriately, she may receive severe punishment or even persecution.

Thus, we think that in order for the women of the Arab world to be able to fully live and realize themselves in all spheres of society, it is necessary to contribute to the efforts of the entire world community. We believe that women should be given equal rights in all spheres of life society, without exception, domestic violence should be recognized as a serious crime in all states, legal and traditional barriers to access to women’s participation in politics, public administration and business. An important step to resolve this issue is to overcome legal and social obstacles to women’s economic equality. In particular, labour legislation should ensure that women are not denied equal access to jobs.

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IRAN-US CONFRONTATION IN THE STRAIT OF HORMUZ: SCENARIOS OF DEVELOPMENT

The paper covers the latest events in countries located in the Strait of Hormuz. At the moment, the strait is a really important and easy way to export gas and oil from Arab countries. That is why it has always been the subject of disputes between Iran and the United States of America. Tehran threatens to block the channel from all countries.

It should be noted that this problem is very urgent nowadays because the growing tension around the Strait of Hormuz has raised a wave of concerns among oil importers. In the end, if Iran does block the channel, there will be a huge amount of disruption in oil supplies and rising oil prices. The author considers three possible scenarios of the development of this issue and highlights the most suitable one.

Keywords: strait, oil, import, blockage, war, crisis.

The Strait of Hormuz is a strait that connects the Gulf of Oman in the south-east with the Persian Gulf in the south-west. The northern coast belongs to Iran, and the southern coast belongs to the United Arab Emirates and to the semi-enclave of Oman. This strait is used by such countries as Iran, Kuwait, United Arab Emirates, Qatar, Iraq [1].

The depth of the strait is 229 meters and its length is 195 km. The narrowest point of the strait has a width of about 39 kilometers. The Strait of Hormuz is divided into two transport channels. The length of each channel is 2.5 km.

At the moment, this strait is the only sea route that allows exporting gas and oil from Arab countries, which is why it has always been the subject of disputes between Iran and the United States of America. This sea route makes it possible to export gas and oil that are produced in the Gulf countries (Oman, UAE, Qatar, Kuwait, Iraq, Iran) to third countries, as well as the United States of America, Japan, and Western European countries [1].

The origin of the name of the strait is considered to be the subject of this dispute. Some scientists believe that it came from the name of the Persian god Hormuz. Others think that the word

“Hormuz” comes from the Persian word “Hur-mogh” (date palm). Some of the locals still call this strait the Hormuz, so this assumption makes sense to this day.

At the moment, the situation in the Strait of Hormuz is critical. Tehran threatens to block the channel from all countries. All export flows of Kuwait, Qatar, the United Arab Emirates, as well as most of the oil supplies from Saudi Arabia and Iraq, are carried out through this channel. A senior Iranian military commander, Masoud Jazairy, said the United States would not be able to prevent Tehran from blocking the Strait of Hormuz, if necessary.

It is known that the overlapping of the strait may well lead to the cessation of deliveries to foreign markets in the amount of 17 million barrels of oil per day, which will become an unprecedented case in world practice and will have a negative impact on the price of oil, since the decline in even a smaller share of exports has often caused a sharp increase in the cost of hydrocarbons [2].

It should be noted that this problem is very relevant since the increasing tensions around the Strait of Hormuz raised a wave of concern for oil importers. After all, if Iran really closes the channel, there will be a huge amount of disruption in the supply of oil and the rise in oil prices [3].

The second scenario of this international problem could be the declaration of war on Iran by the United States of America, the countries of the West and Israel. The relations of these countries are deadlocked and now may well turn into a military conflict. Moreover, the parties to this conflict are quite consistently leading to war.

However, many seriously doubt that the US can attack Iran and even make a step towards the occupation of this country without solving the problem of its presence in Afghanistan and already having a not very good experience of occupying Iraq.

Finally, the third scenario is neutral. According to it, the countries involved in this conflict will begin to take into account the interests of each other and there will be no serious conflict.

Scenario I. Blocking the strait by Iran

As it was mentioned above, the situation in the Strait of Hormuz is currently critical. Iran threatens to close the strait for many countries: Iraq, United Arab Emirates, Kuwait, Qatar, Oman. That is because of the sanctions that the United States and the United Nations inflicted on Iran. The sanctions lie in the fact that the United States is demanding its allies in Europe and Asia stop buying Iranian oil. That was done in order to force Iran to abandon the drafting of a nuclear program, while there is no evidence that Iran is developing nuclear weapons.

The Americans have been accusing Iran for several years trying to get an atomic bomb at their disposal. At the same time, they have many allies around the world.

The Iranian leadership announced that the Strait of Hormuz would be closed if sanctions were taken. Despite the fact that about 45% of the world oil transportation by sea is carried through it.

This scenario is more positive than negative, because the whole situation that has developed in the Middle East can lead, at best, to blocking the strait. And at worst - to war declared by the United States to Iran.

The overlap of the Strait of Hormuz will be a good turn for the United States. As a result, there will be a crisis, with the help of which the US will try to solve the problem of economic growth and even reduce its huge external debt. It should also be noted that the oil and gas companies and the US military-industrial complex will benefit first of all.

However, blocking the strait will have a very bad effect on the economy of Iran itself. Imports of oil and gas from Bahrain, Iraq, Qatar, the United Arab Emirates, Kuwait and Saudi Arabia will stop. As a result, a deficit will be formed and prices will soar up, and it will be very difficult for Iran to return to the previous economic situation [2].

It should be noted that it would be very easy for Iran to block the Strait of Hormuz. The fact is that the narrowest part of the strait in width, as mentioned earlier, is 39 km, but a suitable width for passing ships is at least 10 km wide, which is divided into 2 shipping sections of 3 km each, as well as a buffer zone [4].

Blocking the strait may not be a premeditated Iranian action, but a simple provocation by the United States. There are a huge number of prerequisites for this. For example, not so long ago, at the entrance to the Strait of Hormuz, the US Navy missile destroyer “Porter” and the Japanese tanker “Otowasan” were flying under the flag of Panama. The headquarters of the 5th fleet of the United States Navy reported that no one was injured as a result of this incident. There was no oil spill either.

A large proportion of Iran’s revenues are oil revenues, in particular, funds from oil exports, they account for 85% of all exports. Asian countries, mostly China, use energy delivery through the strait. Moreover, the Chinese government is constantly asking Tehran to make oil supplies more intensively. In this regard, many experts believe that it is not beneficial for Tehran to cut off exports of its own oil through the strait. In addition, Iran will not dare to do this because of the risk of the Pentagon’s paramilitary reaction. In addition, the White House seeks to deprive Tehran of oil revenues.

It should be noted that the development of the internal situation in Syria may have an impact on this situation.

The situation that has developed today does not allow the Iranians to block the strait, but, on the contrary, it allows to continue to use it for reasonable purposes. In particular, of course, for the export of energy, because the ban imposed on the purchase of Iranian oil gives great problems to its buyers from developing countries [3].

Scenario II. The outbreak of war

The second possible scenario for this problem could be the beginning of a war between the United States, the countries of the West, Israel and Iran. If it still comes to war, England will stand on the side of the United States. London has already sent the destroyer *Daring* to the Persian Gulf. The main task of ships of this type is to ensure the protection of the fleet from an air attack. But it is also possible that other NATO countries, as well as Israel, may soon join in.

It can be assumed that a war will take place according to a rather logical scenario. Iran will block the strait with the help of mines and will try to launch rocket attacks on the American, French and English naval forces. In turn, the allies will deliver air and missile strikes on Iran.

Tehran will face a big question - how to fight. The only place where it has the opportunity to come into contact with the US ground forces is Afghanistan. There are no American troops in Iraq. And most likely, Iraq will adhere to neutrality. Then Iran will either have to violate the sovereignty of Iraq for the sake of making a throw to Kuwait, or continue to withstand long bombardments on its territory.

Any solution in such a situation would be disadvantageous to Tehran. If Iran goes to Kuwait, then it will have to fight not only with Kuwait, but with all the other Arab states of the Persian Gulf, which will not affect very well the martial status of Iran. After all, Iran will not benefit from this war. And to return to the previous situation will be quite difficult.

In general, the most difficult problem for Iran will be how to behave with the states where there are American bases. An example would be Turkey, on whose territory the Incirlik Air Force Base is located. However, the Turkish government will be against this war and will take the position of a neutral power. And a possible blow to the military base of Turkey will cause a backlash from Turkey. The situation is exactly the same with other Gulf countries: Qatar, Saudi Arabia, the United Arab Emirates, Oman and Bahrain [6].

It is worth noting that, unlike Turkey, the Gulf countries may not prohibit the use of bases on their territory for strikes on Iran, and will not rush things, immediately declaring war on Iran. It is necessary to assume that Iran will not immediately spark a global war, but will try to cause damage primarily to the US Navy and Israel.

But in any case, it is clear that Iran will not be able to defend its position in this possible war, as the region is now going through its not the best times. Tehran underestimated the determination of the Americans, as well as their ability to choose strategic objectives and tactical maneuver in achieving them.

Scenario III. Developing further relationship with benefits for both parties.

There is one more scenario put forward - neutral. It is based on the further development of relations between the countries operating in this conflict. This is, first of all, Iran on the one hand, and the United States, the United Arab Emirates, Qatar, Iraq and Kuwait on the other.

Further relations, according to this scenario, can be built positively for both conflicting parties. This is only possible if each of the parties takes into account the interests of the other.

This scenario can take place only if both parties want it. It would be possible if one of the parties starts acting in the interests of the other side.

For example, if the US cancels the sanctions that they imposed on Iran, then Iran will neither block the strait, nor develop further conflict. After all, Iran in the event of the outbreak of a military conflict will only escalate the country's not so simple situation.

All negative events can be avoided if countries act in the interests of other countries. Iran can also not block the strait, but to improve relations with the countries of the Persian Gulf. Tehran needs to step up oil supplies to the East market, thereby strengthening its position in the region. In this case, Iran will not only benefit greatly from this, but will also strengthen its position in this region.

It can be concluded that Iran needs to use this strait for smart purposes: not to block the strait and, especially, to prevent the escalation of this conflict into war. The US needs to reconsider its views on this country and lift all sanctions; in this case, Iran will definitely not block this strategically important strait.

It can be assumed how this problem will develop in the near future. The United States and its allies have already done everything they could. All political moves have already been made. Now everything depends on the moves of Iran itself. It should be noted that Russia and China, which are very critical towards American policy in the region, can have some influence on this situation. But it is quite obvious that neither China nor Russia is going to support any resolution of the UN Security Council on any tough measures against Iran [5].

Today, many experts acknowledge that the military conflict in the Strait of Hormuz threatens the planet with an energy crisis, since all the industrialized powers import oil from here. Through this strategically important strait, about 90% of the oil produced in the countries of the Persian Gulf is imported. Also, the closure of the strait will lead to serious financial problems, because replacing this route with another one will significantly increase transit costs.

Thus, the paper examined three scenarios for the development of the problem of the Strait of Hormuz. The first scenario was that Iran would block the strait from other countries: Iraq, Kuwait, the United Arab Emirates, Qatar.

According to experts, Iran is able to block the strait for no more than a week, at best, two. This scenario is rather a positive scenario, since simply blocking the strait will not lead to bad consequences. Negative consequences will develop in the second scenario because of the alleged war. In the third scenario, all countries involved in this conflict will find a common language and will work together.

To conclude, it can be said that the problem in the Strait of Hormuz is very relevant at the moment, since options for the development of this problem are still stipulated. Iran is concerned that blocking this important strait will lead primarily to an economic and political crisis. Activating a war will not yield any results for the opposing sides, but on the contrary, it will only aggravate the situation. Therefore, the development of a neutral scenario will be the most successful scenario for this problem. Taking into account all the drawbacks of blocking the strait, we can say that Iran will still refrain from closing the Strait of Hormuz and will act together with other countries involved in this conflict.

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READING AS A FORM OF LEISURE FOR MODERN STUDENTS

This article presents the results of a survey of students of SSU. N.G. Chernyshevsky on the topic "reader's preferences." This paper also analyzes the possible causes of the results of the survey.

Keywords: reading, youth, survey, questionnaire, preferences.

Readers' preferences of modern youth are a reflection of the interests, hobbies and conscious needs of this category of society. Readers' interests are directly related to spiritual interests and at the same time they mutually form each other. Formation of interests (professional, aesthetic, cognitive) directly affects the formation of the worldview, and hence the further activities of this progressive category of society [1, 213]. Snice's the youth is the future basis of our society, causes the research interest on the part of sociologists. According to the results of the author's survey, it is planned to deduce the main features in the readership preferences of modern youth, and students as a subcategory in particular.

A pilot study on the topic presented was conducted on the basis of Saratov State University.

The study involved 64 people, 78% of whom were female and 22% male. At the same time, age gradation was formed in the interval from 17 to 25 years. At the age of 17 to 19 years old, 31.3% of respondents took part, at the age of 20 to 22 years old, 59.4% of respondents, at the age of 23 to 25, 9.4% of respondents.

The first question of the questionnaire, directed solely at the research topic presented above, was the question of whether respondents like to read. Moreover, if the respondents chose the answer option "No", then the Google forms service automatically translated them to the last question of the questionnaire. The results were as follows: 81.3% answered that they like to read, 18.7% of the respondents chose the option "no" I do not like to read.

For those who chose the option "Yes" in the first thematic question: "Do you read?", The question arose, "what role does reading play in your life". 57.7% chose the option "method of self-development", 26.9% of respondents said that they spend their free time with interest, 11.5 noted that they only need it for studying (while, as noted above, they like to read) . 3.8% of respondents noted that in this way they are engaged in learning, self-development, and spend their free time with benefit, noting at once the three previous answers in one.

Then came the question of which books genre are preferred by our respondents. Here the genre "novel" became the leader with a result of 26.9%, then "classic" 19.2% was highlighted and the "popular science" genre was 15.4% among the most popular answers, and according to the previous question of the questionnaire also 11 , 5% marked educational literature about an equal number of noted variants (less than 4% each) received the genres "collection of poems", "mysticism", "psychology", books on self-development, "detective", and in addition some respondents noted more than 1 of proposed options.

The question "What works of authors do you prefer?" Was considered in generalized categories. There were 4 possible answers. "Modern foreign authors" of 42.3% of responses became the most popular, then "foreign classics" were noted 38.5%. 15.4% chose "domestic classics" and 3.8% "modern domestic authors". Here it should be noted that the works by foreign classics or modern foreign authors are not included or included, but in small quantities, in the school curriculum, and often young people just in college age seek to read and give preference to this particular literature not considered at school before. At the same time, we have time to know with the Russian literature during school, and interest in it disappears, since the main works have already been studied.

Next on the questionnaire was the question of how often you read books. 23.1% of respondents read books daily, 30.8% of respondents read several times a week and this is the most popular option by the number of elections. 1 time per week 11.5% of respondents read several times a week 15.4% of respondents, once a month or less often 19.2% of respondents read (among those who answered that they like to read). Here we note that respondents do not always have time to read works, despite their interest in them, but at the same time more than 50% of respondents who like to read do it at least several times a week.

The next question was whether students who like to read books are willing to spend their money on them, in modern conditions, where many free online or printed works are available. Exactly 50% of respondents answered that they buy printed publications and prefer this type of reading. 23.1% of respondents do not spend their money on books, but prefer to download free publications from the Internet. 11.5% are adherents of the classical version of the selection of books for themselves in the library (printed works). Less than 4% of respondents read books exclusively from the home library, borrow publications from friends and acquaintances, or prefer several of the suggested options at once. It can be said that the electronic versions of books, in spite of their "convenience" in the ability to always have a book at hand, are inferior to the classic versions of printed publications. About 60% of respondents, in total, are willing to spend their personal funds to buy new books in various ways suggested above.

Then, according to the questionnaire plan, there were two completely open questions of the Google form electronic questionnaire, the first was the question which writer or writers are favorite for our respondents.

Here, the most popular writers were the German writer E.M. Remark, specializing in novels, and attributed to the classics of foreign literature. R. Bradbury gained his fame primarily in dystopia and fantastic stories, as well as the autobiographical story of dandelion wine, as well as the classic of Russian literature F.M. Dostoevsky. These authors chose about 14% of respondents.

The second group, the most popular among respondents, presents the author of the modern foreign series of books "Harry Potter" D. Rowling, the author of books in the genre of prose and part-time poet P. Coelho and one of the most popular representatives of classical Russian literature, A.S. Pushkin. About 9% of the respondents 'given authors' election were noted here.

Also in the list of authors, marked as "favorite", were a lot of domestic classics, such as S. Yesenin, M. Bulgakov, A. Blok, A. P. Chekhov, I. Turgenev, and others. So are the foreign classics of A. Christie, AK Doyle and foreign contemporaries D.Zh. Tolkien, D. Brown, H. Murakami, S. King. Among Russian contemporaries, we can highlight Vilmont E.N. Here, all categories of authors are equally marked, except for Russian contemporaries, for whom only one representative was noted.

The next open-ended question was the question of your favorite book. It is symbolic that the most popular, for those who like to read, was the work of R. Bradbury fantastic dystopia "451 degrees Fahrenheit" describing a society in which books and their reading are prohibited. Also in the category of the most popular was the novel by M. Bulgakov “The Master and Margarita”. This work has been selected by approximately 15% of respondents. In my opinion, the popularity of these works is caused by the broad topics raised in them and high-quality literary language. Also, the “Crime and Punishment” and the “White Nights” by F.M. Dostoevsky. About 10% of respondents.

The following were also mentioned: "The Godfather", "Fathers and Sons", "The Catcher in the Rye", "Triumphal Arch", "On the Western Front Without Change", "Three Comrades", "To Kill a Mockingbird", a series of books "Harry Potter", "The Lord of the Rings", and other works.

The final question of the online questionnaire was the question in which all respondents took part, including those who chose at the beginning of the survey in the question “Do you like to read?” Answer “no”. The question suggested choosing one of the most preferable passive visual leisure options, such as 1. Reading a book, 2. Watching television, 3. Watching a movie, 4. Watching videos on the Internet, on the YouTube platform (one of the 2 most popular sites in World Wide Web) 5. Playing console, personal computer, telephone. Here, the most popular option was, with a small margin from reading books, watching movies 37.5% to 34.4%. This is due to the fact that cinema, in comparison with the book, takes less time, and there are also many screen versions of various literary works, here it can be noted that the effect of the possibility of using information more quickly prevails. Also, this option is often chosen by respondents who do not like to read at all. 21.9% of respondents noted that the most preferred of the proposed, types of visual leisure is watching videos on the YouTube platform. 6.3% chose the option “watching television”. Here, the possibility of consuming information from the Internet prevails over information from television.

According to the results of the last question, it is worth emphasizing that reading continues to be one of the most popular types of passive leisure activities among modern youth. About 80% of respondents like to read, in their spare time, some are engaged in reading on an ongoing basis. And with this, 1/3 of respondents prefer reading, surfing the Internet, watching movies or television. It can be noted as quite a positive fact, in connection with technology development modern dynamics and the entertainment industry.

The general conclusion is that the youth reads on the basis of the needs of their own self-development, interest, and self-study. Preference among students is given to a greater degree to foreign authors. Modern students read quite often, several times a week. They prefer printed editions to electronic versions of books. Science fiction writers and classics are often found, among favorite authors and the most popular works are “451 degrees Fahrenheit” by R. Bradbury and “The Master and Margarita” by M. Bulgakov. Young people continue to enroll themselves with reading, in about 1/3 of the cases preferring this type of passive leisure, in comparison with TV, movies or computer games.

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IRANIAN NUCLEAR PROGRAM: REGIONAL ASPECTS (2005-2013).

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As the title implies the article describes influence of Iranian nuclear program to the regional relations. The author begins with the evolution of nuclear program and the description of abilities of IRI to make nuclear warheads and missiles. The article gives an analysis of political, economical and security aspects which followed from developing atomic projects by Tehran for Middle East.

Keyworlds: Iranian nuclear program, regional security.

The nuclear program of the Islamic Republic of Iran (IRI) is considered as one of the most complex elements of modern world politics. The origins of the nuclear program go back to the Shah's period, when the Shah Reza Pahlavi began the so called "white revolution". Iran received the main assistance in this process from the Western States [1]. When Ayatollah Khomeini came to power and the state system changed, the new leadership refused to conduct nuclear research. But at the end of 1980s Iran was considering resuming the experiments. Almost immediately, this process aroused suspicions among the world community, first of all, in the United States, European countries and the IAEA. Iran's position in the negotiations on the nuclear program has never been too soft and compliant, but during the presidency of Ahmadinejad it reached its highest point of resistance. At that time the scientific and technological base of Iran in the nuclear field was the most powerful among all the countries of the region, except Israel [2, 46]. The IRI has created a number of large scientific centers which were ruled by the Atomic Energy Organization of Iran (AEOI): they are located in Tehran, Isfahan, Korej, Jezd etc. As for the means of delivering nuclear weapons, the most effective of them are missiles. However, Iran has faced with significant difficulties along the way to get this type of missiles which is able to deliver nuclear warheads. It is known that the IRI had no research traditions, no national scientific school, no long-term experience, which is necessary to create a high-tech base. Only at that base it is possible to develop the most complex types of modern weapons and military equipment, comparable to Russian, American or Western European [3, 12]. Therefore, the main method of operation of the Iranian defense industry was the reproduction of foreign weapons. Despite objective difficulties, the political leadership of Iran managed to create a military infrastructure in the country. In general, the defense industry of Iran, including its missile construction, is considered one of the largest and most developed in the middle East, although it is inferior in its capabilities to the defense industry of Israel, Turkey and partly Pakistan. According to published on the website War Online reports, Iran acted as the main

center for the development and production of rocket technology in Isfahan; Semnan; Shiraz; Saltanatabad; Lavisan; Kuh-Bergamelli; Shahrud. In particular there is a number of smaller companies specializing in rocket technology in Abadan, Aliabad, Arak, Bandar Abbas, Dorud, Gamsar, Karaj, Tabriz, Tehran and others.

As we can see, IRI has abilities and potential to make nuclear weapons.

For the region, the development of the Iranian program is important in many aspects. The key ones are the following.

Firstly, negative attitude of the US to the Iranian nuclear program in that time that many States in the region are partners of Washington. From this point of view, the escalation of confrontation between the US and Iran in connection with Tehran's nuclear program into an armed conflict would bring serious negative consequences for the entire ME – a complication of the domestic political situation in some countries and in the entire region, the need to choose between close Iran and the distant US. Pakistan and Turkey faced with that choosing. Both states had wide economic ties with IRI and Washington’s influence was powerful to political systems. As for result, Ankara and Islamabad demonstrated diplomatic skills and won from the situation with Iranian nuclear program. For example, Ankara build own Atomic Power Station in cooperation with Russia, United States, France and IAEA. Secondly, significant damage would be done to the foreign economic interests of the countries, as the trade turnover between the countries of the region and Iran was large [4, 7]. But Tehran showed ability to live under the sanctions. So, IRI intensified actions in Organization of economical development. One of the most important and useful initiative is development of transportation corridor, which connected Central Asia and Pakistan with Europe.

Thirdly, some countries themselves possessed nuclear weapons or had prospects of obtaining an atom, which could not affect its position.

The most important thing is that almost all the States of the region (both Islamic and secular, both friendly to Iran and hostile) were opponents of the military operation against Iran. In some cases, this was a factor in strengthening relations in the middle of the first decade of the 21th century.Summing up, it is noteworthy to state that the States of the region had different attitudes to the problem of deployment of the Iranian nuclear program. Such factors as the presence of nuclear weapons or prospects for their acquisition, relations with major global actors, as well as the development and direction of bilateral relations played a significant role in this case.

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DEMOCRATS VS. REPUBLICANS: SOUTH - ASIAN TRACK (1990s - 2010s)

In the presented article key documents of US foreign policy are considered. The influence of the Democratic Party and the Republican Party over the position of the USA in South Asia is analyzed. The effects of engagement with India and Pakistan are projected.
Keywords: Democrats, Republicans, the USA, India, Pakistan, national security.

Positions of the Democrats and Republicans in the US differ in domestic policy, among which there are economic, social and humanitarian issues. One of the sphere in which their positions are still contrary is foreign policy. The Democrats traditionally insist on liberalization of the world order and offer sometimes incredible projects. The Republicans try to focus on the US' interests and pursue protectionist policy.

South Asia is one of the regions in the transforming system of international relations which comes out of the shadow. India as the leader of the region and Pakistan as the 2nd leader are key partners of the USA there. Economic cooperation between the US and both countries cannot go unnoticed so we will try to analyse different positions inside American establishment.

In the article the period since the beginning of the 1990s until current events will be considered. For George Herbert Walker Bush, being the President in 1989-1993, it was very important to trust partners from some semi-periphery countries on having nuclear explosive devices. In October 1990 the US President cut off the aid to Pakistan as he suspected Pakistani government in developing its nuclear program.

During the presidency of William Clinton (1993-2001), in 1994 he imposed 'The Glenn Amendment' that prohibited foreign assistance to any non-nuclear-weapon state (as defined by the nuclear Non-Proliferation Treaty) [1]. But already in 1995 due to military cooperation (Secretary of Defense's visit to Islamabad in January), and high-level dialogue (B. Bhutto's visit to the USA), the US Senate passed 'The Brown Amendment'. The amendment provided for the resumption of economic assistance to Pakistan, the supply of arms and military equipment worth more than $ 350 million.

One of the key points in the US-Pakistani cooperation is Pakistani nuclear weapon's issue. In 1996 The Comprehensive Nuclear-Test-Ban Treaty (CTBT) was adopted [2]. India and Pakistan have not signed it still. The US signed it on the 24th of September that year, but have not ratified the Treaty.

The last step of the Clinton administration to the settlement of the situation in South Asia was W. Clinton's visit to New Delhi. It was the first visit of the US presidents for 22 years. W. Clinton and A.B. Vajpayee made arrangements on:

- South Asian initiative in energetics;
- reform and expansion of financial institutes' program;
- opening of educational centre for ecological exchanges.

The administration of George W. Bush (2001-2009) has strengthened relations between the US and India, in particular. In 2001 the United States eventually recognized India's nuclear weapons, which meant that India was recognized as a nuclear power. Already next year Bush made an official visit to New Delhi. In 2005 a Joint Statement about the cooperation in nuclear power industry was signed. In 2006 India and the US agreed about mutual researches and exchanges in the space sphere.

In 2008 there was signed one of the key documents in contemporary international relations' system. The point is that in July 2006, the United States Congress amended U.S. law to accommodate civilian nuclear trade with India. The Nuclear Suppliers Group (NSG) settled about 'clean waiver' for India in September 2008. Existed rules forbid to trade with a country which has not signed the Nuclear Non-Proliferation Treaty (NPT). The approval was based on a formal pledge by India stating that it would not share sensitive nuclear technology or material with others and would uphold its voluntary moratorium on testing nuclear weapons [3]. All members of NSG supported this treaty. The US Senate also approved the civilian nuclear agreement on October 1 of the same year. A week later George W. Bush signed an agreement on the possibility of India to have nuclear weapons. Now it is called United States-India Nuclear Cooperation Approval and Non-proliferation Enhancement Act.

During the first years of B. Obama's presidency, South Asian track was not rich on summits and dialogues but was successfully developing the direction of the US military policy. The first movements were realized in 2010. In June 2010 India and the USA led the first strategic dialogue at the level of foreign policy ministries. Barack Obama made his first visit to New Delhi in November 2010. Next year, according to the official data, the USA became the main supplier of weapons and military equipment to India.

In 2011 the Neptune Spear Operation was carried out in the engagement of CIA and Joint Special Operations Command. And later the previously planned trip of the US President Barack Obama to Pakistan was canceled in connection with the murder of Osama bin Laden. Then B. Obama as a leader of the United Stated would never pay a visit to Pakistan.

The main part of Indo-US cooperation during B. Obama's rule began from 2014 when in India N. Modi was elected as Prime Minister. The newly-minted Prime Minister of India made an official visit to the USA in September 2014. The leaders of the two countries signed the framework agreement on military cooperation. Also N. Modi during his visit had the opportunity to speak to the Indian Diaspora in "Madison Square Garden", one of the successful diasporas, according to economic statistics.

On the 26^{th} of January, the Republic Day in India, B. Obama was in New Delhi at the Indo-US summit. Modi insisted on the removal of the control over the supplied nuclear fuel. Modi and Obama adopted shared vision for the development of the Asia-Pacific region and a zone of the Indian Ocean [4].

In May 2016 The US gave India the status of Major Defense Partner. Already in June during the negotiations B. Obama only confirmed this decision. These were negotiations between Modi and Obama in the USA and they became the last meeting between the two politicians. It is noteworthy that during the same meeting, representatives of the Democrats and Republicans introduced a bill in the US Congress to grant India the status of "America's special global partner". It became an achievement of Obama's policy to South Asian direction.

The election of Donald Trump as President of the United States has opened new horizons for the relations with this region. In June 2017, the Indian Prime Minister visited Washington, which subsequently affected Trump's refusal to provide financial assistance to Pakistan. This was also reflected in the formulation of the new "National Security Strategy of the USA" (December, 2017), where the United States welcomed India as a "leading global power and stronger strategic and defense partner" [5]. The US also recognizes the undeniable role of India in quadrilateral cooperation with Japan, Australia and India and "seeks to increase" it [5]. According to Pakistan, it was mentioned in spotlight of "intensifying its (Pakistani) counterterrorism efforts".

According to other Strategies, this was the first recognition of India as part of the Indo-Pacific region and as an important partner for America. In 2015, there were only words about "strengthening strategic and economic partnership with India", "supporting India's role as a regional provider of security" and "Pakistan's joining to mitigate the threat from terrorism" [6].

As a result of the work done, it can be noted that both the Democrats and the Republicans of the United States have a geopolitical bias towards India rather than towards Pakistan (as it was a few years ago). At the end of May 2014, the Ministry of Foreign Affairs of India published a document that became known as the "Top 6 priorities". The relevance of this document is that it is a kind of a "road map" of the foreign policy of the current Cabinet of Ministers of India – the government of Narendra Modi. And the very first point in this small essay is devoted to the establishment of relations with one of the traditional partners of the Republic of India in the international arena - with the United States [7]. This once again points to the transformation of the foreign policy of the two leading parties of the United States.

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THE BOB CONCEPT OR WHAT WILL SHINZO ABE BRING INTO RUSSIA-JAPAN RELATIONS WITH THE UPCOMING TERM

The article opens all of the wishes and hopes in bilateral Russian-Japan relations connected with the new Shinzo's term as a head of the Japanese Government, and makes a forecast which covers up the main topics between them.
Keywords: Russia, Japan, Shinzo, forecast.

If you'll suffer long enough, something surely will work out. (A Russian proverb)

The introduction

The name of the concept – the Broken Oriental Bridge (BOB) – was chosen by us in honor of current unrealizable project of Russia-Japan Bridge. The BOB is a metaphor of current state of affairs in bilateral Russia-Japan relations. After successful putting into operation of Crimea Bridge there were some ramblings and gossips about the possibility of building a bridge between Sakhalin and the mainland Russia as the first step, and a bridge between Sakhalin and Hokkaido as the second. These gossips took a shape during the East Economic Forum (EEF) 2018 in Vladivostok, where the Russian President Vladimir Putin gave the order to calculate profitability of the project. Thereby we would get a straight way to closer convergence with our Oriental neighbour through bridges, high-speed highways, railways and other mutual infrastructure. Obviously the realization of such daring project is still far ahead, not to mention unpleasantness for Japan of having such strong connection with its big and bad-developed west friend. But these aspirations had no chance to be incarnated: this fact was confirmed by several federal officials and top managers of three national coal companies. So, in the end, we have the Broken Oriental Bridge [1, 2].

Why do we really consider RJ-relations as a Broken Bridge? Let us give some explanations: after all these years of "warming" and "growing connection" between Russia and Japan there is still no Peace Treaty, which ended the World War 2. This fact is the most gorgeous, but there are some others. There is still no understanding of each other's position in the Kuril issue. The North Territories Issue in Japanese political background is like an iceberg against which every clever idea breaks. All of this is getting worse by permanent political distrust: everybody knows about "specific relations" between USA and Japan. In total, there are 91 American military objects on the Japanese territory. In the face of the New Cold War, as some media already dubbed the current state of Russia-USA relations, this fact does not add optimism to Russian governance, especially regarding the Kuril Issue, nobody wants to see American military base at arm's length from the mainland Russia [3].

Despite all this Russia and Japan have a great potential of bilateral cooperation, excluding territorial issue. Furthermore, in the long-term perspective between Russia and Japan it is almost impossible to suppose such a part of international relations, in which some kind of rivalry could arise. Too different economical orientation of both states is excluding fight for sales markets, and their almost perfect complementarity (Russian minerals and hydrocarbons against Japanese high-tech) only encourage cooperation. At the same time economical cooperation between Russia and Japan was not bad with 14%-growth of turnover since 2016, Japan takes 7th place in the rating of Russian economical partners, and Russia occupies 15th in the Japanese. However, every positive news about RJ turnover yet is ending with “There are not enough Japanese companies on the Russian market” or “attracting Japanese investors is one of the main tasks”, and all of these Programs of developing, Plans, Items, statements etc. Looks like it does not work good enough [4].

In the political area our nations have potential to become a pendulum balance in the Asia-Pacific region, like some weights on scales. Moscow-Tokyo strategic partnership can allow to create equability concerning Beijing, having strengthened their positions about Washington, which is always oversensitively reacting to any positive movements in RJ relations.

But there is more as for what can be used for mutual profit. Russia can offer its help in overcoming the consequences of natural disasters and so on – the Russian Federation possesses globally recognized good-developed emergency forces, and by virtue of its geo-location Japanese islands are frequently damaged by earthquakes, floods and tsunamis. Our countries already have a good experience in this issue, but it should be improved. There are many other examples [5].

Failure of solution of the territory issue

Let us shortly consider the history of the problem: there was the San-Francisco Peace Conference, where the West adopted and signed collective Peace Treaty with Japan, which the USSR refused to sign because of its one-sided position and the absence of confirmation of Yalta's agreements, in which the passing of the Kuril Islands and Southern Sakhalin to the USSR was concluded, the Harry Truman’s government played its role here. From this moment Japan began to challenge the ownership of the Southern Kuril Islands (the island ridge Habomai and the islands Shikotan, Kunashir and Iturup) because of Japan did not consider them as a part of the Kuril ridge. Further in 1956 there was parley in Moscow about bilateral conclusion of the Peace Treaty between Japan and the USSR, Moscow declaration was signed, which stopped the state of war between two states and the truce started. The declaration included also the second step, by which the USSR was agreeing to pass the island ridge Habomai and the Shikotan Island to Japan, and Japan, in its turn, was refusing all other territorial claims to the USSR and, in the end, both sides would ought to conclude the Peace Treaty. Of course, the USA couldn't allow its new military foothold to begin cooperate with the USSR, so they pressed on the Japanese government through the diplomatic note, which proclaimed that if Japan will sign the Peace Treaty with such conditions and will stop demanding the Iturup Island and the Kunashir Island, then US will not return the Okinawa Island to Japan. In virtue of this what do both sides have is only the truce of 1956. Up to 1991 the USSR did not consider the situation as a territorial problem, while Gorbachev did not admit it. The Tokyo declaration of 1993 has confirmed the existence of the territorial issue, so Japan began to hope the problem will be solved in its favor. But during the time Russian position did not change and Russia still considers the territorial issue based only on Moscow declaration 1956 [14] [15].

Since his first term Shinzo Abe has decided to solve the main RJ problem. His father, Shintaro Abe, when he was the Minister of Foreign Affairs of Japan already tried to ramp USSR-Japan cooperation up and to get closer to territorial issue. However, Gorbachev has had some more interesting problems to solve, like disassembling the USSR brick by brick [6].

So, when Shinzo became the Japanese PM, he was beginning to steal up to the Northern Territories. And this beginning was done in some already classical Japanese way: economy in exchange for solving the problem. They already tested it on China, so there was nothing new, but Shinzo called it “a new approach” and began expanding RJ connections. There was 2013 – the last year of Russia’s cooperation with the West: next year there was the Crimean referendum and Russia became a rogue state. So, the “new approach” almost failed into a coma with Japan’s imposition of sanctions against Russia. After waiting two years Shinzo reanimated it with a new Cooperation plan proposed during the visit of Japanese PM into Sochi on May, 6 2016. The plan included 8 points, mainly related to economic assistance in the development of infrastructure and energy complex of the Russian Far East: economy in exchange for Kuril Islands. In the December of 2016, during the visit of Vladimir Putin to Japan, Shinzo Abe proposed the concept of mutual economic development of the South Kuril Islands and the sides accepted it [9].

In virtue of Shinzo Abe RJ relations expanded and developed ever since: the stable turnover’s growth, expanding of cultural connections, student’s exchanges, establishing ministerial post of economical cooperation with Russia in the Japanese Cabinet, investing programs for the Russian Far East, eased visa application for the Japanese citizens originating from the Kuril Islands for visiting remains of their relatives etc [10].

Everything was ended suddenly. On the September, 11, 2018 in Vladivostok on the EEF Shinzo’s “new approach” was killed by the headshot of the Russian President Vladimir Putin, when he abruptly proposed, in his usual simple manner, to conclude a Peace Treaty before the end of the year without any preconditions. It happened on the eve of the PM election in Japan. Of course this proposal could play the bad role for Abe’s rating in Japanese election would it be made some months earlier, but for this short term (a leadership election of Liberal Democratic Party took place on September 20) it could not make some perceptible damage [11].

In response to the proposal Abe awkwardly giggled, but after a while there was an answer from the Japanese Foreign Ministry, where they claimed: "The possibility of conclusion of the Peace Treaty the Japanese government does not consider apart from the Northern Territories Issue". So this rash proposal of the Russian President, on the one hand, out-and-out break Shinzo's hopes and plans about soft and gradual solution, using economic profits as a key, but, on the other hand, Vladimir Putin began the hype in the mass-media that demanded from both governments to boost discussion about the territorial issue. In Russia some petitions began to gather votes for forbiddance of passing the Kuril Islands to Japan and the opposite began in Japan, the population of both states was warmed by this news. In virtue of this Japan and the Russian Federation got close if not to solving of the Issue, then at least its direct discussion [12].

Slogans of the new Shinzo's term and the Russian place in it

First of all, the system of PM-election in Japan needs to be explained. There is no straight PM-election, according to the Japanese Constitution (written by the Americans) the place of PM in the new Government takes a head of the party, which has majority in the House of Representatives. Every three years the ruling party makes its own election, in which local level and Parliament deputies being members of this party participate and vote for the candidate of the head of the party. This year there were the elections of the head of the Liberal Democratic Party, which is the ruling party in the government since early elections 2012 [13].

Thereby, Shinzo Abe takes his third and last (according to the Japanese Constitution) term as a PM of the country. The winning was consisting: two thirds of the votes of the party's members from both Houses (329/405). After September 20th Shinzo Abe have no necessity to worry about strength and stability of its power: parliamentarian election has already been won, LDP has a constitutional majority, and PM's support inside the party is very vast, there is boost from the side of big Japanese corporations and giants of the mass-media, strong prop on the local level, including villages and metropolices. Such strong position in the Japanese government can allow Shinzo to pull all of his election's promises through the Cabinet and incarnate them [14].

Let us look on the foreign policy agenda, which Shinzo Abe used during the elections. The main task he has proclaimed is the change of the Article 9 of Constitution, by which Japan refuses its sovereign right to wage war; also the Article forbids Japan to have de juro military forces, so they have it now de facto as a Self-defense Forces, which have limited in number and applicability. The change of the Article 9 became one of the main goals for all of right and nationalist political forces in Japan – not because of its bellicosity, but in the cause of what kind of state it is if it does not have its own military forces.

The second task in his foreign policy Shinzo Abe stated it is the signing the Peace Treaty with Russia while he is the PM. After Putin's statement on the EEF 2018 this goal has been filled by new meaning, especially remembering official reaction of the Foreign Ministry of Japan, which does not allow Shinzo to rip up territorial and peace treaty issues. He also promised to start dialogue in both directions before the end of 2018 (launch of the review of the Constitution and start of the dialogue with Russia).

The Rest of his claims relating international agenda is less interesting for this research, they are the investigation against the DPRK secret service which kidnapped several Japanese citizens, the successful holding of the Olympic Games in Tokyo 2020 and the maintenance of the US-Japan military partnership [15].

As we can see, Abe's nationalist agenda has frames and is limited by partnership with the USA, whereas one of the very demanded slogans of nationalist's politicians is getting rid of the American military bases and beginning of the independent policy of Japan government.

And, as we can see, Russia takes a very important place in Abe's foreign policy agenda for the upcoming three years. He has decided to solve the problem aged 73 years and he directly proclaims it.

The conclusion

Let us draw some conclusions. So, the main question of the bilateral RJ relations is the Peace Treaty Issue. And it is, in its turn, pulling up the light on the Kuril Issue. The Kuril issue is like an iceberg from policy, because of its zugzwang's nature. The question implies any movement of both sides in the direction to solve the issue is the only retreat from their previous positions, what will obviously damage the political weight of the country on the international area.

As we can see, concerning recent events with the issue (the Peace Treaty without previous conditions), the question of ownership of Southern Kuril Islands began to be heatedly discussed in the media-space of both states, what pushes governments to solve the problem. So, recently the Japanese side made a couple of loud statements – the first one, during the Singapore meeting of Abe and Putin on 14th November of 2018, Japanese PM declared about his willingness to discuss the territorial issue based on Moscow declaration (i.e. firstly demand the island ridge Habomai and the Shikotan Island, while before the Japanese Foreign Ministry demanded all the Southern Kuril Islands at once (including the island of Kunashir and Iturup)); and the second one –November, 16 some information appeared that during the Russian-Japanese meeting Shinzo Abe declared in case of transfer of the Islands to Japan that Japan will not let the American militaries to set its bases on the Kuril Islands, which requires amendment into US-Japan security treaty of 1960 [16] [17].

Thus, before the Putin's proposal on the EEF there was Japan, demanding all the Southern Kuril Islands and absolutely sure in necessity of presence of American forces on it in case of transfer, and, for a while after agreeing to discuss the Issue based on the Moscow declaration and promising absence of American militaries in the islands in case of transfer.

In virtue of Shinzo's election's promises we can conclude, that one of the main principals of foreign policy agenda have more importance for him than the other one: Shinzo's agree to boost the Peace Treaty Issue with Russia damaging its principal to maintain strong military cooperation with the USA.

Of course, there is still the problem of Washington influence, but under Trump's administration the sword is double-edged. Its current two-track presidency system with the Resistance just inside the Presidential Office makes prediction of American policy in some issues very dim. Trump is able to react in both ways: he can allow Japan to find a solution in territorial issue with Russia to focus on the territorial claims of China in the East-Chinese Sea, where the USA needs Japanese support, and in addition, the problems of RJ relations is no way "America first"; on the contrary he also can get angry – the USA already has a pretension to Japan relating trade, and here agreements with Russia will appear, which, in addition, requires amendment into US-Japan security cooperation. So, the USA-factor should be set aside for a while, up to clearing its position on this issue.

Furthermore, the upcoming Shinzo's term is the best chance to solve the Peace Treaty Issue, because of overwhelming support of Shinzo Abe in the Government and its straight focus on the problem. So, digressing for something aside can let both sides to miss the boat.

All this allows to have positive and hopeful look on the upcoming Shinzo's term and the development of RJ relations during it. We can suppose also that economic, culture and political cooperation between Russia and Japan will only improve hereinafter.

So, after all this thinking, we can conclude Shinzo Abe has probably the best chance in history of bilateral relations to fix our Broken Oriental Bridge.

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FALSIFICATION OF EVIDENCE: A CASE STUDY OF THE US SERIES OF TELEVISION PROGRAMS “FORENSIC FILES”

The paper analyses staging of crimes by criminals in order to fake their cruel acts, and also the multiple reasons for doing it. The author argues that there are numerous sophisticated ways to reveal the faked evidence. He holds the opinion that mass media should raise citizens’ awareness of forensic experts’ capacities to reconstruct and solve the crimes. The author’s arguments are

supported by the very demonstrative examples from the US reality show "Forensic Files" which has become popular world-wide.
Keywords: forensic science, crime, falsification of evidence, the series of television programs.

Very often criminals try to control the actions of the investigators and other people in their own interests. Using sophisticated methods and various tricks which allow for escaping punishment, they mislead the law enforcement authorities and impose a decision that is beneficial to them. A significant place here is occupied by falsification of evidence [1].

Falsification of evidence (false evidence, fabricated evidence, forged evidence or tainted evidence) is information created or obtained illegally, to sway the verdict in a court case. Either the victim/criminal or the police/prosecution can create falsified evidence. Or to put it another way, they could be fabricated by a person, who has an interest in the outcome in a court case.

Many American legal scientists addressed the problem of false of evidence. Thus, an American lawyer Jonathan K. Tycko in his article "Responding to Falsification of Evidence" noted that falsification of proofs is a serious problem which exerts negative influence on the litigation process and undermines public credibility to judiciary system [2]. Also, he mentioned other negative consequences of falsification:

- where one side of a dispute suspects the other of engaging in falsification, it can result in litigation [2];
- it is much more expensive and time-consuming, for both the parties and the courts [2];
- it can require additional discovery, expenses for various types of forensic experts, and increased trial time [2].

Often the topic of evidence falsification occurs in cinematograph. This problem is vividly demonstrated basing on two episodes of the popular American series of television programs "Forensic Files" [3]. They reveal how forensic science is used to solve violent crimes, mysterious accidents, and outbreaks of illness. The main feature of the "Forensic files" is that series of the serial are based on real court cases. Most people think that the key purpose of the TV-transmission is to show the excellent work of criminologists and jurists. In my opinion, such films raise the level of legal culture of people and suggest confidence in that any crime is followed by inevitable punishment .This is the message of "Forensic files". This TV-program also shows the important place of science in investigation of crimes. Modern technology can, in fact, create graphic models of scenes of crimes, identify a person, whether a criminal or a missing person, by blood, saliva, tears, fingerprints, sweat, etc.

Let us review the episode "Step by step" [4]. In it Steve Lucas, the main character, tried to present a homicide of his mother Bette Lucas as an accident of falling down the stairs. This “accident” seemed very realistic at first sight. But medical expertise of Bette’s body brought to surface important information. The medical examiner found six crescent-shaped lacerations on the back of Bette's head. Nothing on or around the stairs could produce these types of wounds and X-raying of the body found out that there were no broken bones which could have been expected of a 66-year-old woman. There was no major bruising on the rest of her body as well. The experts thought it to be very suspicious in a story about a fall down from the stairs.

They looked for the tool of crime and soon found it. It was a candlestick whose base would fit the shape of an object that the expert envisioned could cause the curvilinear lacerations on her head. Also, investigators sprayed leucomalachite green onto the foyer floor, which revealed a four-foot area of blood that had been cleaned, presumably by Steve himself or his daughter Stephanie.

In disclosure of the case accident a reconstruction expert created an animated model of Bette’s fall down. The physicist had contributed into solving the crime, too. Steve told the investigators that he had been trying to take away the Video Cassette Recorder (VCR) from his mother while she was climbing the stairs. Doing it she jerked away, and the motion of her jerking away propelled her over the staircase banister. The experts found out that the Video Cassette Recorder had left a dent in the molding, and the painting on the wall was askew. Contrary to that, the expert physicist explained that Steve's version did not match the laws of physics, because, if the Video Cassette Recording had fallen down the stairs, as Steve claimed, it would have struck the molding in a downward direction, but not upwards. Since the dent had been made from the bottom up, it proved that the scene had been staged.

Also, the physicist noted that the height of the railing was three and half feet, while Bette Lucas was five and half feet. This meant that the railing was higher than her waist and her center of gravity. This is extremely important because you cannot get a body, be it a human or a physical object, to go over something else, unless you have the center of gravity go above that.

An animated model of the accident, conclusion the physicist and other expert’s opinions was a direct evidence of Steve’s guilt.

Another series “Gone ballistic” provides us with the proven facts of forensic scientists’ crucial role in cracking crimes [5]. This episode describes a murder of Alan Helmick, a rich real estate agent, by his wife Miriam. The plot of the episode is as follows: Miriam drove home and found her husband dead on the floor of his home office. At first sight, it looked like robbery. It was a possible motive, since several drawers had been pulled out, and the jewelry box was empty. However, the lock stayed untouched, which proved that version was not confirmed.

Since Miriam had found the body, she was automatically considered a suspect. A week after Alan’s funeral, Miriam found a greeting card under her front doormat. It was addressed to “the grieving widow”. She opened the card, and it read “ALAN WAS FIRST. YOUR NEXT! RUN,

RUN, RUN." Investigators contacted the company that produced the card and learned that it was sold in three different stores in the area. The most recent sale had happened four days before the card was delivered to Miriam. It was a purchase at a store thirteen miles from Helmick's house. The detectives asked to see the store's surveillance tapes and saw that it was Miriam Helmick who had bought this card. Nevertheless, the investigators did not have direct proofs of Miriam's guilt. Let us again remember that the episode is called "Gone ballistic". This means that at some point a gun would appear – and it did!

Alan's daughter Wendy told the experts that her father owned a family heirloom – a 25-caliber gun. She also said that her sister had seen the gun in a chest of drawers in their house. So, Miriam had an opportunity to use this weapon. Besides, the investigators learned that twenty years earlier that same gun had been fired in a domestic dispute involving Wendy's grandparents. Using a metal detector, forensic analysts found the bullet which had been lying in the ground for almost twenty years. Despite the bullet corrosion firearms examiner ascertained that this bullet and the bullet which had been found at the scene of Alan's homicide, were fired from the same gun. The ballistics along with the circumstantial evidence was more than enough to charge Miriam Helmick with murder.

In summary, I want to emphasize that in every country falsification of evidence is a very serious and important problem, which fact is stated in numerous analytical works by foreign and Russian experts. Very often criminals make false evidence of their innocence, therefore guiltless people may go to prison. Falsification of evidence is unacceptable from both legal and moral sides. However, forensic science is developing. New investigation techniques and a skillful work of the law enforcement bodies supported by forensic expertise can expose false evidence. Alongside with the new developments in forensic science, the raise of awareness of the citizens is crucially important. So, reality shows as the one described above, dramatically contribute to citizens' awareness in this area.

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IMPROVMENT OF CUSTOMS MANAGEMENT SYSTEM

The paper describes the customs management system and states the need of improving it using instruments and methods proposed by the author. Compared to the world practices, the customs management system in Russia does not provide sufficient efficiency either for the government or for traders, which is reflected in an unfair competition, non-payment of inner taxes, and escalation of the shady economy. The growing amount of controlling bodies and lack of proper cooperation between them lead to the appearance of the administrative pressure on traders and their businesses and, therefore, enhances the corruption. The customs authorities should focus on further automation of the customs declaration process, the development of control after release of the goods for traders with a low risk of misconduct. It will eliminate the main disadvantages of the current customs management system, facilitate and accelerate the customs formalities completion process.

Keywords: customs management system, customs development, traders, customs formalities, customs declaration

Customs management system development appears to be one of the priorities for the government, especially in the context of sanctions and complex external economic environment. Areas for improvement in this field are detailed in the "Strategy for Customs Development up to 2020". According to this document, "...customs authorities should promote an enabling environment for international trade development and traders' costs minimization" [1], which is supposed to be achieved by improving the current system. However, in accordance with the latest report prepared by specialists from the Center for Strategic Research (CSR), the existing system of customs management needs not just improving, but reforming, as currently there is no sufficient support for traders. Unfortunately, the World Bank rankings show an obvious technological gap in Russia's transboundary movements control: in 2018 Russia ranks 75th among 160 countries in Logistics Performance Index, though there is a progress in comparison with 2016, when Russia ranked 99th [2].

As we analyze the above information and the current customs management system, we can identify the main problems of this system:

1. Even with modern technologies, customs formalities completion still requires data and documentation duplication, including providing them in paper format, which complicates the information verification process, and leads to an increase in cash and time expenditures for traders;

2. Risks of false declarations being filed by fly-by-night companies increase as a consequence of insufficient cooperation between the Federal Tax Service, Federal Customs Service and other bodies monitoring movement of the goods, which can affect traders in such forms as unfair competition, constant auditing and additional expenses;

3. Incapacity to provide proper control of companies accounting documents and goods movement traceability for further tax surveillance as a result of the goods control within one customs declaration and a limited amount of data exchanged between customs and tax authorities.

4. Application of costs risks profiles based on the minimum cost of goods for customs duties charged hinders the development of the customs value control system integrated with tax control and leads to additional checking before the release of goods and to withhold of goods until payment of customs duties and taxes is secured.

5. A need for the temporary storage institute reforming, as, according to the CSR specialists, it contributes to the development of corruption between the owners of temporary storage warehouses and customs authorities, and also increases traders' cash and time expenditures.

6. Orientation of customs authorities on the execution of the customs duties collection plan, which can be expressed in retention of the working capital as a collateral and other types of administrative pressure, and also in customs officers being unmotivated to do any job that does not imply any fiscal activities [3, 7].

To solve all of the above problems a new model for customs management based on a walkthrough inspection is proposed. This model includes the following changes [4, 15]:

- introduction of compulsory preliminary declaration on provided data validation basis with the risk management system application and general financial guarantee for the delivery period, which will help with the original inspection of presence or absence of prohibited goods, importation of goods and vehicles recording, and their identification;
- implementation of integrated control for non-fiscal purposes on the basis of the single window technology (through the provision of data in electronic form to a single database of controlling bodies, and its comparison with data from similar databases in partner countries);
- the inspection and examination of goods institution reformation: on the basis of the preliminary risks analysis it is proposed to check only high-risk commodities or goods transported by people involved in the supply chain for the first time. It is also offered to perform these inspections only once for all state control needs;
- moving away from the necessity of placing the goods into temporary storage;
- declaration of goods and their identification before the direct payment of customs duties (given general financial guarantee for the delivery period);

- completion of the customs clearance by accounting recognition of the goods by tax authorities, and validation of customs duties calculation and payment.

We propose to implement the described changes by developing information technologies with regard to the establishment of a single communication platform for public authorities controlling global trade. This platform should include the possibility of using the data obtained from foreign countries; development of the renewed risk management system and system for traceability of goods and transactions with them based on comparison of data from numerous sources; and development and implementation of the general financial guarantee system and new checking and evaluation procedures [4, 24].

Release of goods in the pattern of the described model is planned to be implemented, given the results of goods inspection with application of the risk management system, and need to apply general financial guarantee. According to this, if there is no risk or it is too low, the amount of financial guarantee is determined as zero. After this procedure is completed, the goods are released. Financial guarantee amount can be reduced to zero if the participant matches a number of criteria: financial stability, compliance with customs and tax obligations, commodity classification, import frequency, etc. If the risk level is low or medium, financial guarantee in amount calculated before the entry of goods should be deposited for further release of goods. If the risk level is high, the goods should be examined in the crossing point, and the decision to release the goods or to reject in it will be based on this examination.

There are no doubts that it is more difficult to implement this approach than the one described in the "2020 Strategy", however, this approach is more systematic and allows to address three main weaknesses that exist at the moment: information duplication, withhold of goods and information gap between the Federal Customs Service and the Federal Tax Service [5, 38].

Furthermore, due to the application of the model proposed by the CSR, a reduction in the period of goods release is expected, as well as a reduction in corruption risks, data falsification risks, and administrative pressure. In addition, customs duties and tax collection rate is expected to rise, along with the optimization of controlling bodies functions.

Possible consequences related to application of the CSR model should also be considered. An increase in customs duties collection is clearly an advantage for the government, however, human resources training and infrastructure development may require significant costs. A substantial risk is that it may be difficult to introduce the legislative initiatives to implement the described changes within the Eurasian Economic Union [6, 80]. The main advantage for traders is the reduction of costs for goods inspection and storage, facilitation and acceleration of customs formalities, which at the same time may require investments in the internal accounting system modification. Another disadvantage for traders is their costs of obtaining bank or financial guarantees, and some remaining challenges in the preliminary declaration institution. There may be much less demand for organizations assisting in conclusion of artificial transactions because the enhanced control of their activities and financial guarantees expenses may force them to rise the prices for their services. The owners of temporary storage warehouses, container and cargo terminals may be also forced to change their occupation, as there might be a significant decline in their income from cargo storage, therefore, it is expected that they may resist the described changes.

Thus, by aiming mostly at the FEA participants, it can be concluded that the impact of the described model application will be more positive than negative.

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COGNITIVE ISSUES OF POLITICAL DISCOURSE
(based on Theresa May's speeches)

This article deals with cognitive aspect issues of political discourse. The research of the political discourse is conducted on the material of the speeches of British politicians, particularly, The analysis of the cognitive aspect of political discourse is carried out using textual and contextual methods. The characteristics of a politician as a linguistic personality are given.

Keywords: discourse, political discourse, cognitive aspect, textual analysis, contextual analysis, linguistic persona.

Political discourse is a linguistic area, where speech influence is considered as a certain linguistic phenomenon, with its own characteristics and functions. Nowadays, political discourse is actively studied by linguists. A lot of researchers believe that political thinking, political action and linguistic form are closely connected with each other, hence, political discourse is an object of interdisciplinary research.

The interest in the study of political discourse led to the emergence of a new branch of linguistics - political linguistics. The cognitive analysis of political discourse is aimed to find out how the structures of human knowledge of the world, political ideas inherited by a person, a social group or society as a whole, appear in linguistic structures.

The relevance of this topic is determined by the need for further development of cognitive linguistics and language theory, because the cognitive branch of research in linguistics is becoming more popular. Moreover, political linguistics is a branch of linguistics which is not so properly studied, that is why the study of cognitive aspects issues of political discourse will contribute to a more accurate understanding of political communication.

Discourse as a complex linguistic phenomenon has to be considered from different scientific points of view. If we understand discourse as a text in combination with its linguistic and extralinguistic properties, realized in real situations of communication, we will conduct its linguistic-cognitive analysis. The concept of discourse has been interpreted differently throughout its existence. But if we take into consideration modern interpretation, it appeared in the second half of the XX century. The article "Discourse", published by N. D. Arutyunova in the Great Encyclopedic Dictionary of Linguistics leads us the conclusion that the term discourse is prescribed primarily by speaking, this term is from France, from French word “discourse”, which means speech. In general, the term is considered by N. D. Arutyunova from three positions:

1.Discourse is a text in combination with extralinguistic - pragmatic, sociocultural, psychological and other factors.

2. Discourse is a text taken from speech event.

3. A discourse is a speech, regarded as a purposeful social action, as a component involved in the interaction of people and the mechanisms of their consciousness (cognitive processes) [1, 256].

Some researchers tend to highlight the differences between the concepts of the discourse and the text. E. Kubryakova emphasizes the distinction between text and discourse "seems quite natural, since it corresponds to the opposition of cognitive activity and its result" [2, 24]. According to this statement, the discourse itself refers to the cognitive process associated with speech production, and the text - the result of the process of speech activity.

Thus, discourse is a concept that is not only broader and qualitatively different from the text. It is logical that the theory of discourse relies on the ideas of M. M. Bakhtin about the internal dialogueness of a word and about a work as a unity of text and context [3, 36]. It means that the discourse is the most complete analytical vision of the text, the unity of cognitive and linguistic structures.

Russian linguist G.G. Slyshkin notes that the frequent use of this term leads to the fact that this definition has become “fashionable” and it has caused some vagueness of this concept and the irregularity of using this definition [4, 65].

The study of the cognitive aspect issues of the political discourse certainly requires the identification of the communicative-speech strategies of the speaker - the language personality. The concept of “linguistic personality” is formed by a projection into the field of linguistics of the relevant interdisciplinary term, the meaning of which refracts philosophical, sociological and psychological views on a socially significant combination of the physical and spiritual properties of a person, constituting his qualitative certainty [5, 65].

One of the first linguists who addresses to the linguistic personality was J. Weisgerber, who asserted that the whole life of a person was depended on the native language, as well as on the interrelation of the native language and the spiritual formation of a person. In this respect, the statement of V.V. Vorobiev is true: “Personality is the focus of the interrelation of culture and language, the dialectics of their development. Therefore, one can speak of a person only as a linguistic person, as embodied in a language ” [4, 26].

The linguistic personality is the carrier of linguistic consciousness. The study of linguistic personality in national linguistics is closely connected with the name of Y. N. Karaulov. Under the linguistic personality, he understands "the set of abilities and characteristics of a person, which were the cause to create speech works (texts)", differing in the degree of structural and linguistic complexity, depth and accuracy of reflection of reality, defined by language orientation [6, 154].

The concept of a linguistic personality gets a particular interest in political discourse, since this type of discourse, because this discourse is the most influential on the public consciousness and widespread in the media.

It should be mentioned that political discourse is a discourse of politicians. Limiting political discourse to professional frameworks, the activities of politicians, the linguist notes that political discourse is at the same time a form of institutional discourse. Political discourse is considered institutional when it is implemented in a certain institutional setting, and is also pronounced as a politician in his professional role. Thus, discourse is political when it accompanies a political act in a political setting.

In order to analyze political discourse, we will need to refer to the cognitive model of a discourse. We have already mentioned that the cognitive model of political discourse includes the following components:

The characteristic of a politician as a linguistic person. The linguistic personality is defined as "... a set of abilities and characteristics of a person, which influence on the creation and perception of speech works, which differ:

a) degree of difficulty;

b) the depth and accuracy of the reflection of reality;

c) a specific target orientation "[6, 31].

Such an understanding of the linguistic personality makes it possible to explore systematically the processes of perception and speech generation in interrelation. The given definition considers not only the peculiarities of the speech activity of a person who speaks the language, but also the specifics of various aspects of the text which are created or perceived by him/her, it allows focusing on the definition of objectives, the content of political discourse.

On the other hand, the characteristic of cognitive-speech strategies of the speaker. In a political discourse, the linguistic personality is also characterized by communication strategies. Communicative strategies are an important characteristic of the behavior of a language personality. Communication strategies are a "chain of decisions of the speaker, his choice of certain communicative actions and language means" or "realization of a set of goals in the structure of communication" [2, 37].

We list some cognitive-speech strategies used by politicians: summary; examples; amendment; intensification; concessions; repetition; contrast; shift; evasion; presupposition, implication, assumption, indirect speech act [7, 189].

In this study, only a few political discourses of important British politicians who played an important role in the development of the political situation of this country will be considered in detail. The discourses of greatest interest are the speeches of Theresa May, the current Prime Minister of the United Kingdom since July 11, 2016, the leader of the Conservative Party since July 11, 2016. The most famous of her speeches are the speeches of Teresa May on Brexit, September 21, 2018, on October 8, 2018 at the Conference of the Conservative Party. The choice of these speeches is due to their ease of perception and accessibility for the listener.

One of the main characteristics in the analysis of political discourse is the characteristic of the speaker's cognitive-speech strategies. The following speeches will be analyzed according to the criteria highlighted by Y.N. Karaulov.

Both speeches of Theresa May are perceived easily, the clarity of the speaker's thought can be traced. The focus of Teresa May's discourse is the exit of Great Britain from the European

Union. The speech of the famous Prime Minister according to the second criterion touches upon the problems associated with the consequences of the British withdrawal from the European Union. The second speech, we chose, was delivered on October 8, 2018. The focus of the discourse is expressed in the call for the establishment of a free and independent UK. The first of this classification should consider an example of generalization, which is found in the speeches of T. May from October 8, 2018 and September 21, 2018.

Generalization in the first speech is expressed by the following statement: «Because the lesson of that remarkable generation is clear: if we come together, there is no limit to what we can achieve. Our future is in our hands». In the following speech, we can also single out the statement by T. May: «… So we now need to hear from the EU what the real issues are and what their alternative is so that we can discuss them. Until we do, we cannot make progress»; «…But if we stick together and hold our nerve I know we can get a deal that delivers for Britain..». In these extracts, a generalization is expressed by the combination of the words "We now need ..." and "I know we are ...", which conveys the author's confidence in his judgments.

The next criterion for evaluating the speeches of this political leader is the existence of an amendment. We single out an expression containing an amendment such as: «And that is why we are all in this hall today. It is the reason we chose to get involved in politics in the first place». In this case, "That is why" is an amendment.

An example is the next aspect for evaluation political discourse as a linguistic category. In a speech dated October 8, 2018, the following example occurs: «… We remember the selflessness of a remarkable generation, whose legacy is the freedom we enjoy today. I think of Hubert Grant – my father's cousin in whose honour he was named. Hubert fought and died at Passchendaele at the age of just 19…».

The next criterion for analyzing political discourse is repetition, which in a certain way echoes the previous criterion and also reinforces the said expression, and accordingly more effectively affects the audience. So, in T. May's speech, we can find examples of repetition in the following expression: Would Neil Kinnock, who stood-up to the hard-left, have stood by while his own MPs faced deselection, and needed police protection at their Party conference? Would Jim Callaghan, who served in the Royal Navy, have asked the Russian government to confirm the findings of our own intelligence agencies? Would Clement Attlee, Churchill's trusted deputy during the Second World War, have told British Jews they didn't know the meaning of antisemitism". Repetition reinforces the speaker's statement.

The next aspect in the analysis of political discourse is the contrast. The example is taken from the speech of T. May from September 21, 2018: «I will not overturn the result of the referendum. Nor will I break up my country», the contrast is expressed in the phrases: «… will not overturn... Nor will I break up my country».

We should take into account other aspects that are also important for its analysis. This stage includes the study of the context, that is, the communicative-pragmatic space. The context includes: the speaker himself; its addressee (participants); the utterance, the event and the action, the subject of the utterance, the time of the communicative act, the environment to which the communicative act is accomplished, social relations, the roles of the participants, and the cognitive characteristics of the participants.

So, we are going to analyze Theresa May's speech about Brexit. The criteria for the analysis are the characteristics presented above. The first and one of the most important criteria is time, so this speech was given on October 8, 2018.

The following criterion determines the place of public speech, the place is the United Kingdom. The main criterion for this analysis is undoubtedly the event itself and the actions that occur in this time period. The years 2016 and 2017 were quite controversial in the history of Great Britain, since the view is about the withdrawal of the sea power from the European Union and or to continue membership in this political organization. The starting point was the referendum held on June 23, 2016, when 52% voted for leaving Britain from the EU and 48% against.

Another criterion is the sphere of activity, by which we understand public speaking to the population of Great Britain, it is worth noting that this speech is understandable to the broad masses of the population.

Accordingly, the following criterion the participants should be indecated: Theresa May, the current British Prime Minister, is the addressee of this public speech, and the recipients are the population of Great Britain. The roles of the participants are one of the most important characteristics of a public speech, this characteristic should be divided into two subparagraphs, the first of which will be devoted to the communicative role of the speaker, the second - the social role of the speaker. The communicative role of the speaker is expressed using the personal pronouns of the first person singular and plural, I and We. It is necessary to emphasize that the speaker speaks not only for himself, but also for the whole country. We can see this with examples: «… And there’s another reason why we need to come together. We are entering the toughest phase of the negotiations.…» So, social relations act as official, informative, formal.

And the final aspect of the analysis is the selection of the cognitive characteristics of the participants in the political discourse. We can confidently assert that in this political discourse, the influence of the speaker on the public consciousness is observed in order to clarify the will and desires of the people about such a sensitive issue as Brexit.

So, political discourse is a kind of actual use of language in the political area of communication and in the area of public communication, this text belongs to the political discourse, if it is determined by the subject and place in the system of political communication. It can be characterized according to various criteria, these criteria will later serve as the basis for the study and analysis of discourse in the cognitive aspect. These criteria should include the role of the linguistic personality in discourse, as well as textual and contextual analysis, which makes it possible to evaluate and analyze political discourse from different points of view.

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THE EFFECTIVENESS OF THE MAXIMS OF GEOFFREY LEECH IN THE PROCESS OF VERBAL INTERACTION ON THE EXAMPLES OF THE AMERICAN AND ENGLISH FICTION

The paper covers the theoretical foundations of the study, as well as their role in the process of successful speech interaction.

A person needs to know not only the literary language, but also to master speech skills in order to choose the means to solve communication problems as efficiently as possible. During the speech interaction between the communicators should take into account the rules of communication. The principle of politeness is one of the leading principles of communication, according to which G. Leech distinguish a number of Maxims. This principle is fully related to speech etiquette.

There is the use of Maxims of G. Leech in the examples of the dialogic communication in fiction literature. The Maxims of G. Leech in many ways similar to the formula of politeness.

Keywords: speech interaction, the principle of politeness, the Tact Maxim, the Approbation Maxim, the Modesty Maxim.

G. Leech's Maxims and H. Grice's the principle of cooperation occupy an important place in the structure of the communicative act. The Maxims of G. Leech are presented in the form of six rules that make up the principle of politeness. According to the scientist-linguist E. V. Klyuev, the set of G. Grice's principle of cooperation and G. Leech's Maxims acts as the basis of the communicative code.

N.Y. Shtrecker explains that the linguist G. Leech, like H. Grice, studied the principles of speech interaction.G. Leech described another main principle - the principle of politeness. [1, 37] this principle, according to L. A. Vvedenskaya and her co-authors, completely belongs to speech etiquette. In the studies of G.Leech the principle of politeness is a set of six rules or maxims in the formulation of G. Leech. [2,175]

The first maxim is the Tact Maxim. According to the material in the textbook, this is the Maxim of the personal sphere. A prerequisite for any communication act is the distance between the participants. Do not break the following rule: "To make the communicative purpose of the communicator a subject of discussion is permissible only if this purpose is openly indicated by him." Topics such as privacy and individual preferences should not be addressed.

Another Maxim is the Generosity Maxim. It is that the communicative act should not be uncomfortable for the participants of communication. It is better not to bind the communicator with a promise or an oath.

The main meaning of the third Maxim of politeness – the Approbation Maxim, which is considered in the textbook, is the statement «do not judge and you will not be judged." In the process of speech interaction situation is determined by the position of each in relation to the world. If the assessment of the world does not coincide with the assessment of the communicator, it greatly complicates the implementation of their own communication strategy. [2, 175]

The Modesty Maxim is characterized by the rejection of praise. According to N.Y.Shtreker, the condition for a successful communication act is an objective self-assessment. To communicate is adversely affected by high and low self-esteem. The Agreement Maxim or the non-positivity Maxim preserves the subject of interaction by means of mutual correction of communicative tactics of interlocutors. This Maxim is characterized by a complete rejection of conflict situations.

The sixth Maxim, which distinguishes the linguist G. Leech, is called the Sympathy Maxim. The main meaning of Maxim is to create a position of goodwill for a promising substantive conversation. N.Y. Shtrecker argues that the speech act is impossible in the presence of malevolence. The main problem is "indifferent contact", when the participants of communication are unfriendly to each other, even without being enemies. The speech situation with the emerging conflict can develop in a positive direction in the presence of Sympathy (Goodwill) Maxim. [3, 38]

The principle of politeness is one of the leading principles of communication, according to which G. Leech distinguish a number of Maxims. Let us turn to their consideration on the example of fiction literature.

The Sympathy Maxim

"For half a minute there wasn't a sound. Then from the living-room I heard a sort of choking murmur and part of a laugh, followed by Daisy's voice on a clear artificial note: "I certainly am awfully glad to see you again." ("The Great Gatsby" by F. Scott Fitzgerald, chapter 5) In this example, there is a friendly attitude of communicators to each other: words such as "I certainly am awfully glad to see you again" are used. "

The Approbation Maxim

"What an excellent father you have, girls!" said she, when the door was shut. "I do not know how you will ever make him amends for his kindness; or me, either, for that matter". ("Pride and Prejudice" by Jane Austin, chapter 2) In this case, attention is focused on the approval of a particular act, in the example it is shown by the words "What an excellent father you have, girls!"

The Tact Maxim

"You'd rather hear nothing about it, I suppose, then, Mr. Linton?' said I. ("Wuthering Heights" by Emily Brontë, chapter 13) When analyzing this example, it can be noted that the maximum tact is observed due to the construction with "would rather", since in the process of communication it is necessary to keep a distance and observe the boundaries of the personal sphere.

The Generosity Maxim

The Maxim of generosity is realized in the invitations. "I want you and Daisy to come over to my house, he said, "I'd like to show her around. " In this case, "I want you and Daisy to come over to my house". ("The Great Gatsby " by F. Scott Fitzgerald, chapter 5)

The Modesty Maxim

Mr. Hurst looked at her with astonishment. "Do you prefer reading to cards?" said he;" that is rather singular." "Miss Eliza Bennet, "said Miss Bingley," despises cards. She is a great reader, and has no pleasure in anything else."; «I deserve neither such praise nor such censure," cried Elizabeth; "I am not a great reader, and I have pleasure in many things." ("Pride and Prejudice" by Jane Austin, chapter 8). This Maxim is the rejection of praise. In this example, one heroine "refuses" the praise of another, believing that her actions do not deserve praise.

The Agreement Maxim

"You observed it, Mr. Darcy, I am sure," said Miss Bingley; "and I am inclined to think that you would not wish to see your sister make such an exhibition."; "Certainly not." ("Pride and Prejudice " by Jane Austin, chapter 8). This speech situation accurately characterizes the Maxim of Agreement. One communicator agrees with another in the process of speech interaction.

The article deals with the maxims of G. Leech, which are realized in communication. The Sympathy Maxim helps participants of communication to express a friendly attitude to each other. To do this, use the expression "I am very glad to see you." In the literature there are many examples of the use of the Maxim. The Approbation Maxim is characterized by an example in which one of the communicator praises the other for a certain act. When analyzing one of the examples, it can be noted that the Generosity Maxim is often used for invitations. The Modesty Maxim is one of the most popular in classical literature as well as the Agreement Maxim. The Modesty Maxim is the rejection of praise in his address.

Thus, the speech interaction is impossible without the use of politeness formulas and the basic principles of speech etiquette.

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TYPICAL REASONS OF CODE-SWITCHING AS A LITERARY DEVICE IN FICTION (BASED ON ‘MURDER ON THE ORIENT EXPRESS’ BY AGATHA CHRISTIE)

The paper covers the main causes of code-switching in its use in fiction to express additional connotations and the degree of prevalence of those causes.

While there are multiple distinctive reasons for code-switching in real-life individuals, not each of them is always equally employed when this linguistic phenomenon fulfils the role of a literary device. Upon analysing examples from a detective novel by Agatha Christie it was discovered that the most prominent of those reasons are affection, topic and persuasion, while solidarity and social status are featured to a significantly lesser degree.

The perspective of this study lies in taking a larger scope of works of fiction for analysis and in the research of the ways in which specific reasons of code-switching are used by authors.

Keywords: code-switching, multilingual, literary device, fiction.

The quality of being multilingual implies that a person is competent in more than one language. Multilingualism can emerge as a consequence of many factors, such as education, cultural interaction, colonization, intercultural marriage and many other reasons. Usually, bilinguals and multilinguals tend to switch languages within the same utterance. This phenomenon is called code-switching by scholars. Hence, code-switching is a phenomenon that results from bilingualism and multilingualism. Sociolinguists have always taken interest in studying code-switching and the reasons that stand behind it. As Walid M. Rihane points out, there are many factors that stand behind code-switching, including social status, topic, affection, persuasion or solidarity [1].

Sometimes individuals employ different languages to demonstrate a meaningful social status or to distinguish themselves from other social classes. A speaker who can code-switch thus implies that his or her level of education enables them to be sufficiently competent in multiple languages. As a result, code-switching can be viewed as a way to distinguish oneself. Another reason for people to change the language during speech is familiarity or being comfortable with a certain topic. For various reasons in many situations bilinguals may be willing to use more than one language within the same utterance because they have acquainted themselves with a certain topic better in another language or find the theme or direction of the conversation to be inappropriate, opting for not using their first language. Code-switching can also be used by speakers to express certain feelings and attitudes. Speakers may switch codes to express happiness, excitement, anger, sadness, and many other sentiments. The fourth important motive that compels bilinguals and multilinguals to use code-switching is its frequent application in speech and rhetoric, with the intention to both attract attention and persuade the audience. When a speaker uses code-switching in persuasion and rhetoric, he will be more successful in reaching their goal since code-switching grabs attention and reflects a certain socioeconomic identity which can give the speaker more credibility and reliability. Last but not least, code-switching can be used to express solidarity between people from different or the same ethnic groups.

Having a variety of possible meanings and causes, code-switching can be used as a literary device by authors to imply different meanings. The question that arises from this is what reasons for the phenomenon that were mentioned (social status, topic, affection, persuasion, solidarity) are used in this function most actively. We are going to use the novel by Agatha Christie *Murder on the Orient Express* as basis for study, due to code-switching being featured prominently in it, as some of its characters frequently use French words, expressions and complete sentences while speaking English, including, but not limited to, Hercule Poirot, M. Bouc and Dr. Constantine.

Almost every aforementioned reason for changing languages during speech is employed by the author while inserting these inclusions in the dialogue. However, on analyzing 31 French utterances from the book we have observed that the distribution of specific expressions between those reasons is disproportionate. Let us look at the most heavily featured reason for code-switching that is showcased by Agatha Christie, which is expressiveness, or affection. The utterances that can be listed as falling under this category are *Mais oui!* (But of course), *Comme ça* (Like this/that), *Eh bien* (Ah, well), *Enfin!* (At last, finally), *Précisément* (Precisely), *mon vieux* (My dear old man)/*mon cher* (My dear, my friend), *Les affaires, les affaires!* (Business, business!), *Voilà* (Here you are), *Merci* (Thank you), *Comment?* (I beg your pardon?) and a few other expressions made in a similar vein. It can be noted that they tend to be short, consisting of one or two words. Agatha Christie makes the characters use these words and word combinations in moments of slight embarrassment, confusion or annoyance, and as a means of showing endearment or disapproval. For instance, Hercule Poirot says *Mais oui!* and *Comme ça* in the following exchange with Lieutenant Dubosc: «And you intend to remain there a few days, I think?» «*Mais oui.* Stamboul, it is a city I have never visited. It would be a pity to pass through – *comme ça.*» The first expression is evidently said by Poirot because he wanted to emphasize how sure he was to stay. The second expression, as we can see from the example, is used with the intent of emphatically showing how short could be the stay in case of passing the city on a train. The French word for «finally», *enfin*, is, as the text says, murmured by Poirot in relief after his train had departed. The words *précisément*, *mon vieux*/*mon cher* and *Les affaires, les affaires!* are used by Hercule Poirot and M. Bouc in one conversation between each other: «*Précisément!* The body – the cage – is everything of the most respectable – but through the bars, the wild animal looks out.» «You are fanciful, *mon vieux.*» Also in another fragment: «*Les affaires – les affaires!* But you, you are at the top of the tree nowadays, *mon vieux!*» The first expression is exclaimed by Hercule Poirot as he emotionally agrees with his friend's summation of his thoughts on another character, while the words *mon vieux* and *les affaires* are said by M. Bouc as he endearingly addresses his friend or comments on how much work Poirot does. It can be inferred from those examples that Agatha Christie makes the characters of the novel use plenty of short French words and word combinations during surges of both positive and negative emotion to draw attention to their psychological state, while predominantly speaking English. In other words, the characters often resort to code-switching for the reason of demonstrating affection.

The second most noticeable type of code-switching that the author features in the characters' dialogue is that based on topic. An expression that can be classified as such is *jolie femme* (pretty woman) used by Hercule Poirot in relation to Miss Debenham. Its context is as following: «But she was, he decided, just a little too efficient to be what he called "*jolie femme*."» It is also used in another instance by M. Bouc to characterize Countess Andrenyi: «"Elle est *jolie femme*," said M. Bouc appreciatively». The two examples are similar in a way that a French phrase is used by the characters in discussing a specific topic, namely a woman's disposition. This may be employed by Agatha Christie to indicate that both Poirot and Bouc are more accustomed to talking about this matter in their native French rather than English, despite its being the language they know perfectly. Other phrases that are said in a different language due to the topic are such politeness formulas as *Bon nuit, Madame* (Good night, Madame) and *Bonsoir, Monsieur* (Good evening, sir), which were used by the conductor of the sleeping car. We can speculate that the implication on the side of the author is that because these phrases are clichéd and used in fixed situations, it is more comfortable and customary for this character to say them in French. Also found in a dialogue line of the conductor is the expression *la dame américaine* (the American lady), which is used to describe the character of Mrs. Hubbard. The utterance is placed immediately after the episode of the conductor seeing to her rather emotional complaint, from which we can infer that he was agitated and could not speak of her impartially, leading to his having been compelled to say it in French. In addition, another instance where Hercule Poirot uses a French word for a certain topic is seen in this extract: «My *clientèle*, Monsieur, is limited nowadays. I undertake very few cases». It is probable that the word *clientèle* (customers) is inserted into the line by the writer because the subject of his profession is important to Poirot, thus he prefers to change the language of speech to communicate about his clients.

The third distinctive reason for code-switching found in the book is persuasion. Let us take, for example, the phrase that Hector MacQueen says to Poirot: *Je crois que vous avez un erreur.* (I think you have made a mistake.) French is not the native language for MacQueen, but he chooses to use it in order to sound more earnestly to the main character. The similar context for code-switching is present in the address of Colonel Arbuthnot to Poirot: *Vous êtes un directeur de la ligne, Monsieur. Vous pouvez nous dire...* (You are the director of the line, sir. Can you tell us...) The colonel is said to have spoken in «careful British French», meaning that his intention for not saying it in English in the habitual way was to make sure that he would be understood by Poirot. Another illustrative example is the sentence that the supposed murderer said to the conductor during the night of the crime: *Ce n'est rien. Je me suis trompé.* (It is nothing. I made a mistake.) In this case the reason for code-switching as it initially appeared to Poirot was, similar to the previous examples, making the statement more profound and persuasive so that the conductor found it more believable.

In comparison, such types of code-switching as solidarity and social status are much less prominently used by Agatha Christie in the book. An example of the former that we can observe is *De l'eau minérale, s'il vous plait.* (Mineral water, please), which is a phrase said to Hercule Poirot by the conductor who replied *Bien, monsieur* (Fine, sir). As for both men French was the mother tongue, we can assume that in this situation they exchanged lines in this language to express their common origin. We may also consider Poirot’s instances of talking to himself as a subtype of this reason for code-switching, such as his comment in Stamboul upon finding out about his knew case: *Voila ce qui est embêtant* (The troubling thing about this is...), or his remark on Mary Debenham: *Elle est jolie – et chic.* (She is attractive and stylish).

As we have seen, Agatha Christie uses mostly topic-, affection- and persuasion-based code-switching in the novel, with such reasons as solidarity and social status rare. Further research into the use of code-switching in the works of the author may tell more about the possibilities of using code-switching in fiction.

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A NEW ROUND OF KOREAN FRIENDSHIP. ANOTHER FICTION OR A NEW LEVEL OF RELATIONSHIPS?

As the title implies the article describes a new inter-Korean warming of relations. It deals with the efforts to normalize relations between these countries as well as with the position of the heads of the States. Much attention is given to the fact that the improved relationships are just a publicity stunt. To date, however, there is no agreement between North and South Korea on the fundamental issues such as the denuclearization of the Korean Peninsula and the relocation of US military forces outside the Republic of Korea. Without real concessions by both parties, North and South Korea could, before long, be locked in new military standoff. The author considers possible developments of further events and tools of overcoming the crisis.

Keywords: Korean peninsula, the DPRK, the Republic of Korea, Kim Jong-un, Moon Jae-in, improvement in relations.

The situation on the Korean Peninsula today is one of the most pressing and complex regional problems. The confrontation between the DPRK and the ROK affects not only the Korean Peninsula, but the entire world community. Today, unique events are taking place in this region, which makes the whole world look forward to whether there would be peace, or the conflict would erupt with a new force. In that regard, the possibility of predicting the success in development of a new stage of relations is an interesting one.

Inter-Korean relations have a tortuous history. They began after 1945, when the interests of the USSR and the USA collided on the Korean Peninsula territory. Two countries could not agree on the future of a united Korea that led to its division. On August 15, 1948, the Republic of Korea was proclaimed in the south of the peninsula [1, 452], and a month later, on September 9, the establishment of the Democratic People's Republic of Korea was announced in the north. Relations were getting worse; the ideological confrontation was being added to the political one. In 1950, the situation reached its apogee, the contradictions led to the proxy war between the USSR and the USA on the peninsula territory. The war ended with an armistice agreement, which meant only a temporary cessation of hostilities, but not the signing of the peace treaty [2, 272]. Thus, countries have been formally in a state of war since 1953 until today.

The first contact between the states took place during the visit of a South Korea representative to Pyongyang in 1972, but the results were insignificant. The parties agreed on three principles for uniting the country: without outside interference, peacefully and on the basis of national consolidation. In 1991, negotiations were held at the level of Prime Ministers, which culminated in the signing of the Agreement on Mutual Non-Aggression and Cooperation. In the same year, the Declaration between the North and the South on the nuclear-free status of the peninsula was signed, and the Inter-Korean Cooperation Fund was created. The parties discussed plans for unification on the basis of a confederation, but after the death of Kim Il Sung in 1994, the dialogue was suspended.

Another important point is the implementation of the "sunshine policy", that began after the accession of President Kim Dae-jung in the Republic of Korea. It was aimed at reconciliation and the development of cooperation with the DPRK with a view to future unification. In our opinion, this position highly coincided with the position of Kim Il Sung, who presented a plan for the establishment of the Democratic Confederal Republic of Koryo in 1980 at the VI Congress of The Workers' Party of Korea. It was supposed to be a country of two systems - two governments, two ideologies, but one nation, and one foreign policy. In this regard, there was a real opportunity to improve relations. The first meeting of the leaders of the two states in the history of inter-Korean relations took place in 2000, where president of the Republic of Korea Kim Dae-jung and head of the DPRK Kim Jong-il met in Pyongyang. The Summit marked the beginning of the process of rapprochement and reconciliation. One of the most important agreements was the decision to hold regular meetings of family members separated as a result of the Korean War of 1950-1953.

However, this positive trend in relations was over. Lee Myung-bak came to power in the Republic of Korea and turned down the "sunshine policy" and promised to solve toughly the "North Korean issue" [3]. This affected North Korea that accelerated the conduct of nuclear tests and increased the pace of modernization of the rocket forces. After the arrival of the new president, inter-Korean interaction deteriorated. Using various provocations, the administration of Lee Myung-bak nullified all efforts to normalize relations on the Korean Peninsula. By the end of his presidency, the countries had been on the brink of war.

During 2013-2015, under the Administration of President Park Geun-hye there were some efforts to enhance cooperation between the two countries. In particular, family reunion meetings were resumed. However, in February 2016 the DPRK was forced to conduct a nuclear test as a result of violation of the framework agreements and the conduct of the next provocative exercises near the DMZ [4]. Seoul supported UN Security Council sanctions and imposed unilateral measures against the DPRK. The administration of Park Geun-hye completely ceased interaction with Pyongyang. In the summer of the same year, Seoul announced that American anti-missile systems THAAD would be based in South Korea. Thus, the situation was at a boiling point.

In 2017 Moon Jae-in became the President of the Republic of Korea, and he opted for the normalization of inter-Korean relations. Nevertheless, tensions on the peninsula did not ease during the first year of his presidency: The South Korean armed forces did not abandon joint exercises with the US near the borders of North Korea, so in response Pyongyang continued to test new types of nuclear weapons and their means of delivery. At the same time, the mutual accusations of Kim Jong-un and Donald Trump did not contribute to the settlement of relations.

A new hope of resumption of the inter-Korean dialogue was revived by Kim Jong-un, who declared on January 1, 2018 in a New Year TV address to the nation, that he hoped that the Pyeongchang Winter Games would be a success [5]. After that, the DPRK resumed a special communication line at the Panmunjom Border Crossing, then, on January 9, 2018, negotiations were held between representatives of the DPRK and the Republic of Korea in the DMZ in the building with a symbolic name "House of Peace". These talks ended with the adoption of a joint statement: both sides were ready to take steps to reduce military tensions on the Korean Peninsula and to continue the dialogue. In late January, the parties agreed on joint participation in the Winter Olympics in Pyeongchang [6]. Also, it was decided to make a unified inter-Korean hockey team. The unified Korean team marching under a single flag in the opening ceremony of the Olympics was a landmark event.

In March 2018, DPRK Supreme Leader Kim Jong held talks with the official delegation of the Republic of Korea, during which issues of improving relations between the Republic of Korea and the DPRK and issues of reducing tension on the Korean Peninsula were discussed. The third Inter-Korean Summit was held in Panmunjom on April 27, it was the first meeting of the heads of the DPRK and the Republic of Korea since 2007. During the meeting, the two sides stated their intention to start a "new era of peace". The DPRK leader and the President of South Korea agreed to conclude a peace treaty in 2018, which, however, has not been concluded yet.

From May 2018, the first steps to reduce tensions in the DMZ began, a small part of the loudspeakers and observation points on both sides were dismantled. Demining of some sections of the border was also carried out [7]. From September 18 to September 20, the third inter-Korean summit was held in Pyongyang. Supreme Leader Kim Jong-un and President Moon Jae-in signed the "Pyongyang September Joint Declaration". The South Korean government plans to achieve full denuclearization of the DPRK by 2022, to strengthen inter-Korean relations, and also make efforts to improve relations between Pyongyang and the world community [9]. To this end, Seoul intends to achieve the announcement of the end of the Korean War before the end of the current year, and then to ensure the holding of a new round of negotiations.

We cannot ignore the fact that the demands on the denuclearization of the DPRK are one-sided and represent the interests of only one side. The official documents and statements of authorized persons do not contain items related to the withdrawal of the US military contingent from the territory of the Republic of Korea, and those officials who declare such steps are severely criticized by their colleagues.

From my point of view, there are problems that hinder closer dialogue between the north and south of the Korean Peninsula. It is no secret that one of the main requirements of the Republic of Korea is the question of the denuclearization of the Korean Peninsula. However, it can be concluded that the North Korean leadership is unlikely to take such a step in the short and medium term taking into account the specifics of both foreign and domestic policies and the specifics of Songun policy. The next factor hindering the inter-Korean dialogue is the presence of the American military contingent on the territory of the Republic of Korea. This fact, according to the North Korean leadership, impedes the conduct of an independent South policy. The solution of these important tasks will in fact bring both Koreas and the whole world closer, if not to the reunification of the North and the South, then at least to building mutually beneficial relations.

Despite the unified team at the Olympic, the closure of the Punggye-ri Nuclear Test Site and similar events, we cannot say that at this moment the Koreans are taking real and not illusory steps to improve relations, and there are the following reasons.

First, it is worth noting that the development of thermonuclear weapons and temporary cessation of nuclear tests on the territory of the DPRK are not a sharp 180-degree turn for the sake of short-term interests, this is a direct and precise fulfillment of the tasks that WPK proclaimed. Thus, at the Seventh Congress of the WPK [10], which was held in 2016, progress was made in fulfilling the 200-day period and implementing the thermonuclear weapons program on time, and the installation was given for the gradual winding down of nuclear tests, as the DPRK achieved full safety sovereignty, having received technology that will allow to create bombs of unlimited power. Also, a path was laid for reorientation of the economy into the social sphere.

Strictly following the course planned by the WPK, the DPRK did indeed temporarily reduce nuclear tests, however, this does not mean the cessation of experiments to improve nuclear warheads. North Korean science has reached the level that allows such nuclear tests to be carried out, which will not be detected by anyone [11].

As the first step towards solving the problem, North Korea presented to the world media the elimination of the Punggye-ri nuclear testing ground. However, a large number of experts noted the fact that the site had reached the end of its operational life and that it had to be closed anyway. Based on this, we can conclude that this is nothing more than a competent PR move by the North Korean leadership.

Let us now examine the next aspect – the elimination of some observation posts on both sides of the DMZ. Over the years of confrontation and expectations of open fighting, the North and the South have thoroughly studied and marked the maps of the location of observation posts and other fortifications of the enemy on maps. Consequently, the elimination of part of observation points from a tactical point of view does not bear significant damage to the lines of defense, which are built on both sides of the 38th parallel. An observation point is a quickly erected object, so if a peace agreement is broken, there can be many more observation points deployed than were dismantled. The situation is similar with partial demining of certain sections of the border, however, minefields are being built much faster.

The real actions that could show seriousness of the intentions on both sides are:

1) The withdrawal of the US military contingent from the territory of the Republic of Korea;

2) the withdrawal of the North Korean and South Korean artillery from the DMZ;

3) Freezing of the Institute for Nuclear Research in Yongbyon.

So, to sum up, there is still a risk of exacerbation of the situation on the Korean Peninsula. Inter-Korean warming at the moment is nothing more than a beautiful game for the public. It is still just to reject an agreement, so the world is fragile. We can see then that the point of no return after which non-compliance with the peace accords would be too expensive for both parties has not yet been reached.

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TURKISH-ETHIOPIAN RELATIONS AT THE PRESENT STAGE

The article describes present-day Turkish-Ethiopian relations. Political and economic goals of Turkey in Ethiopia are revealed. The position of Ethiopia on the Turkish presence in East Africa is analyzed.

Keywords: Turkey, Ethiopia, Horn of Africa, economic relations, Great Dam on the Nile

In Turkey's foreign policy strategy Africa is a potential economic and political partner. Today, Ankara pays special attention to the Horn of Africa. In this region, in Somalia, Turkey opened its first military base. In the current geopolitical situation, Ankara is also considering Ethiopia as a perspective economic and political partner.

The first Turkish Embassy in Tropical Africa was opened precisely in Ethiopia in 1926, but later in 1984 it was closed by the established political regime. The embassy resumed its work only in 2006. The visit of R.T. Erdogan in Addis Ababa January 21-23, 2015 played an important role in building bilateral relations. Ethiopia was the first country in Tropical Africa, which the Turkish President visited after taking office. On the occasion of the congress, a business forum was also organized. In 2017, the President of Ethiopia, Mulatu Teshome, visited Ankara.

As a result, a favorable investment environment was created in Ethiopia, bilateral trade demonstrated a convincing positive trend. If in 2000 it was $ 27 million, in 2016 it reached $ 440 million. The same situation is with Turkish investments: by 2015, Turkish investments in Africa exceeded $ 5 billion, $ 3 billion of which came for Ethiopia [1]. In 2003, only one Turkish company was operating in Ethiopia, in 2016, 150 Turkish enterprises were already founded. As a result, 30 thousand jobs were created in Ethiopia [2].

Since 2015, daily direct flights from Ankara to Addis Ababa have been launched.

Comparing with the policy in Somalia, we can conclude: while in Somalia Ankara gave preference to political goals, in Ethiopia the choice was made in favor of economic projects and agreements.

Turkey's interest in Ethiopia is explained, firstly, by the fact that Ethiopia can be a large market for Turkish goods. In 2016, the population of Ethiopia reached 100 million people; as a result, it seems that Ethiopia is going to be one of the largest new markets.

Since the beginning of the civil war in Syria, where most of the products of light industry in Turkey were produced (about 70%), Ankara represented Ethiopia as its "reserve base". Turkish investments were also made in the mining, metalworking and food industries. In a short time most of the Turkish enterprises in Syria were transferred to Ethiopia. Thus, the Turkish leadership calmed down its textile business. It is important that the Ethiopian authorities provided their assistance, since new firms created jobs and revived the country's economy [3].

As it is known, Turkey is an importer of electricity; in this regard, Ankara is interested in the energy sector of Ethiopia. Basically, the reserves of Ethiopian oil are concentrated in Ogaden, the territory disputed with Somalia and where the Somalis mostly live. Ankara, taking advantage of Somalis' loyalty, can play the role of a mediator in the Ethiopian-Somali negotiations, and subsequently control the production and transportation of Ogaden oil. Today, Turkish companies are already negotiating with the Somali government about building an oil pipeline from Sudan through the Ethiopian Ogaden to the ports of Somalia. It is important that the extraction and transportation of oil resources of the Horn of Africa does not require large financial expenditures.

In addition, today Turkey is planning to participate in the construction of the Great Dam on the Blue Nile. The Turks are ready to invest $ 1.5 billion in this project [3]. The large dam is the part of the Hidase hydroelectric power plant project on the Nile River in Ethiopia. Thus, Ankara seeks to enter not only the traditional, but also the alternative energy sector of Ethiopia. It is expected that the investment will pay off in the medium term. However, in addition to economic interests, this project has a political background.

The construction of a dam on the Nile threatens Egypt with a drastic decrease in drainage and represents the country's food security. Ankara is the main sponsor of the opposition forces in Egypt. R.T. Erdogan considers Egyptian President Al-Sisi his political enemy. Firstly, after the military coup led by Al-Sisi, the Turkish policy supporting the Muslim Brotherhood in Egypt suffered a fiasco. Secondly, personal R.T. Erdogan's dislike of the military was intensified after an attempted coup in Turkey on the night of July 15-16, 2016. Thus, sponsoring the project of the Ethiopian Nile Dam is also a continuation of the course against Al Sisi.

The headquarters of the African Union are located in Ethiopia, so Addis Ababa plays a key role in solving African issues. Consequently, while building a foreign policy strategy in Africa, Ankara cannot ignore the importance of Ethiopia. The establishment of economic and political contacts with this country of the Horn of Africa is the key to successful policies in the African continent as a whole.

The Turkish policy of pan-Islamism also applies to Ethiopia. Today, the number of Muslims in Ethiopia is 40%, and according to some data, it is above 50% and makes Ethiopia a country with a predominantly Muslim population. In addition, Muslims here are represented by the Oromo people, related to the Somali peoples. For the promotion of Turkish culture and language, as well as the creation of Turkish schools with the study of Islam in Ethiopia, the strategy developed for Somalia is applicable. Thus, Ethiopia relates not only to the economic and political, but also the ideological project of Ankara.

In turn, the leadership of Ethiopia also shows interest in Turkey's presence in East Africa, which is caused not only by the influx of Turkish investments. Turkey appears to be a counterweight to Saudi Arabia, whose actions provoke the wariness of the Ethiopian authorities. The policy of Saudi Arabia was aimed at spreading Wahhabi ideas in Ethiopia among the separatist-minded Oromo people [3]. As a result, ethnic riots erupted in Ethiopia in the fall of 2016, which were suppressed by the authorities. As a result, Saudi imams were expelled from the country, and Saudi foundations and organizations were closed. Ethiopia, contrary to the warnings and demands of Ankara, was maintaining Gulen schools for a long time, which largely impeded the promotion of bilateral relations. Negative experiences with Saudi Arabia encouraged Addis Ababa to close these schools. Mulata Teshome personally announced the transfer of Gulen schools to the Turkish Maarif Foundation (Maarif Vakf), which will be engaged in their transformation and creation of a new education system for them [4]. In the summer of 2016, Ethiopia was one of the first countries, which condemned F. Gulen for the coup attempt in Turkey.

Thus, Ankara is currently pursuing a comprehensive policy to consolidate its presence in East Africa. Addis Ababa, in turn, demonstrates its readiness to deepen both economic and political relations with Turkey.

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INTERNET COMMUNITIES AS AN EVOLUTION FACTOR OF RUSSIAN POLITICAL SYSTEM

The article is devoted to studying the role of the Internet in shaping the political agenda in Russia. In particular, the author analyzes the impact of Internet communities on the course of the election campaign within the election of the mayor of Moscow in September 2018.
Keywords: Internet community, blogger, YouTube, election of mayor of Moscow, public opinion.

The modern world is an informational world. At present, people consume as much information every day as 50 years ago people could have hardly been able to get during a whole month. Today, each person, possessing a number of modern devices (smartphones, computers, television, etc.) is able to access almost any information of interest to him in a couple of seconds, regardless of his physical location, level of education, social status. It is no secret that all this has become possible thanks to the emergence of such a vast information repository as the Internet.

With the development of the Internet space and an increase in the number of active users of the “world wide web”, large-scale information and entertainment sites began to emerge within the Internet. Perhaps the most popular infotainment platform today is YouTube. This is a video hosting site that provides users with the services of storage, delivery and display of video. Users can upload, view, rate, comment, add to favorites and share these or other videos. Thanks to its simplicity and ease of use, YouTube has become the most popular video hosting site and the second website in the world in terms of the number of visitors. In January 2012, the daily number of video views on the site reached 4 billion.

On YouTube, millions of people around the world find the answers to their questions, learn something new and become celebrities. Russia is no exception. So, by the end of September 2018, YouTube is the fourth most popular Internet project within Runet (according to Mediascope) [1].

YouTube covers 82% of the Russian population between the ages of 18 and 44 (according to Mediascope, Web Index, Russia 100+, etc.). And this statistics is relevant for both large and small cities. For example, for Moscow this indicator is 80%, and for the cities with the population of 100–400 thousands – 78%. Most users of YouTube are between 25 and 44 years old. Women are leading in almost all age segments by number. This does not apply only to the age group of 18 to 24 years.

In terms of coverage, video hosting can compete with both online platforms and traditional media. For example, according to Mediascope statistics, the YouTube audience is ahead of the monthly coverage of most Russian TV channels. More specifically, YouTube is the second largest monthly information resource in Russia. In the first place there is the First Channel with a margin of only 1%.

Every year the number of views on YouTube increases. In 2017, for example, the increase was about 45%. According to the data of GfK, CINT and SSI, 30% of users come to YouTube for content that is not found anywhere else. By this indicator, YouTube is ahead of Facebook, VKontakte, Odnoklassniki, Ivi.ru and First Channel. Due to the fact that YouTube has millions of channels from around the world, users can learn about what is happening in other countries, evaluate different points of view and thus form their own picture of the world. In Russia, for example, 78% of respondents believe that YouTube reflects the diversity of society.

At the same time, content on YouTube often encourages people to do something. For example, after viewing video ads, 38% of users study detailed information about products on the Internet, 28% go to the brand's website, and 16% make a purchase. Thus, YouTube has become a global platform where everyone, whether author, user or brand, can solve their problems.

The presented statistics allows making quite a reasonable conclusion that YouTube in Russia today is an extremely significant information platform. It should be noted that such a strong interest to YouTube is also due to the lack of strict state supervision and censorship in its expanses, compared to such information platforms as TV channels.

In the conditions of a difficult domestic political and economic situation in Russia, which developed after the notorious Crimean events of 2014, the increased attention of various government structures to this object looks like a natural phenomenon.

A striking example is the fact of using various information and entertainment sites on YouTube on the eve of the election of the mayor of Moscow, held on September 9, 2018.

In early July, on the eve of the mayoral elections, several video bloggers published videos about the transformation of Moscow in recent years.

As Vladimir Putin recently put it [2], Nikolai Sobolev was the first among the “people's journalists” who published a laudation video. So, in particular, he spoke about the transformation of Gorky Park. “After you see Gorky Park, you don’t really want to go back to St. Petersburg,” noted Sobolev in his video. Later Timur Sidelnikov and Dima Maslennikov joined the blogger review. They talked about leisure activities in the recreation park.

Then they praised the park of the Northern River Station. So, in her video Ellie Dee noted: “Here you can walk both in the park and along the embankment, admire the water, relax here. In wintertime, the central alleys are flooded with water to form a natural-coated skating rink, in the spring and summer period the park turns into an oasis”. In turn, Max Brandt, talking to foreign fans, noted that outdoor advertising had disappeared on Nikolskaya. And in the video by Kostya Pavlova, a taxi driver in an interview told about the advantages of the Moscow leased line.

All of these bloggers work with WildJam. The company is engaged in the promotion of advertising in social networks. The agency is headed by Yaroslav Andreev, a former employee of VKontakte.

The bloggers, who spoke about the transformation of the capital on their YouTube channels, deny the connection of these videos with the Moscow government or with the acting mayor of the capital, Sergei Sobyanin.

According to the Efir.io bloggers' exchange, the cost of placing integrated advertising starts from two thousand dollars. So, at Max Brandt (he has 1 million 300 thousand subscribers) the price tag starts from 2157 dollars, Timur Sidelnikov (has more than 1 700 million subscribers) takes 3197 dollars for advertising. The most expensive advertisement is on the channel of Nikolai Sobolev (has more than 4.5 million subscribers): the price tag starts at nine thousand dollars [3].

Perhaps all of these videos are really just by coincidence were published immediately before the election of the mayor of Moscow and had nothing to do with the current mayor of the election campaign.

However, the increased activity on another Internet site says in favor of the theory of using YouTube as a platform for attracting the electorate.,.

Three months before the election of the mayor of Moscow, the same type of laudatory posts about the activities of the acting mayor Sergey Sobyanin began to appear on the Instagram social network. Stars of show business and popular bloggers thanked Sergei Sobyanin for the beautification of the city, fabulous parks, advanced schools, etc. Even former presidential candidate Ksenia Sobchak, who actively criticized the authorities during the elections, could not resist the praise of Sergei Semenovich.

One-type posts about the success of Sergei Sobyanin as mayor of Moscow were published on Instagram under the general hashtag #ZaSobyanina. So, for example, music producer Iosif Prigogine directly wrote that on September 9 he would vote for Sobyanin, and after the elections he would go home on foot and would “get high on the beauty of the city”.

An actress and TV presenter Larisa Guzeeva noted that every year Moscow is becoming "more beautiful and modern". A singer and composer Dmitry Malikov wrote that he loves today's

Moscow. “Recently, the city administration has done a lot for #my Moscow to become one of the best cities on Earth!” – wrote Malikov.

Comedian Maxim Galkin spoke about the unprecedented project "Moscow Longevity", which Moscow authorities were helping to implement. Blogger Alyona Vodonaeva thanked Sergei Sobyanin for the capital’s schools that “look more like modern science centers,” and a TV presenter Elena Malysheva called the capital’s mayor a “special person” and praised the capital’s medicine, which has become “like in Europe and America”.

Many users of this social network in their comments under the posts about Sergey Sobyanin and “transformed Moscow” accused the stars and bloggers of “corruption” and noted that they were well paid for the praise.

Based on the presented facts, it is possible to conclude that modern Russian authorities attach significant importance to the Internet sites as effective tools for influencing public opinion, along with television and other traditional media. Regardless of whether the placement of campaign posts in support of the current mayor of Moscow was authorized by government officials or their supporters, the fact remains that the very existence of such a campaign (in one form or another) indicates the degree of recognition of Internet influence on the mass audience by representatives of the government.

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THE EVOLUTION OF THE US POLICY TOWARD EGYPT IN THE CONTEXT OF CONTRADICTIONS BETWEEN THE GEORGE W. BUSH ADMINISTRATION AND THE US CONGRESS (2007-2008)

The article examines the Egyptian policies of George W. Bush Administration after the U.S. mid-term parliamentary elections of 2006. The author considers strengthening of the position of the Democrats within the US Congress as a factor of toughening of the US policy towards Egypt. The conclusion is made that the deterioration of US-Egyptian relations due to tightening of the US-Egyptian policy was a key prerequisite for the failure of Washington's Middle Eastern projects.
Keywords: United States, Egypt, the Middle East, George W. Bush, US Congress.

In late 2006, the internal political balance of power in the United States underwent significant changes. According to the results of the mid-term parliamentary elections to the US Congress, held in November 2006, the positions of the Democrats in both chambers increased markedly. Key chambers committees in charge of foreign policy were headed by representatives of the Democratic Party [1, 24]. At the same time, the contradictions within the Republican administration became aggravated. The neoconservatives were ousted from the key posts in the presidential team, and the decision-making process was controlled by a conservative-realistic bloc that focused on energy priorities. The role of Egypt has been defined much more specifically, in the context of specific American regional plans. The priorities of the Republican administration remained as follows: resolving the Iraq crisis and post-crisis recovery, as well as leveling Iran's regional ambitions and preventing the development of its nuclear program. In these areas, Washington planned to rely on Egypt as one of the key Arab partners in the region.

In April 2007, US Secretary of Defense R. Gates during his visit to Cairo openly turned to Egypt for help in stabilizing Iraq [2]. R. Gates stressed that the United States will continue to cooperate with Egypt, not as a patron, but as a partner who respects Egyptian history, culture and traditions. In addition, the Defense Ministry noted that the United States and Egypt share a number of common goals and interests, such as a stable and prosperous Iraq; Iran, which has abandoned its claims for regional leadership and nuclear weapons programs; comprehensive peace between Israelis and Palestinians [3].

However, since the beginning of 2007 a major source of tension in US-Egyptian relations was the resistance to the implementation of the Egyptian course of Bush administration by the US Congress: congressmen believed that the democracy and human rights issues were much more important for American voters than the US regional plans in the Middle East. Therefore, the congressmen believed that while formulating Egyptian course, the US administration needed first of all to take into account the deplorable state of democracy in Egypt.

The attitude of the Democrats towards Egypt has been further tightened due to the introduction of a number of amendments to the Egyptian constitution, indicating even more authorization of the Egyptian political regime [4]. On March 26, 2007, these amendments were adopted in a national Egyptian referendum, which was held with serious violations of the electoral legislation.

George W. Bush Administration responded to the news with great restraint. In particular, US Secretary of State C. Rice noted the following: «We are disappointed that Egypt has not become the leader of liberal transformations» [5].

The American Parliament has responded much more actively. So, in April 2007, the leader of the democratic majority of the US House of Representatives S. Hoyer arrived in Cairo, where he met with the opposition leader in the Egyptian parliament, the head of the Egyptian «Muslim Brotherhood» S. El-Katatni [6]. Thus, the Democrats in Congress carried out the idea of stimulating the democratization of the Egyptian political regime, as well as establishing contacts with Egyptian «Muslim Brotherhood» because it was this party that had the greatest chances of winning in case of holding democratic elections in Egypt.

In addition to the internal political situation in Egypt, the discontent of the congressmen was also caused by the situation on the Egyptian-Palestinian border. The point is that in June 2007, as a result of the military conflict between Palestinian groups Fatah and Hamas, the latter established full control over the Gaza Strip. American lawmakers, under the influence of pro-Israel lobbyists, considered the uncontrolled flow of weapons from Egypt to the Gaza Strip as the cause of the incident.

And it was in June 2007 when the House of Representatives considered the draft law determining the volume of assistance to foreign countries for the next year. The working version of the law contained a provision on the retention of $ 200 million from the $ 1.3 billion military assistance program to Egypt until the US Secretary of State reports to the congressmen that Egypt is taking effective measures to combat arms smuggling across the Egyptian-Palestinian border as well as real steps towards democratization of the political system [7].

The Egyptian ambassador to the US N. Fahmy, commenting on this bill, stressed that «American aid to Egypt is not a gift, but an investment in the American interests in the Middle East». The ambassador also noted that Egypt will not tolerate foreign interference in the internal affairs of the country, nor will it tolerate the «arm-twisting» policy. Meanwhile, public sentiment and opposition media positions in Egypt became increasingly anti-American [8].

In addition, the senators of the US Congress were pressured by the Israeli lobby, as well as members of the Israeli Knesset, who insisted that Egypt was not taking effective measures to combat arms smuggling, as well as to curb the influence of Hamas in the Gaza Strip. In particular, Israeli parliamentarian J. Steinitz addressed a letter to US senators with a proposal to reduce military aid to Egypt [9].

The Egyptian government, meanwhile, argued that Egypt does not have the capacity to effectively combat arms smuggling, since Egypt's military presence on the border with the Gaza Strip is limited by the Camp David Agreements. And Israeli government refused to adjust these restrictions [10, 20].

In turn, the Republican administration sought to prevent the adoption of this law. In particular, President George W. Bush noted that the bill promises to harm American-Egyptian relations in a crucial period, and promised to use the veto over this law [11].

Under the influence of the administration, in December 2007, the US Congress passed this law, but it was significantly modified. Thus, it was appropriated for Egypt \$ 415 million in economic assistance and \$ 1.3 billion in military aid. At the same time, the following provision relating Foreign Military Financing Program was included in the law: «\$100,000,000 shall not be made available for obligation until the Secretary of State certifies and reports to the Committees on Appropriations that the Government of Egypt has taken concrete and measurable steps to adopt and implement judicial reforms that protect the independence of the judiciary; review criminal procedures and train police leadership in modern policing to curb police abuses; and detect and destroy the smuggling network and tunnels that lead from Egypt to Gaza». However, this provision could have been canceled by a decision of the Secretary of State, if he considered and informed the congressmen that this measure threatened the interests of the US national security [12]. It should be emphasized that within the framework of the adopted law, the program of military assistance to Egypt was to be reduced for the first time.

In order to level the negative effects of the reduction of military aid to Egypt, in December 2007 the US Agency for Security Cooperation notified Congress about a number of new planned military contracts with Egypt, including sales of Abrams tanks, naval air defense missile systems, anti-tank guided missiles, portable air defense systems and airborne radio detection and guidance systems [13, 26].

However, the negative effects could not be avoided. So, against the background of events discussed above Egyptian-Israeli relations were seriously affected. After the massive pressure exerted by Israeli lobbying organizations on the American parliament, Egyptian Foreign Minister A. Gheit publicly stated that if Israel continued to intentionally complicate US-Egyptian relations, Egypt would take retaliatory measures aimed at harming Israeli interests in the region [14].

In addition, the rift between Cairo and Washington over the American military aid served as a kind of catalyst for the development of Egyptian-Iranian relations. The parties were close to restoring their diplomatic relations. Egyptian-Iranian rapprochement has become a serious obstacle to the implementation of the American anti-Iran course [15].

To sum up, the internal political situation in the United States, and, in particular, the contradictions between the legislative and executive branches of government became a key factor of the evolution of the Egyptian policy of the George W. Bush second administration. It was these contradictions that caused the inconsistency of the American-Egyptian course in 2007-2008 and doomed Washington's regional projects to fail.

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IMPLEMENTATION OF HACCP SYSTEM IN PUBLIC CATERING

HACCP system (Hazard Analysis and Critical Control Points - hazard Analysis and Critical Control Points) was created in 60-ies in the United States and were used for control in the production of food for American astronauts. HACCP is a method of sanitary control used to ensure the safety of food products through constant monitoring at certain critical control points.

HACCP system provides control at all stages of food production, at any point in the process of production, storage and sale of products, where there may be dangerous situations, and is used mainly by food manufacturers.

Key words: HACCP, critical control point, food production, monitoring, stage, certification, process.

It's no secret that the quality of food directly affects the health and even sometimes the life of the person consuming it. That is why the state attaches special knowledge to the assessment of the quality of such products.

There are many documents that are designed to somehow reflect the quality and safety of food. This is RK, and an ISO certificate. Another important document in this area is a certificate in the HACCP system.

Norms HACCP (Hazard Analysis and Critical Control Points — analysis of hazards and critical control points. Ed) is a legislative requirement of the technical regulations of the Customs Union 021/2011 "on food safety", which came into force on July 1, 2013.

HACCP system (Hazard Analysis and Critical Control Points - hazard Analysis and Critical Control Points) was created in 60-ies in the United States and were used for control in the production of food for American astronauts. HACCP is a method of sanitary control used to ensure the safety of food products through constant monitoring at certain critical control points.The system of control and analysis of risks in the production of HACCP appeared in Kazakhstan relatively recently. Since 2016, at the legislative level, it was decided that all enterprises of the catering industry, regardless of their form of ownership, size and functionality, are required to develop, implement and follow the rules described in this system.

Companies working according to HACCP system, provide for themselves and their buyers not only guarantee the quality of the final product, but also get at their disposal an effective tool for the gradual identification and control of critical control points at all stages of production.

Cooking-the process is quite complex and multi-step, and sometimes it happens that to check the quality of the individual components of the finished product is not possible. For example, in the process of making a cake, we can track the quality of the freshness of eggs only until they are broken into dough or cream. This is the critical control point — that is, the stage at which we can still assess the quality of the product.

HACCP system provides control at all stages of food production, at any point in the process of production, storage and sale of products, where there may be dangerous situations, and is used mainly by food manufacturers.

That is, certification in the HACCP system is an assessment of the quality of food products at all stages of their preparation, as well as their storage, transportation and disposal.

In the first phase of HACCP implementation, critical control points are identified. Critical control points – certain points of the production process, where certain measures can be taken to ensure the safe course of production. These points are determined on the basis of an analysis of possible contamination of products by bacteria at each stage of production and processing of the food produced. The HACCP system differs significantly from the previously used methods of sanitary and hygienic control, in which the main emphasis was on the control of the final product. The HACCP system focuses on preventing risks and ensuring the safety of food products at all stages of the production process – from the receipt of raw materials to the production of finished products. In this system, the possible risks to product safety are predicted in advance and the processes to control such risks are defined as critical control points. To date, the HACCP system is recognized worldwide as the most effective system of food safety.

The system is mandatory in the European Union, USA, Australia, Canada. Many developing countries have also embarked on the introduction of the HACCP system at the legislative level.

Manufacturers and processing enterprises applying sanitary control on the basis of the HACCP standard should adhere to the following 7 basic principles of HACCP to ensure food safety:

1. Identification of hazards and development of preventive measures.
2. Determination of critical control points.
3. Define critical limits to identify critical control points.
4. Creation and implementation of critical control point monitoring system.
5. Development and implementation of the system of corrective measures in practice.
6. Development and implementation of an effective system of maintenance and storage of documents and records relating to the HACCP system.
7. Development of procedures for checking the functioning of the HACCP system.

Stages of implementation of HACCP in catering:

Step 1. Assemble the HACCP team. The company should create a working team consisting of representatives of production, sanitation, quality management and Microbiology of food products. Each member of the team is assigned a specific segment of the production chain covered by the HACCP system, and the development of the system as described in step 2.

Step 2. Describe the product. A complete description of the product for which the HACCP plan is prepared should cover the composition of the product, its
structure, processing conditions, packaging, storage and distribution, the required shelf life and instructions for use.
Step 3. Define the scope of use. The field of use is based on the consumer practice of using the product by the end user. It is necessary to determine where the product will be sold, as well as the group of consumers.
Step 4. Build a diagram of the process. It is necessary to carefully study the product and the process of its production, preparation of the technological process on the basis of which the study of HACCP will be based. It is necessary to examine the entire sequence of the process – from obtaining raw materials to finished products on the market.
Step 5. Confirmation of the process flow diagram at the facility. HACCP team must confirm the correctness of the process flow diagram by direct verification of all stages of the production process and adjust the scheme if necessary.
Step 6. List all potential hazards, conduct hazard analysis and consider risk control measures. Using a process flowchart, the team should list all the hazards: biological, chemical or physical, that may occur at each stage of processing, and describe the measures that are used for control.
Step 7. Identify critical control points. To simplify the definition of critical control points, you can use the decision tree with Yes and no answers.
Step 8. Set critical limits in each of the critical control points. The HACCP team must establish critical limits for each of the critical control points, which are usually determined by the technical specifications provided for in the country's food legislation, or national or international standards.
Step 9. Establish a monitoring system for each of the critical control points. Monitoring is a planned measurement or observation at each of the critical control points aimed at determining its compliance with the critical limits. Monitoring procedures should determine the loss of control at each of the critical control points.
Step 10. Set corrective actions. The HACCP team should develop specific corrective actions and document them in the HACCP plan for each of the critical control points in the system so that deviations can be explored as they arise.Step 11. Establish a verification (verification) procedure. In order to ensure the correct operation of the HACCP system, it is necessary to develop a verification procedure. The procedure should include the frequency of verifications to be carried out by a responsible and independent person.
Step 12. Create documentation and record keeping. The HACCP system requires effective documentation and accurate record keeping. Examples of accounting are protocols for monitoring critical control points, protocols of detected deviations and corrective actions taken on them.

Food service products-a set of culinary products, bakery, flour confectionery products, refers to perishable products. The food safety management system in public catering is based on the identification of critical control points in order to prevent all possible risks as much as possible, determining their limits and constant monitoring. Currently, HACCP in public catering is the main tool in ensuring the safety of food products.

The meaning of the implementation of the HACCP program is to identify and take under system control all critical control points of the enterprise, that is, those stages of production at which violations of technological and sanitary norms can lead to irreparable or difficult to eliminate consequences for the safety of the manufactured food product. In the process of creating HACCP (HACCP) analyze the processes throughout the food chain - from the initial raw segment to the moment of getting to the consumer. There are four sources of hazards — raw materials, personnel, equipment and the environment.

The main factor determining the competitiveness of products is their quality. The quality of food products is characterized primarily by safety indicators. Food safety is confirmed by the lack of impact on the products of chemical, biological or physical factors that may have a negative impact on the health of the consumer. A guaranteed way to ensure the production of quality and safe food is currently a system based on the principles of risk analysis and critical control points - HACCP system .

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PEDAGOGICAL HERITAGE OF NICOLAY IVANOVICH NOVIKOV

A significant part of the modern principles of education in Russia was laid in the 18th century by the Enlighteners. One of the brightest representatives of this time was N. I. Novikov. His publishing and educational work started a new round of national pedagogy. The article discusses the main ideas of Novikov in the domain in the upbringing and education. The views on the official pedagogical doctrine of Catherine the Great, the reasons for disagreement with it and the proposal of new concept for the reform of the educational system in the Russian Empire are analyzed. The relevance of the pedagogical principles of Nicolay Ivanovich Novikov for the modern Russian school is confirmed.
Keywords: pedagogics, enlightenment, ethic education, purpose of education, civic consciousness, son of the Fatherland.

In the history of the Russian Empire XVIII century occupies a special place. The era of enlightened absolutism is inextricably linked to the reign of Catherine II and her reforms in education and social policy. In the years of her reign, many useful new things were created, which laid the Foundation for the further development of pedagogy and literacy. But the reforms were more aimed at improving the quality of life of the nobility. The transformation provided an opportunity for children from privileged families to receive brilliant education, while the bulk of the population – the peasantry, received virtually no education. It meant that the policy of the Empress, though-directed to a positive goal, was essentially for the particular social class.

However, educational views on the education and upbringing of children were expressed not only by Catherine the Great and her supporters, but also by her opponents. One of such people ~~and~~ was Nikolai Ivanovich Novikov (1744 -1818) – Russian journalist and publisher, one of the greatest public figures of the Russian Enlightenment.

It cannot be said that he did not support the initiatives of the Empress in the field of education – "our Great monarch, from the very beginning of her glorious reign, tirelessly takes care of the spread of her good education in the Empire"[1, 418].

However, he did not fully agree with the official doctrine of education of children on a class principle, criticized the noble education and practice of studying abroad. The publisher believed that young people, corrupted by laziness and ignorance at home, studying abroad, sold were having fun and spending idle time rather than mastering the Sciences. So in his magazine "Drone" in the satirical news, there appears appeared the following: "a Young Russian piglet, who traveled to foreign lands to enlighten his mind and who, having traveled usefully, has returned as a perfect pig; those, wishing to observe him, can see him penniless on many streets of this town" [2, 42].

The leitmotif in Novikov's publishing activity was the suggestion of new socially significant ideas in pedagogy.

Nikolai Ivanovich believed that only education is the true Creator of morals [1, 534]. But the welfare of the people and the state depends on the kindness of manners. But what should be the education of the new generation? In the treatise "On education and instruction of children" Nikolai Ivanovich noted that education should include both physical and ethic education. "Because a person can not become a "good citizen" if "his heart is worried by disorderly wishes, leading him either to vices, or to foolery, if the well-being of his neighbor excites envy in him, or self-interest makes him seek someone else's estate, or voluptuousness impairs his body, or ambition and hatred deprive him of peace of mind, without which one can not have any pleasure" [3, 31].

The term "pedagogy" [1, 420] was first used in the treatise "On the education and upbringing of children" by Nikolai Ivanovich Novikov; under this concept, he understood the most important science "of the education of body, mind and heart."

The publisher attaches great importance to family education. He believes that if an appropriate education system is created, it will be invalid if children in the family do not receive a full and complete "good education". After all, the mind of the child should be accustomed to "the correct reflection and knowledge of truth and good", and not "filled with the wind». We must instill in children a propensity for good and nobility. Many parents, according to Novikov, believe that they have done everything possible just by hiring teachers for children. However, this is fundamentally wrong. After all, it is necessary not only to give the child the opportunity to get an education, it is necessary to instill love of learning and education of good qualities. Especially important is to show the positive example of parents. Finally, Novikov comes to the conclusion that the main purpose of education is the performance of duties. "And as, finally, all duties of parents in relation to children should contribute to the well-being of children; the position of the state in relation to its children is to provide useful citizens: it is clear that the well-being of children and their use for the state constitute an essential part of the subject of education" [1, 421].

If we talk about Novikov's disagreement with the dominant ideology, it is impossible not to mention the class in the education system. Nikolai believed that nurture of all children must be equal, "without distinction of social category". Because for the state, more useful are people with enlightened mind [1, 423]. It is also worth noting that the publisher considered that the requirement of unquestioning obedience is erroneous and unacceptable in the education of young people. This implies the following postulate, put forward by Nikolai Ivanovich: "It [the child] has the same rights as we do, with the only difference that it, ~~is~~ more than we, need someone else's help" [3, 31]. That means that Novikov draws attention to the fact that the child is a small person who has the same rights as adults, and not only the obligation to obey the adults.

We must say that Nikolai Ivanovich gave the important role to the "somatic", i.e. physical education. In the treatise "On the education and guidance of children" he gave enough details about the hygiene and physiology of the child. He described the need for exercise in the process of growing up. The main role in physical education is given to parents: "Children cannot meet any of these needs without the help of adults, none of their physical strength cannot develop without the assistance and assistance of this. This is assistance and this is what is called somatic or physical education, and no parents avoid it and still their acts depend on all the physical education of children" [1, 439].

In his pedagogical program, the publisher did not miss such a significant detail as the education of mind. "To form the mind, or spirit, of children is to put in them he ideas about things and to teach them the way of thinking and reasoning that is proportionate to the truth and by which they could be wise." That is, children should develop a breadth of thinking, build logical connections between events and be able to evaluate not in "one-sided" manner, but treat~~ing~~ these events extensively and deeply.

The final conclusion from the idea of educating the mind of the child can serve as the rules put forward by Novikov:

1) "Do not repay the curiosity of children" [1, 458]. After all, children's curiosity is a natural desire to learn, to study, to be interested. The teacher, in the broad sense of the word, should not be lazy and monosyllabic to answer the child, because it destroys children's interest in learning. The parent should encourage the cognitive interest of the child and "make them [children] inventors of the unknown even to them" [1, 458].

2) "Practice your children or pupils in the use of the senses, and teach them how to feel right" [1, 458]. The fuller is the perception of what is being studied through sensory perception, the deeper is the knowledge, "the more the spirit can exercise in meditation." It is necessary to accustom to attentiveness – "Attentiveness is the mother of all knowledge".

3) "Beware not to give the untrue knowledge to the children or not notions about some things, no matter how much it is unimportant. It is much better not to know some things than to imagine something unfair" [1, 458]. Children's knowledge should be clear, without "white spots" and understatement. However, the following conclusion follows:

4) "Do not teach children anything that does not correspond to their age or that they will not understand because they do not have other knowledge" [1, 459]. This is the principle of education taking into account the psychophysical characteristics of the child.

5) "Try not only to multiply and spread their knowledge, but also to make it thorough and faithful"[1, 461].Indeed, the primary task in education is to teach the child to think thoroughly, to analyze the acquired knowledge and independently extract them, not to make children "blind followers", but to give them a chance to become true researchers.

Thus, educating the mind is a hard but extremely important job. It is necessary not only to give the child knowledge, not only to teach him to think freely, but also to show how to apply what he received with wisdom. The child's knowledge of the truth should lead him to love and virtue. Therefore, intelligent education is not only the education of the mind, but also of the heart.

Nikolai Ivanovich believed that a new man, that is, the real son of the Fatherland – a happy and useful citizen, should be brought up morally, in accordance with morality. Equally important is to give a Christian virtue. History should serve as a support for the formation of morality in a person. After all, it "should make us the most reasonable and the best; from it we should learn to know ourselves and other people, when it should really be useful for us" [1, 474].

The activity of Nikolai Ivanovich Novikov largely predetermined the vector of further development of pedagogical thought in Russia. As an educator, he believed that ethic education, coupled with the physical, not limited to the class, is able to educate a progressive thinking person. Through the dissemination of morality, it is possible to organize a society that will serve the citizen and the state fairly. And through the education of the heart there will be the beginning of the formation of an active virtuous personality.

The pedagogical principles put forward by Novikov are a synthesis of ideas of the past, the present and completely new, advanced proposals for Russian pedagogy. First, it is the introduction of the principle of naturalness, taking into account the psychophysical abilities of the child at a certain age, the direction of the learning process for the development of self-education. Secondly, the principle of humanization is involved, which is the most relevant in today's school. It can be regarded as a principle of some social protection of a student. In this case, the pedagogical process should be based on the recognition of the civil rights of the pupil and respect for him. In this context, we cannot fail to mention the principle of democratization. In the view of Novikov, it means providing pupils with certain freedoms for self-education, self-organization and realization of their scientific interests. The principle of unity and non-contradiction of actions of educational institution and a way of life of pupils, where Nikolay Ivanovich attached great importance, is also important.

All of the above currently occupies a niche of real application in school practice. It is undeniable that Novikov's educational activities led to a greater study of the pedagogical foundations and created a certain basis for Russian pedagogical thought. We owe much to a true educator, writer, philosopher and enlightener Nikolai Ivanovich Novikov and his work.

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DIGITAL DIPLOMACY AND ITS ROLE IN FOREIGN POLICY

The article deals with a new form of diplomacy - digital diplomacy, which on the one hand, provides new opportunities for the implementation of international politics, and on the other, imposes special requirements on its members. Special attention is given to the emerging of new technologies and their role in the future of digital diplomacy.

Key words: digital diplomacy, technology, social media, foreign ministry, state.

On receiving the first telegraph message in the 1860s**,** Lord Palmerston, British Foreign Secretary was noted to have exclaimed, “My God, this is the end of diplomacy.” Interestingly, diplomacy has survived the telegraph as well as subsequent technological innovations, such as the radio, telephone, television, and faxes. Every new major technological device has prompted reactions similar to that of Lord Palmerston [1].

Diplomacy has always had to adapt and change to the particular communication forms of its environment. In a world where everyone is increasingly connected, the ability to gather and share information to wide audiences at high speed has created new opportunities for government departments to share messages and set political agendas beyond traditional channels. The internet has changed everything, whether you are a student, a spy, or a soldier. Academics instantly search through millions of electronic resources. Secret agents steal not books, but entire libraries of classified information. And soldiers can destroy physical infrastructure at a keystroke [2].

It has been more than a decade since the advent of “digital diplomacy”. What began as an experiment by a select number of foreign ministries has now become standard practice all over the world. So what is "Digital Diplomacy"? The UK Foreign Office defines digital diplomacy as "solving foreign policy problems using the internet". The US State Department uses the term 21st Century Statecraft, The Canadians refer to it as Open Policy. All in all we can say that it is the overall impact ICTs (Information and Communication Technologies) have had on the diplomacy ranging from the email to smartphone applications [3].

The first foreign ministry to establish a dedicated e-diplomacy unit was the US State Department, which created the Taskforce on e-Diplomacy in 2002. This Taskforce has since been renamed the Office of e-Diplomacy. The Office of e-Diplomacy was established to overcome knowledge barriers contributing to the 11 September 2001 attacks and to improve the ability of the State Department to communicate and share knowledge [4].

Other foreign ministries have also begun to embrace e-diplomacy. At a meeting of ambassadors and permanent representatives in June 2012, Russian President Vladimir Putin designated digital diplomacy among the most effective foreign policy tools. The President urged the diplomats to more intensively use new technologies across multiple platforms, including in the social media, to explain the positions of the state [5].

For a profession which defends institutional hierarchy, and resists change, the rise of digital diplomacy has been nothing short of a revolution. Within less than a decade since the launch of the first social media networks, 90 percent of all United Nations member states have established a Twitter presence, and 88 percent have opened a Facebook account. Driven by the opportunity to engage with millions of people, in real time, and at minimal costs, foreign ministries and diplomats have developed a number of new tools and methods in support of their activities. They range from the use of dedicated platforms for engaging with foreign publics to the development of consular applications for smartphones [6].

Two years ago Twitter was not the primary place to read the official statements of the president of the United States — but with Donald Trump, it is. Few people turned to Instagram to keep up with Canadian officials, either — until Prime Minister Justin Trudeau came along, with more than 2 million followers in tow. Diplomacy — the way governments and countries build and manage relationships — is rapidly changing to keep up with technology [7].

As we are now about to enter a more advanced phase of the Digital Age, it is important to ask ourselves how the emerging digital technologies may shape the next stage of digital diplomacy. Mixed Reality technology (MR), which blends real and virtual worlds, is, for instance, one area that has been developing at a fast pace with the promise to transform how industry operates in various sectors. What MR may add to digital diplomacy is the possibility for audiences not only to read or visualize messages reported by foreign ministries and embassies, but also to virtually experience their public engagement and information activities.

Artificial Intelligence (AI) is another breakthrough technology with potentially significant impact for the practice of diplomacy. While the possibility of creating a robo-diplomat in the near future is quite limited, artificial intelligence has nevertheless made steady progress in consular affairs. For example, chat-bots now assist with visa applications, legal aid for refugees and consular registrations [6].

We should not forget that Digital diplomacy has its risks, which include information leakage, hacking, and anonymity of Internet users. A good example of information leakage is the Wikileaks episode. On the 28th of November 2010, panic spread among foreign ministries throughout the world as WikiLeaks began publishing some 250,000 diplomatic correspondence sent between US missions around the world and the State Department in Washington [8].

There are also a lot of misconceptions about the role of e-diplomacy. According to one of them digital diplomacy will gradually replace traditional forms of diplomacy. On the weaker side of the myth, there exists an opinion that digital technologies have the capacity to fundamentally change how diplomats perform their traditional functions of representation, communication, and negotiation. Stronger versions of the myth go a step further and acknowledge the possibility of having physical embassies and even diplomats replaced at some point by virtual reality (VR) and artificial intelligence (AI). While digital technologies have demonstrated clear potential for revolutionizing how diplomats conduct public diplomacy, we should remember that the core function of diplomacy, that is, relationship building and management, cannot be accomplished without close and sustained human contact. But the myth may be right about the fact that by increasing efficiency, digital technologies would likely reduce the number of diplomats required to perform certain routine functions [9].

Ministry of Foreign Affairs need to review the spectrum of skills that diplomats require in order to be successful in their work in the digital age. More specifically, they need to identify what traditional skills are no longer relevant, what skills are still relevant but need to be updated, and what new skills are required for integrating digital technologies into MFAs' activities. New skills such as data analytics, visual reasoning, and adaptive thinking would be particularly valuable for reading patterns of online behavior, projecting messages effectively, and reacting successfully to online events in real time.

Many countries, including the United States and Britain, are now encouraging their diplomats to use social media as a regular part of their job – not simply to monitor political discussions, but as a forum for participating directly in these discussions. This new approach to public diplomacy is likely to be a permanent change. Although private, state to-state communications will continue to be central to their work, foreign ministries that fail to adapt to the social media revolution will lose influence over time. They will not have an opportunity to shape public discussions that are increasingly channeled through social media, to correct errors of interpretation in real-time, and to build networks of followers [10].

For foreign ministries to operate effectively in a world of increasingly fragmented and diffused power, they will need to master the art of managing diverse networks of public and private actors that have influence over matters that are important to the foreign ministry and the country it serves. Social media are critical to this task because they are useful not only for identifying members of such networks, but more importantly for shaping the evolution of existing networks and for building new ones.

Thus, digital diplomacy brings with it both opportunities and challenges. On the one hand, the social media is providing countries with more information to solve social problems. For instance, people in conflict areas use social media to get support, organize protests, communicate, and inform the world of events in their countries especially where their media is often subjected to censorship. On the other hand, however, a number of risks are associated with the use and reliance on the social media as a tool of diplomacy. Nonetheless, the opportunities appear to overshadow the challenges. So, countries, which are slow in embracing digital diplomacy cannot afford to be left behind in time of digital diplomacy as they can greatly benefit from these emerging diplomatic trends. Digital diplomacy and Internet activities as a whole can greatly assist in projecting a state's foreign policy positions to domestic and foreign audiences [11].

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APPLICATION OF THE PROJECT METHOD IN TEACHING ENGLISH IN HIGH SCHOOL

The article is devoted to the study of project method and identification of its characteristics. This method enables high-school students to plan, organize and control their work themselves. The application of projects at the lessons of English increases students' motivation, develops their critical and logical thinking, independence, and creativity. The article gives information about the stages of the working process and possible difficulties in the project work organization.

Keywords: project method, project, group work, communicative competence, group work organization

Nowadays the process of globalization makes it vitally important for a specialist in almost any sphere to know at least one foreign language. A great number of international companies require the knowledge of the English language as the most wide-spread language of cross-cultural communication. Moreover, good specialists should know how to plan their work, organize it and successfully achieve the results. Critical and logical thinking, creativity and an ability to work in a team are highly valuable these days. Thus, it is necessary to try up-to-date educational methods at schools for students to become in-demand specialists. The project method is one of the most effective methods of teaching which helps students to reach all these goals. Implementation of this method at the lessons of English is becoming more and more topical.

The project method is aimed at developing students' interests and gives them an opportunity to be independent in planning and organization of their educational and cognitive activities. This method is oriented towards the achievement of the real result, i.e. to the solution of a problem introduced to the students by the teacher. Accordingly, the purpose set for the students is to find a solution to the problem by preparing a particular project. Learners can prepare projects individually or in a group that enables not only developing their ability to work independently but to communicate with other people in the group effectively. Forms of the group activity organization are determined according to the peculiarities of the given problem, the objectives of the group work and personal preferences of the participants. The success here depends on the quality of work organization within the group and rational division of responsibilities.

The main aim of the application of the project method is to give high school students an opportunity to efficiently master the communicative competence. In other words, students develop their speaking, listening, reading and writing skills; form the ideas about other countries' culture; learn new lexical units and learn how to work with reference literature and search for the needed information.

The teacher's role is not to provide students with all necessary information but to organize and direct their work, consult in case of difficulties and estimate the results. In comparison to the group work organization in the secondary school, high school students are given the tasks which require more self-dependence, creativity and personal attitude. Since the project involves a phased activity, it is assumed that the teacher has to control each of its stages. The project method allows evaluating not only the final result but also the process of its achieving. It is especially important to analyse the students' progress instead of simple counting of mistakes. The teacher has to emphasize that personal success is much more valuable than mistakes made during the working process.

As it has been mentioned before, project work includes several stages. The first stage is identifying the problem and discussing it. The second stage includes group formation, work planning, division of the responsibilities within groups and search for the information. The third stage consists of collecting the material and preparation to present it. The fourth stage is the presentation itself which can be in the form of a short film, a play, etc. The last stage is the summation of the results and their assessment.

While organizing work on a project it is important to observe several conditions:

1. The topics may be related both to the country of the language studied and to the country of residence. Students focus on the comparison of events, phenomena, and facts referred to history and people's life in different countries.
2. The problem is formulated so as to orient students to study the facts from different points of view and various sources of information.
3. It is necessary to engage all students in the class, taking into consideration the level of their language proficiency.
4. The theme of the project should be chosen according to the learners' interests.

However, there may be some difficulties connected with the organization of the project work, which should be taken into account by the teacher. Firstly, some students cannot work in groups because of their psychological issues, and the teacher's aim is to create favourable environment for every student. Secondly, the teacher should observe the ways of controlling every stage of the working process for each of the groups. Besides, the teacher should define the theme and the problem according to the pupils' abilities. The teacher should also know exactly how to organize the working process and be aware of principles and characteristics of the project method. Lastly, the teacher should organize work taking into account technical equipment in the classroom.

In general, the project method is commonly used as an addition to the topics studied in the school curriculum. Project preparation helps to increase students' motivation in studying the language, to look for extra information related to the topic, to widen their horizons, to motivate further studying of the theme and improve the relationships in the class. High school students develop their research skills and professional qualities which are essential for their further employment. It is also important to mention that this method enables students to work and study with pleasure as there are no strict limits for their creativity.

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RUSSIAN-AMERICAN RELATIONSHIP IN THE ARCTIC REGION

The article opens all of wishes and hopes in bilateral Russian-American relations, connecting with the cooperation in the Arctic region, and makes a forecast, which covers up the main topics between them.

Keywords: Russia, the Arctic, USA, internationalization, control of resources

The introduction

The global climate change and rising oil prices have thrust the Arctic region to the top of the foreign policy agenda and raised difficult issues of sovereignty, security, environmental protection and the interstate cooperation.

It is generally agreed today that the Arctic is the most peaceful region removed from global political dynamics and conflicts. However we can see that the obvious security threats are exist and the deep-rooted tensions between Russia and the USA refer to such threats.

Nowadays, Russia and the United States are among the most active nations in the Arctic region. Each side seeks control of resources and navigation system in order to ensure its national interests. The US Geological Survey released projections of undiscovered oil and gas resources north of the Arctic Circle: 83 billion barrels of oil, enough to meet current world demand for three years. For today this resources hidden beneath the ice but the global warming is increasing and states need to stimulate diplomatic activity in the region immediately [1].

As has been mentioned, there are a number of aspects on which Russia and the United States have different points of view. And the most debatable question is the international legal status of the Arctic region. This aspect remains one of the most important concerns which had to be resolved by the international community. Unlike Antarctica, the Arctic has no single international governance regime. Region ties together three continents: Asia, Europe and North America. Eight states are located within these three continents and are defined as Arctic states. However, none of these states, in their entirety, fall within the region as a whole. The Arctic only covers the northern region of each state. This is much due to the fact that one polar region is a continent covered with ice, uninhabited, and surrounded by ocean, whereas the other is an ocean surrounded by land and ice masses, making up the territories of sovereign states [2].

Russian leadership promotes the sectoral approach to the separation of the Arctic region. Such point of view satisfies the national interests of Russian Federation. The Russian's Arctic sector, according to this approach, is about 9 million square meters. km, of which 6.8 square meter km - the sea area of the Arctic Ocean. Obviously, that the United States of America is totally against this approach. In fact USA proposes the internationalization of the Arctic region and the Northern Sea Route. US policy is based on the principles that the Arctic region consists mainly of international areas subject to high seas, which provides for freedom of passage for warships and merchant ships under any flags, regardless of the competence of the coastal state. The internationalization of the Northern Sea Route will deprive Russia of the significant state budget revenues and will reduce its opportunities in the region.

Arctic states should discuss this fundamental issue in the format of special international cooperation institutions. Such organization was created in 1996 by the eight Arctic countries – Russia, the US, Canada, Denmark, Norway, Sweden, Finland, and Iceland. Nowadays it is one of the most important intergovernmental institutes in the Arctic region. Russia stands for strengthening the authority of the council. However, the US considers the Arctic Council only as a discussing forum and seeks to expand the membership of it [3].

Such policy of the USA directly affects at the national security of Russia. The Arctic region attracts attention of the non-Arctic states, for instance, Republic of China. Inviting China as an observer to the Arctic Council will increase its economic presence in the Northern Sea Route. This action will lead to a significant risk for the ecology of the Russian Arctic zone. However, in addition to the obvious contradictions between Russia and the United States, the positive trends towards the cooperation of states also exist. As the ice melts, previously inaccessible hydrocarbons can now more feasibly be extracted by offshore drilling rigs, but this raises the risk of an oil spill. Oil spills would have negative effects on Arctic fish stocks, research, and shipping that would damage the interests of all Arctic nations. The US and Russia share an interest in preventing oil spills and in continuing to expand their capacity to work together effectively under the auspices of Article 13 in the Arctic Council's 2013 "Agreement on Cooperation on Marine Oil Pollution Preparedness and Response in the Arctic." Also the recent agreements on Central Arctic Ocean fishing and research provide pathways for cooperation [4].

Putin has already signaled a willingness to meet with President Trump at a summit on Arctic issues and the Trump administration should make the most of this opportunity. There is no doubt these two leaders have a full range of vexing global issues, disagreements, challenges and controversies to address.

The conclusion

In addition, the United States is most likely not interested in escalating tensions at its northern borders. Under these conditions, states continue to maintain a balance between safeguarding their national interests and the desire to preserve the atmosphere of peaceful cooperation in the Arctic, interacting with Russia and other states of the region. The Ilulissat Declaration is a clear substantiation of its intention. The coastal states with access to the Arctic Ocean agreed to keep the region of low tension, where disputes are resolved peacefully [5].

By and large, Russia and the USA share an interest in continued cooperation on safeguarding Arctic waters, ensuring that they can become economically beneficial for all parties, while also pursuing mutually beneficial research and preserving the environment.

Thus, my thesis is that there are a number of factors that disrupt the political dialogue between two states. In spite of this, Arctic region can become a starting point for common ground and improving relations between Russia and the USA going forward.

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MOTIVATION AS THE MAIN STRATEGY FOR THE MODERN EDUCATIONAL SYSTEM

The article describes the necessity of the motivation for the educational system according to the modern FSES - strategy. The author focuses on variety of forms for the lesson to be fully completed that stimulates pupils' interest and helps them adopt information more efficiently.
Keywords: FSES-strategy, motivation, visual effects, informative sources, natural competition, historical reconstructions.

Nowadays motivation becomes a navigator during the process of teaching [1]. The highest quality of the lesson depends on its skillful using. Modern system of Federal State Educational Standard is popularly adapted by many schools. This method is supposed to be a real impulse for every pupil to be deeply integrated into the main essence of the lesson [2]. Besides this way allows the students to form different types of problem or debatable questions autonomously and find out the answers accordingly. As I have noticed The FSES - strategy motivates the pupils to deepen their interest toward the subject. We can prove this thesis by means of describing some aspects of a lesson organized for the 7th class auditorium and based on studying The Russian culture of The Interregnum. This lesson was realized with multiple visual effects that helped the students discover both spiritual and material "faces" of the epoch.

The pupils received some portraits of The Interregnum's rulers that the children had to identify during the short period of time being formed into the small groups. This kind of work stimulated intellectual activity through the atmosphere of "natural competition" between the students. The teacher also skillfully used the practice of terminological work. The pupils had to comment on the terms which appeared during the lesson. We underline that this part of the lesson should be characterized as «a brainstorm» that made the mood of the class much more expressive. Before the lesson to be completely realized the tutor worked out a big amount of students' studying components as analysis of the visuals and historical sources, preparing additional informative messages and essays that the students compiled beforehand including some records of music compositions of the period. The lesson was planned as a research studying. It lets the pupils analyze important parts of culture personally and being organized into small groups. They came to the conclusion, that culture was oriented into the requests of the nobility. I see my pupils as young historians more than the students themselves according to this kind of the lesson. It almost reconstructed the true atmosphere of the past time and also increased a patriotic spirit of the audience. I agree that studying of culture as well as everyday history studying is a brilliant possibility for every pupil to be involved into the historic heritage. There is enough visualization of the main subjective images of the past to become the part of the research appropriate for the process of studying. And the research made in the groups mobilizes the interest due to the situation of competition between the students.

As long as pedagogical experience accumulates the significance of every student's curiosity and personal interest in the particular theme increases. I suppose that the priority goal for the modern teacher is to correspond the cognitive demand of the pupils. And this request has permanent attribute. Because of the multiple disputable issues of history there is also effective cognitive stimulant of the debatable topics for the auditorium constantly. We can identify this argument upon the theme dedicated to some problems of The English Revolution for the 7th class auditorium. First of all the pupils have to find out what kinds of the term "revolution" exist. It is quite important to underline the threatening nature of this event for all the epochs and its different meanings in additional. The pupils should illustrate the definitions with the help of multiple informative sources. There is also another approach for the motivation with the help of comparison. There seem to be the comparative lines between the past and the present events. As you know personal participation both directly and indirectly lets the pupils feel the enduring significance of historical events. According to this point of view the plots of historical reconstructions such as medieval battles and struggles, urban manifestations and balls or masquerades of The Modern Time also produce and intensify cognitive requests for the modern lesson to be successfully conducted.

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IRANIAN-ISRAELI FRIENDSHIP AS AN EXAMPLE OF INTERACTION BETWEEN THE ARAB AND JEWISH WORLDS

The article covers the developing of bilateral relations between Iran and Israel through the prism of history, politics, and religious incompatibility.

The author partially concerns the interaction and communication of the two countries during the US operation Iran-Contra, when Israel played the role of an intermediary in the US weapon shipments to Iran.

A special place in the work is occupied by the modern period of Iranian-Israeli relations, taking into account the updated situation in the region. In addition, the author tried to make a forecast regarding the future vector of development of bilateral diplomacy and the likelihood of the outbreak of war.
Keywords: Israel, Iran, international relations, Muslim-Jewish dialogue, Iran-contra

It is hard to find two other countries on the political map of the world which would be also in such complicated relations.

Iran and Israel began their interaction since the partition of Palestine. Iran, as the representative of the Muslim world, voted against the appropriate resolution in the UN General Assembly (November 29, 1947) and opposed Israel's accession to the UN (May 11, 1949). Countries have never maintained diplomatic relations, but under Shah Mohammed Reza Pahlavi's regime, relations were warming right up to the recognition of Israel de facto (March, 1950) and the establishment of economic and military ties. Iran even opened its consulate in Israel, although it lasted only one year. Iran has declared that it recognizes Israel's right to exist and opposed the use of military force in the Arab-Israeli conflict. The role of the official representation of Israel in Tehran was played by the bureau of the Jewish Agency for Israel and the trade office [1, 29].

Trade and economic relations were maintained at a very high level, Israel was even one of the ten largest trade partners of Iran. On the eve of the fall of the Shah regime (1979), Israeli exports to Iran exceeded $ 100 million. Iran supplied to Israel oil, gas, various mineral raw materials, food, and consumer goods. The Eilat-Ashkelon oil pipeline and the oil refinery complex in Ashdod were built, and the Eilat port was reconstructed for oil operations between the two countries.

Defense and security were a separate, special area of cooperation between the two countries. In the 1960s, Iran and Israel signed a secret bilateral political and military information exchange agreement. Israel actively participated in the training of the Iranian army, the police and the ministry of state security ("Organization of National Intelligence and Security of the Nation") SAWAK (established in 1957). In May 1973, the American magazine Newsweek wrote about the existence of a joint Iranian-Israeli intelligence network in the Middle East. Israel helped to develop a modern air defense system in Iran. More recently, Israel has declassified archival materials that Israel was one of the countries that stood at the cradle of the development of nuclear energy in Iran. According to media reports, in the 1970s, Israel sold $ 100 million worth of weapons to Iran annually.

On February 11, 1979, the monarchy was overthrown in Iran, and the Islamic Republic of Iran was proclaimed on April 1 [1, 79]. During the revolution in Tehran, supporters of Imam

Khomeini occupied the building of the Jewish Agency and the trade mission. The interim government of Mehdi Bazargan announced the termination of all relations with Israel, and Israeli representatives were asked to leave the country. Until that time, Iran had the largest Jewish community in Asia - up to 100 thousand people. Regarding to the active anti-Israel policies pursued by the Iranian administration after the Islamic revolution, most Iranian Jews had to leave the country. In 2002, according to demographers from the Hebrew University of Jerusalem, there were only a little more than 11,000 Jews in Iran.

After 1979, Israel banned military supplies to Tehran. Violation of this law is equivalent to high treason and provides for severe punishment up to life imprisonment.

In the first decade after the Islamic revolution, the “cold peace” phase began. Despite the formal rupture of relations and Iranian belligerent rhetoric towards Israel, with the start of the Iran-Iraq war (1980-1988), unofficial trade, economic and military cooperation through third countries emerged. The fight against the common enemy in the face of the Baathist Iraq (including the framework of the Iran-Contra deal) contributed to the maintenance of interstate backstage contacts.

In November 1986, the Israeli government confessed that it helped through front companies to ship defensive weapons and spare parts from the United States to Iran upon request of the United States [3, 1]. Within the scope of the transaction, Iran received over two thousand TOW anti-tank missiles, 18 HAWK missile systems and more than 300 component parts for them, releasing three hostages instead [4, 11]. The first three of the seven supplied parties were received by Iran directly from Israel, which the United States promised to replenish supplies to with newer weapons, but because of the problems encountered with HAWK missiles, the Americans made further shipments themselves without Israel’s assistance [5, 478]. According to the US UPI agency, from May to November 1986, Israel carried out from 9 to 12 secret supplies of weapons to Iran in the amount of $ 1 billion. However, in November 1990, the Iranian Foreign Ministry categorically denied all reports of Iran’s procurement of weapons from Israel.

According to one of the central figures of this operation, Israeli intelligence officer and diplomat David Kimha, Israel at this stage was interested in the longest and exhausting war between Iraq and Iran, which could permanently eliminate the threat from any of these countries [6, 108]. But as a result, although Iraq did not win an unequivocal victory in the war, it ended it as the main Middle Eastern military force and the main threat to the security of Israel [7, 29].

Political relations between the two countries remained strained. The founder of the Islamic Republic of Iran, Ayatollah Ruhollah Khomeini, declared back in 1981 that "the religious leadership of Iran will never put up with the Israeli occupation of Islam's holiest sites." On August 21, 1986, the Iranian government declared that "Iran opposes any resolution or any agreement recognizing the State of Israel, in particular, Security Council resolution 425" [8, 385]. Iran has banned travel to Israel. On November 14, 2011, the parliament passed a law toughening the punishment of Iranians who visited Israel - they will be sentenced to imprisonment from 2 to 5 years.

Changes in the world geopolitical situation, the general deepening of the confrontation between the Islamic and Western worlds, the beginning of the peace process between Israel and the neighboring Arab countries and work in Iran on developing their own nuclear weapons led to a further aggravation of interstate relations after 1990.

The election in 1997 of Iranian President, Mohammad Khatami, a representative of more moderate Muslims, led to some reduction in the anti-Jewish position of Islamic leaders. In November 2001, President Khatami first made it clear that Iran could ultimately recognize Israel’s right to exist if the Palestinians recognized Israel.

Anti-Israeli rhetoric in Iran has again sharply tightened with the election of neoconservative President Mahmoud Ahmadinejad in Iran in August 2005. It was Ahmadinejad who repeatedly stated that the "Zionist regime" poses a threat to the entire Islamic world and came out with appeals to "wipe Israel off the map of the world." In December 2005, Ahmadinejad questioned the scale of the Holocaust and invited countries that feel guilty for the death of Jews during the Second World War to provide part of their territory for the transfer of the Jewish state to Europe.

On September 26, 2007, Ahmadinejad, for the first time speaking at the general political debate during the 62nd session of the UN General Assembly in New York, said that Israel “tricks Jews from all over the world into luring” to itself, and then settles them in the occupied Palestinian territories. On September 22, 2011, speaking at the 66th session of the UN General Assembly in New York, Ahmadinejad severely criticized the United States, NATO and their allies, claiming that they were hiding behind the attacks of September 11, 2001 in New York to unleash wars, like how Israel "imposes" Holocaust remembrance".

Israel, in its opposition to Iran, puts forward the nuclear threat coming from that country. As early as July 10, 1996, Israeli Prime Minister Netanyahu, speaking in Washington to members of the US Congress, called on the world community to isolate Iran and Iraq, which, in his opinion, represent a source of nuclear danger for the world.

In December 2003, Israeli Defense Minister Shaul Mofaz stated that he did not rule out the possibility of conducting an operation to destroy Iran’s nuclear facilities.

In late October - early November 2011, Israeli President Shimon Peres for the first time in an interview with Israeli media acknowledged the possibility of war with Iran. The statement was made on the eve of the IAEA report publication, which said that Tehran had come close to creating nuclear weapons.

In March 2012, a campaign of "people's diplomacy" between citizens of Israel and Iran began on Facebook. Over the course of several days, more than 50 thousand Israelis and Iranians exchanged friendly messages, which went against the well-established opinion about the persistent hatred of the residents of the two countries towards each other.

On September 27, 2012, Israeli Prime Minister Benjamin Netanyuhu at the 67th session of the UNGA called for a strict framework - the so-called “red line” for Iran’s nuclear program, as the only way to prevent Iran from acquiring nuclear weapons.

On September 24, 2013, Israeli Prime Minister Benjamin Netanyahu, commenting on Rouhani’s speech at the UN, noted that the Iranian leadership’s statements about the readiness for a dialogue on its nuclear program are only a cover to continue developing nuclear weapons.

For the rest of the years, Israel has never been able to come to terms with the Iranian nuclear program, Joint Comprehensive Plan of Action, the Iranian ruling regime and Iran’s rejection of the Israel’s existence as a state.

For many years these peoples were bound by strong friendship. And at the state level, Israel and Shah's Iran were not just allies - both countries were in a state of siege, surrounded by the “sea of Arabs”, and quickly found strategic partners in each other. For a while Iran was the only Muslim country in the region that de facto recognized the Jewish state. Today’s relations between the Islamic Republic of Iran and the State of Israel can be described in one word - enmity. After the fighter’s destruction over Syria (July 24, 2018), the media again began talking about the imminent war between Iran and Israel, which, according to some experts, will inevitably turn into a third world war [8, 1]. But these processes cannot be overestimated. After all, for Iran, the main rival is not Israel, but Saudi Arabia and its allies. There is the rivalry between the Sunni Arabs and the Shiite Persians in the center of the Middle East conflict, and this is what the strategists in Tehran are dealing with now.

On August 24, 2018 Israel condemned the EU decision to provide financial assistance to Iran, because in its opinion the money will be used for other purposes - the Iranian nuclear program. On September 12, Netanyahu accused Europe of "appeasing" Iran, Iran - of international terrorism, and called on countries to restore sanctions against it.

Meanwhile, the currency of Iran continues to fall, and Iranian citizens are beginning to realize that the foreign policy of Tehran has led to the destruction of the economy. Iranian slogans, in which Israel is called a "cancer," which "should disappear from the pages of history," begin to lose their appeal. Iranian demonstrators are against Tehran’s regional politics. Improvement of relations seems to be more possible in case of a change of the Ayatollahs regime in Iran, as Israel itself declared, or when the Iranian problem is solved. But this will unlikely happen in the near future, it may take even more than a year.

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RESEARCH OF ETHNIC TOLERANCE: INTERGENERATIONAL ANALYSIS

The article deals with the problem of ethnic tolerance in a polyethnic region. Within the framework of author's research the ethnic tolerance and interethnic relations were investigated. Much attention is given to comparing the level of ethnic tolerance among the younger and older generations. The attitudes of respondents of both generations to representatives of other ethnic groups, emotions when meeting a person from another ethnic group, an opinion about a polyethnic society are revealed. The level of the desired social distance in relation to people of other ethnicity has been investigated. A contradiction between the presence of ethnic tolerance and a high degree of inter-ethnic conflict is revealed.

Keywords: ethnic tolerance, interethnic relations, social distance, social survey, intergenerational analysis.

As we know, Russia is a polyethnic state, which means that people living in the same territory are practicing different religions, having specific traditions and customs, having special character traits, their own mentality and views on reality. Therefore, the state of inter-ethnic relations in a country is essential for the well-being of entire population. Significant cultural and mental differences, as well as instability in the socio-economic sphere in the aggregate can lead to negative consequences. Among them are the following: the increase in aggression, the spread of xenophobia and the increase in interethnic conflicts. All these processes have the potential to aggravate and threaten the destabilization of public order in the country. Therefore, it is important to maintain peaceful coexistence of the peoples living on the territory of our country, the formation of value orientations and attitudes towards friendly interaction. In this connection, the phenomenon of ethnic tolerance acquires great importance in the context of polyethnicity.

In general, it is very important to assess the ethnic situation in the country, which can only provide regular monitoring in all regions of the country. This determines the relevance of studying the problem of inter-ethnic relations and tolerance in the city of Engels in the Saratov region.

At the same time, two age groups, whose representatives were the object of this research, are of particular interest in the research. The level of ethnic tolerance was studied among young people (18-25 years old) and among those over 55 years old. The choice of the object of study is associated with the specificity of the sociopolitical conditions in which younger and older respondents socialized, and it had an impact on their interethnic attitudes.

The period of growing up and the formation of the personality of the senior respondents occurred during the existence of the Soviet Union. As it is known, the USSR was a completely prosperous region in terms of a poly-ethnic neighborhood. Moreover, an active policy of supporting cultural diversity was carried out, the ideology of «Peoples' Friendship» – the practice of sustainable cooperation and mutual aid between the ethnic groups of a great Soviet country — was promoted. In addition, civil and socio-political identity was strong, people considered themselves primarily as citizens of the USSR. The younger generation, on the contrary, socialized in the post-Soviet conditions, when the state-Russian identity was just beginning to forming. At the same time, ethnic identity played a large role. People had to face many difficulties and situations of uncertainty after the collapse of the Soviet Union. Therefore, in such conditions the ethnic community seemed to be a stable and reliable defense. However, the amplification of ethnic identity leads to increased inter-ethnic tensions. These facts necessitates a comparison of the dynamics of ethnic tolerance and interethnic relations in general among representatives of two age groups.

There are several components in the structure of ethnic tolerance.

1. Cognitive (ideas about other ethnic groups, their culture, inter-ethnic relations; knowledge of the phenomenon of tolerance, the rights of people, regardless of ethnicity).

2. Emotional (relation to other ethnic groups).

3. Behavioral (specific acts of tolerant / intolerant reaction, manifested in the desire to communicate / distance / show aggression against members of other ethnic groups) [1].

In our study, the last two components were considered in detail, because they directly provide an opportunity to reveal the state of inter-ethnic relations and ethnic tolerance among younger and older respondents.

The respondents were asked to evaluate their attitude towards members of other ethnic groups. Thus, 20% of younger and older respondents each determined their attitude, as «completely positive». The representatives of the older generation are «generally positive» toward to the representatives of other ethnic groups two times more often than the younger (48% and 24%, respectively). 32% of young people and 20% of older respondents defined their attitude as neutral. Also, the response «more negatively than positively» was more popular among young people (20%), while only 12% of older respondents chose this answer. It is noteworthy that there was not a single respondent who would define their attitude towards members of other ethnic groups as completely negative. It can be concluded that the attitude among residents of Engels to representatives of other ethnic groups is fairly stable.

The reasons for the hostility of the respondents to representatives of other ethnic groups were also identified. 84% of the respondents of the older generation and 80% of the youth explain their hostility with defiant behavior and lack of culture on the part of representatives of other ethnic groups. 50% of young people do not accept the culture, traditions and mentality of other nations, only 34% of senior respondents. The next most frequent reason for the hostility is followed by «personal negative communication experience»; this answer was chosen by 40% of young and 33% of senior respondents. Thus, the reasons causing xenophobic moods lie mainly in the cultural sphere.

Further, the respondents were asked several statements in order to find out how they treat the existence of different ethnic groups within one state («Societies in which different ethnic groups are present can solve problems more effectively», «People should learn more about the traditions and culture of other ethnic groups», «A large number of ethnic groups enrich the culture of the country»). Distribution of answers suggests that the overwhelming majority of respondents not only have no prejudices against the polyethnic society, but also believe that the presence of a large number of ethnic groups has a positive effect on its cultural sphere. However, it has been observed that in all statements young people more often showed disagreement than representatives of the older generation.

Also, respondents described emotions that they would feel when they met a representative of a different ethnic group. Positive emotions such as «curiosity», «benevolence» and «respect» were chosen more often. It is interesting to note that young people are suspicious of representatives of other ethnic groups, while no one respondent of the older generation has chosen this answer. Also, young people noticed that they would be curious three times more than older ones (52% and 16%, respectively), and they chose benevolence in one and a half times more often (54% and 38% respectively). While older respondents more often said that they would have respect for a representative of a different ethnic group than younger people (28% and 16%, respectively). It can be concluded that respondents are more willing to positively communicate with representatives of other ethnic group. At the same time, the respondents of the younger generation have a more pronounced emotional respond to representatives of other ethnic groups, both in a positive direction and in a negative one.

One of the factors representing the state of ethnic tolerance is the level of social distance between members of different ethnic communities. Using E. Bogardus's social distance scale, we revealed how closely respondents are ready to interact with people of a different ethnicity. In the distribution of answers of young people, an increase in the social distance can be traced if there is a need for closer interaction (from living in one city to marriage). At the same time, it was found that the older generation loyally perceives close inter-ethnic contacts only in working/educational conditions and situations of friendship, which can be considered as a manifestation of the legacy of the friendship ideology of peoples of the times of Soviet society. Readiness for inter-ethnic interaction among the elderly is falling sharply in situations of neighborhood and living in the same city. Perhaps such unusual for the social distance scale distribution of responses among older respondents is due to the fact that older citizens more acutely perceive the situation with the influx of migrants to the Saratov region. V.I. Mukomel in his research notes that young people are more favorable to migrants than the older generation [2, 61]. In general, among the respondents of both the younger and older generation, there is a high percentage of those who are willing to work/study and be friends with members of other ethnic groups. However, only 24% of young and 10% of older respondents are ready to marry, which means that barriers still remain that prevent entry into inter-ethnic marriage.

Despite the fact that most of the older and younger respondents quite positively perceive the possibility of interaction with representatives of other ethnic groups during work/study and friendship, 40% of young people showed intolerance (insults, ridicule, expression of neglect) to representatives of other ethnic groups, among older ones slightly less - 30%. At the same time, there is a high level of conflict with representatives of other ethnic groups: 52% of young people and 32% of older respondents took part in interethnic conflicts. The causes of conflicts were identified: the most common cause of conflicts is domestic differences (68% of elders and 62% of younger respondents). This indicates the presence of only situational ethnophobia - a short-term negative stereotype that is formed in the specific situation of inter-ethnic interaction, not directly related to ethnic characteristics, often due to political, economic, demographic reasons.

All things considered, a quite high level of ethnic tolerance has been identified. However, older respondents more often characterize their attitude towards representatives of other ethnic groups as positive, while young people are more inclined to neutral and negative attitudes. The main reasons for hostility towards other ethnic groups are related to cultural aspects, and problems in close interpersonal communication were also frequently mentioned. Both younger and older respondents are ready to interact closely with representatives of other ethnic groups as colleagues / classmates and friends. Nevertheless a contradiction between a fairly high level of tolerance and a large percentage of those involved in conflicts has been found. However, interethnic conflicts in their pure form were almost not observed. The causes of conflicts that arise are, as a rule, in the domestic sphere and the sphere of interpersonal interactions, conflicts occur in the form of situational ethnophobia. It should be noted it is not ethnic intolerance, but rather high social tension in society that leads to this outcome.

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ARCTIC OIL AND ENVIRONMENT – A POLITICAL INSTRUMENT OF INFLUENCE

The paper covers the way of economy, particularly the oil aspect, being an arm of great political contradiction for the domination in the region.The more scientists study the Arctic, and particularly Alaska, the more value this part of the world assumes in the international arena. As a result, states, which even do not always obtain territorial claims, use this region to compete against each other for the world weight. A lot of facts show how domestic leaders deftly apply and join ecological issues and oil drilling to find the recognition among citizens, oil companies, ecological protectors and other states at the same time. Studying the items about this rich and perspective region provides the opportunity not only to understand the reasons for current events in the world, but also to predict their possible development and circumstances.

Key words: oil drilling, regional predominance, climate change, Alaska government, Arctic zone, sanctions.

Nowadays we often hear concerns and frustration about Arctic drilling and oil producing, about environmental problems in this region and many other issues. Obviously, Arctic natural resources are extremely important for the economy of some states, but now, it became only a shadow of a great political game.

Two competing states have particular interests in Alaska: these are Russia and the USA.

In March 2018, The Mass Media posed a photo of Russian President Vladimir Putin beside a large Arctic glacier with Russia's claim to the oil underneath it. "Natural resources, which are of paramount importance for the Russian economy, are concentrated in this region," he said in remarks to Russian state media [1].

Russia has long dreamed of reaping profits from Arctic oil. But sanctions, low oil prices, and the weather have proven significant obstacles. Now, with Donald Trump as president, Putin faces yet another potential speed bump—one he did not face when Barack Obama was in the White House. He has to compete with the United States for business in the polar region.

Initially, Donald Trump during his presidential campaign promised to save the nature, to stop drilling in many places. But after his inauguration he pulled back restrictions on the oil and gas industry and encouraged further exploration. He took the first step of "an aggressive effort to drill for oil in the Arctic National Wildlife Refuge, one of the country's most pristine and environmentally sensitive areas. It means, that President Trump open up a protected federal land. He has pledged that America will achieve "energy dominance." And his administration has identified ANWR as a top priority in the hunt for new sources of U.S. oil. It proves the fact, that Tramp uses the Alaska issue in his personal case.

It's a pity that today politicians do not follow the example of their predecessors. Only a handful of outsiders had ever visited or even heard of the area in 1960, when President Dwight Eisenhower's administration established an Arctic Wildlife range "to preserve unique wildlife, wilderness, and recreational values." [2] Under President Jimmy Carter, Congress enlarged the area, changed the name to ANWR, and postponed the decision on whether or not to drill for oil in the 1002 area (an area, where the majority of oil prospects lie) [3].

The contradiction becomes stronger. Trump has been making it easier for oil companies to develop in the U.S. Arctic; he is making it harder for them to develop in Russia's section. In early April, many Russian oil executives suffered from Trump's tough new sanctions. Under the terms, American companies cannot conduct business with those men or their companies.

More important, Trump's sanctions make Western oil companies broadly wary to invest in Russia, said Victoria Herrmann, president of the The Arctic Institute, a think tank. "These new sanctions are an indication that the general relationship (between Russia and the U.S.) is not going to improve in the coming years," Herrmann said [1].

Oil companies are already leaving Russia as a result of sanctions. In February, ExxonMobil announced it was leaving a valuable venture with Rosneft, Russia's largest oil company, to drill millions of acres on and offshore in Russia's Arctic.[4] This was a huge blow to Putin, who had "personally blessed the arrangement, which envisioned decades of exploration in some of Russia's richest, untouched fields," according to Bloomberg. ExxonMobil cited sanctions as the reason for its withdrawal.

Those companies leaving Russia are also seeing new opportunity in America—specifically the Arctic National Wildlife Refuge, Herrmann said. "The opening of ANWR has definitely changed the conversation, and changed where companies are pursuing business," she said. "With an administration that's not just pro-oil, but pro-oil in Alaska specifically, you have a revitalization of companies that didn't see the appeal now being quite eager."

These are not the makings of a brewing oil war between Russia and America, though. Neither the opening of ANWR or Russian sanctions was done with the explicit purpose of gaining a competitive edge in the Arctic oil race.

But the notion that such a race exists could benefit Putin. Arctic oil extraction is important to Russia's economy and its self-image. So sanctions or not, Russia will continue to pursue it actively.

Unlike Russia, though, America does not need the oil from its Arctic territory to prove its glory. So luring oil companies to Alaska only comes at the expense of one of America's most wild, pristine environments—and may further contribute to climate change.

The next important and interesting point is that how the members of Alaska government, interested in continuing to drill oil, and, at the same time, fighting for the reducing ecological catastrophe, actively use this issue in their electoral campaign [5].

Initially, none of the candidates running to be Alaska's governor opposes oil drilling in the Arctic. For example, one of the candidates Mark Begich, a former Democratic senator who jumped into the race in the eleventh hour, in an interview with E&E News, stressed hardships in Alaska. He blamed the current administration for failing to diversify the economy. "We need to be better than these data points," he said [6].

But there is information that eight years ago, Begich was named by the environmental group Friends of the Earth one of the "BP Ten," for being among the 10 members of Congress who've received the most money from the oil company shortly after the Deepwater Horizon spill tarnished its reputation. [7] So, he decided to invest the money he got to the group Friends of the Earth to get more support among voters, and at the same time he has not change his position to support oil drilling has. A spokesperson at the time told E&E News: "You can't ask for a better endorsement in Alaska than getting blasted on recycled paper by Friends of the Earth.

Not only Russia and the United States, but also China is interested in having influence and control in the part of the world that, this time, is quite literally cold..

China is pushing its way into the Arctic, announcing last month its ambitions to develop a "Polar Silk Road" through the region as warming global temperatures open up new sea lanes and economic opportunities at the top of the world.

Russia spent about $300 billion in potential projects either completed and it is the clear leader in Arctic and particularly Alaska infrastructure development.

In fact, Russia is not alone. Finland, the United States and Canada have also proposed significant infrastructure investment within their respective Arctic zones to have influence there. Norway's state energy company is pursuing exploration activities in the far reaches of the Barents Sea even as its sovereign wealth fund considers divesting from fossil fuels.

But it's the emergence of China — a nation with no territorial claim to the Arctic — as a rising polar power that has the potential to shake up the competition for resources and influence in the region. With its economic and naval power on the rise, China has begun underwriting Arctic development projects despite its lack of territory there, underscoring the region's growing global importance.

China has nonetheless taken a keen interest in what the Arctic has to offer in terms of global shipping, fishing stocks, energy security and other mineral resources. The Chinese government has taken what is arguably the longest view in the region, using its financial might to secure access to resources it cannot obtain through territorial claims.

Many politicians say that China wants to make sure they are sort of an equal partner. Right now they're exploring their economic opportunities and making sure they have a seat at the negotiating table if anything gets decided about future use of the Arctic." "They see themselves as a near-Arctic state and as an Arctic stakeholder, and they want to make sure they're not blocked from the Arctic by the coastal states,"- said Heather Conley, vice President of Washington Center for Strategic and International Studies.

Last summer Chinese authorities expanded the country's $1 trillion global infrastructure initiative, known as Belt and Road, to include an Arctic component, bringing the region into China's larger vision for a connected world with China at the hub.

The notion that the Arctic might evolve into a flashpoint for global tensions becomes more obvious. The region has long proved a place of international cooperation, where Arctic states settle boundary disputes and other conflicts amicably at the negotiating table. But the rising rivalry for the influence and power in this region made the world to put it on considering.

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ARTIFICIAL INTELLIGENCE IN HOSPITALITY INDUSTRY: REPLACING HUMANS WITH ROBOTS OR AN INNOVATIVE FORM OF ENTREPRENEURSHIP

The paper covers the process of world largest high-end hotels which implement the artificial intelligence in their business activity as innovative form of entrepreneurship. . Further, the probability of a complete replacement of personnel by robots based on artificial intelligence is analyzed in the article.

Hotel guests are committed to an individual approach to their service, but there are also those who are interested in innovations and their application in life. For a hotel, the introduction of AI-based technologies is not only one of the tools to attract customers, but also allows to gain a competitive advantage by reducing service time without losing its quality. However, research shows that there

remains the overwhelming number of customers who would like to be served by people who possess feelings and emotions and can fulfill any guest wishes, acting creatively, rather than following a predetermined order of commands.

Keywords: innovative entrepreneurship, artificial intelligence (AI), hospitality industry, robots.

Under the conditions of "open" economy model in the modern world when producers have to compete with each other, the main economic problem is the problem of competitiveness. The key, strategic factor of ensuring competitiveness is providing each of the technological, production processes and the process of servicing by the high-tech equipment. Therefore, in that case, we can talk about the innovative form of economic development.

In general, the term "innovative entrepreneurship" means the process of creation and commercial application of technical and technological innovations in the field of products or services, which makes it possible to create a new market and meet new needs.

One of the innovative entrepreneurship forms in the hospitality industry is the introduction and application of artificial intelligence.

Artificial intelligence (AI) is the science and technology of creating intelligent machines or computer programs which have the ability to perform creative functions that are traditionally performed by a person.

It should be noted that this problem is quite relevant since it is hard to envisage the modern world without AI. AI-based technologies have firmly entered people's everyday lives (voice recognition, face detection in photographs and fraud detection). The introduction of AI in the hospitality industry is quite a new process, but it has already received a wide and practical application.

Based on the corporate websites [1-4] of the hotel business companies and the article of the reporter of Incisive Media and the IT specialist Khidr Suleman [5], an analysis of the world hotels that use AI in the process of customer service was conducted (Table 1).

Analysis of the world hotels that use AI in the process of customer service Table 1

Criterion	Hotels			
	Aria Resort and Casino Las Vegas	**YOTEL New York**	**Hilton McLean**	**Henn-na Hotel**
Location	3730 Las Vegas Strip Blvd (boulevard), Las Vegas, NV (state of Nevada) 99158, USA	570 10th Ave, NY, USA	7920 Jones Branch Drive, McLean, st. Virginia, USA	859-3243, Huis Ten Bosch, Sasebo, Nagasaki Prefecture, Japan
Opening date	16th December 2009	13th June 2011	April 2015	17th July 2015
Hotel accommodation fund	4 004	713	458	144 (plus 186 robots)
Average room cost	350 $	430 $	380 $	150 $ (without extra services)
AI	- Registration at the hotel and access to the room using a personal smartphone for guests - The ability to manage the microclimate	- Registration at the hotel and access to the room using a personal smartphone for guests - Robot "Yobot" - a high-tech carrier of	- Registration at the hotel and access to the room using a personal smartphone for guests - Electric car charging station	- Application of a Locker or The Arm Bag is a high-tech carrier of guests` luggage in the lobby, and then take it back - Reception: meeting guests at the reception desk by an anthropoid

	of the apartments, to order room service, to book any additional services, to contact with hotel administration within a 10-inch wall-mounted	guests` luggage in the lobby, and then take it back	- Small Robot Concierge Connie	robot - a nice Japanese girl, by talking dinosaurs and by a Robot Concierge NAO - Porter Robot, who automatically transmits data after registration

Table 1 (cont.)

Criterion	Hotels			
	Aria Resort and Casino Las Vegas	**YOTEL New York**	**Hilton McLean**	**Henn-na Hotel**
AI	tablet (Control4 Smart Home System) - Using RFID technology barcode			of guests, plans the route to the customers` number and thus accompanies them to the number carrying their luggage
AI introduction date	16th December 2009	8th April 2013	9th March 2016	17th July 2015
Equipment cost	3000$ per room	60000$	85000$	250000 $

Thus, all the hotels selected for analysis use similar technologies for both accessibilities for the company, based on its financial resources, and on achieving the effect of their implementation.

However, there are several factors that influence the process of introducing innovations in the enterprise:

- qualification of the hotel marketing department specialists - in fact, not only the top manager decides to implement the innovation, but marketers also explore the external environment of the organization, determining the time for the "new service" to enter the market, which is known to be one of the components of a successful business project implementation along with the idea, team, business plan and money [6];
- financial and economic state of the firm (profitability level, hotel occupancy, costs, etc.);
- availability of "raw materials" sources (the possibility of acquiring high-tech equipment with AI technology for their further implementation);
- qualification of the scientific and engineering staff in the hotel (the level of qualification of scientific personnel, the cost to research and development, etc.).

Analyzing this information, we can say that the main advantages of customer service from the AI technology introduction and application are:

- increasing the efficiency of the enterprise;
- the release of working hours for front-office staff;
- increase in profit due to attractiveness and growth in demand for services;
- reducing the time to provide a single operation of the service process, without neglecting the quality of service;
- increase the independence of clients and their involvement in the service process.

All of this ultimately raises the living standard of the population, contributes to meeting the goals of the enterprise, which finally facilitates the profit from the provision of quality services to the population. All of this ultimately raises the living standard of the population, contributes to meeting the goals of the enterprise, which finally facilitates the profit from the provision of quality services to the population.

Meanwhile, there are opinions that have repeatedly become the subject of discussion that, nevertheless, robots will not be able to completely replace people in the foreseeable future, apart from the service sector. Data in the articles, titled 10 Things Robots Can Not Do Better Than Humans [7], published in the Forbes e-magazine, is the excellent research demonstrating the following areas:

Robots Do Not Understand Irrational Thought – Artificial intelligence (AI) operates on stone cold logic. It is rational, but humans are both. Consider the increasing prevalence of social media chat bots, which are programmed to answer questions based on a pre-programmed set of clues. That is fine, but when people deal with chatbots, they are not always looking for a rational, logical answer; they want emotional understanding, and they want to know that their feelings are valid and justified. Even the smartest AI chat bot is not able to accomplish, or at least it can not do it with feelings and humanity. There is no doubt, replacing humans with chatbots may seem like a good idea from a strictly financial standpoint, but from a customer satisfaction standpoint, it is largely unsuccessful.

Robots Do Not Understand Context – In any type of interpersonal communication, understanding cultural norms and slang is paramount to understanding. If you have ever had a friend from a country halfway around the world, you already know that some things are lost in translation. People either understand context (because they were raised within it or because they learned it), or they do not as well as the robots.

Robots Do Not Understand Customer Service – Jumping off from the first point about irrational thought, AI always goes for the most pragmatic solution without any consideration of how that might affect future customer relationships. Robots demonstrate no emotion, they are capable only of Boolean functionality. That is great for tasks that do not depend on the complexities of human relationships, but for interacting with customers who are potentially emotionally volatile, people are a lot better than machines.

Robots Lack Creative Problem Solving – What is more, robots' lack imaginative capabilities means they are no good with anything that requires creative thought. There is no arguing that robots are outstanding for taking on dull, repetitive tasks. In fact, they are probably better than humans for them, since machine-level consistency is usually prized in mass production, plus the fact that robots do not have feelings and therefore cannot get bored. Creativity, on the other hand, is the gift of humanity, and is not something that can be programmed into logic boards.

People Prefer to Talk With A Human – One can go on and on about the advantages that AI has to offer, but at the end of the day, robots will not ever fully replace humans in the workplace simply because humans do not want them to. Consider your own experience: when you call a business, would you rather talk to a person or talk to a computerized voice? A voice, of course. When you send a chat message or an email, do not you want to know that there is a person, rather than a programmed presence, on the other end of the conversation? Sure you do. When you are trying to solve a customer service problem, do not you want to talk to a person who can understand the nuanced details of your situation? Absolutely. For these reasons, plus the reasons listed above, robots will not edge humans out of the workplace.

However, based on the book «The Inevitable. Understanding the 12 Technological Forces That Will Shape Our Future» by Kevin Kelly [8], it can be argued that those who can streamline the process of working together with robots and machines will be able to become successful. It is all about the symbiosis of humans and robots, when one performs something that can be performed better than the other.

Thus, it is hard not to notice that human resources will never be replaced with robots and other AI-based technologies. Perhaps activities which traditionally have been thought of as human prerogatives will be delegated to robots, but management and coordination of these processes will be produced only by person. And nowadays that is only the marketing tool to gain competitive advantages under the conditions of "open" economy model.

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AFRICA IN THE ICT SYSTEM: KEY CHALLENGES TO INFORMATIZATION ON THE CONTINENT

Africa`s place in the global information and communication technologies system is considered in the article. Obstacles to information technology progress on the continent are identified and analyzed. The author concludes that the future of Africa`s development lies in the ability to spread innovation within the countries of the region.

Keywords: Africa, information and communication technologies, progress, the United Nations' Millennium Development Goals.

Information and communication technologies (ICT) constitute one of the systemically important factors of the modern world economic development model. ICT is one of the driving forces of globalization, and nowadays it covers all spheres of human activity. Information and communication technologies play a central role in creating a global knowledge-based economy, accelerating economic growth, promoting sustainable development, and eradicating poverty in developing and transition economies.

Notwithstanding that Africa is still lagging behind in ICT development in comparison with other regions of developing world, the continent is becoming indeed an "epicenter of the technological revolution" today [1, 20]. New technologies in the field of information and telecommunications are becoming an integral part of the modern strategy of African countries` socio-economic development. To date, this process is marked by the unprecedented high rates of mobile telephony and the Internet on the continent, reflecting Africa as the most dynamically developing ICT market in the world. The region is undergoing a rapid process of mobile broadband Internet development, and as far as the mobile Internet traffic growth is concerned, Africa is also ahead of other world regions [2, 226].

The information and communication technologies adaptation in various spheres of life provides significant opportunities for Africa`s countries. ICTs can effectively contribute to narrowing the continent's gap with the developed world and achieving the United Nations' Millennium Development Goals in the region. For the present, a significant progress has been made in improving the quality of life, reducing poverty, and accelerating economic growth by implementing innovations in the financial sector, education, healthcare, etc. [3, 223-224].

Despite Africa's success in introducing mobile telephony and the Internet, there is a wide gap with the rest of the world by the level of ICT use. Challenges to adopt information technologies in the countries of the region reflect both the objective difficulties of the continent, requiring serious efforts to overcome them, and a number of quite removable obstacles associated with public policy, or with the complete absence of a clear national policy in this area.

The first challenges concern such a global phenomenon as the "digital divide", i.e. the difference in levels of access to information technologies and communications between different population groups within the country, the region and the world as a whole. The "digital divide" is measurable on a conventional scale consisting of five Internet connection characteristics [4, 10].

Firstly, it is a physical access, i.e. the ability to use infrastructure, software and hardware. Secondly, it is a financial access, i.e. the availability of economic opportunities for regular payment of Internet services. Thirdly, it is a cognitive access, namely the intellectual potential and user`s educational level. It is determined by the ability to search and obtain necessary information, process this data, evaluate it and apply it in any activity. Fourthly, it is an access to content that is of continued importance. If a user gets access to the Internet, but he cannot find information or really useful data in a language he knows, this devalues any achievements in the three parameters above. Fifthly, it is a political access, i.e. the population`s ability to influence the policy and organization of the public services distribution [4, 10-13].

For all the above indicators, Africa is among the regions most affected by the effects of the digital divide. First of all, it concerns the weak development of the ICT infrastructure, which would be able to ensure a high speed of information transfer and networks capacity. The continent accounts for less than 0.5% of the global number of fixed broadband subscriber lines, and the penetration rate remains very low despite high growth rates over the past few years. Most countries in Africa have slow Internet speeds (up to 2 Mbit/s). By May 2018, a connection speed of more than 10 Mbit/s is available only in a few countries of the continent: in Ghana (23.02 Mbit/s), Kenya (15.77 Mbit/s), Mauritius (14.28 Mbit/s), Côte d'Ivoire (14.25 Mbit/s), Morocco (13.71 Mbit/s), Angola (12.14 Mbit/s), and Tanzania (11.39 Mbit/s) [5].

High-speed connection of the Africa`s inhabitants with the rest of the world is largely possible due to the underwater fiber-optic cable systems along the eastern and western coast of Africa with high broadband potential [6]. Consequently, only coastal countries are in a favorable position in this regard. As for the existing mobile networks, not all of them have been upgraded even to the level of 2G technology. Only a few African countries have relatively stable 3G and 4G Internet [7, 48]. By the end of May 2018, in the Speedtest Global Index among the 125 countries with the fastest connection to the mobile network, only four African countries got into the first hundred: Tunisia (71st place with 19.21 Mbit/s), Morocco (72nd place with 18.52 Mbit/s), Egypt (85th place with 15.89 Mbit/s), and Kenya (87th place with 15.39 Mbit/s). For comparison, the world average stands at 23.57 Mbit/s [8].

Mark Graham, a research fellow at the Oxford Internet Institute, justifies the reasons for the low level of access to the Network among the population of some countries on the continent by the high service cost [9]. For instance, in 14 countries in sub-Saharan Africa, residents face the subscription fee for the Internet that is above average income. For example, according to the International Telecommunication Union, broadband Internet connection costs more than $ 500 per month in Central African Republic, Guinea, Malawi, and Swaziland [9].

Obviously, such a high price of subscription to the Internet services makes access to the Global Network unaffordable for vast proportions of population, since the financial capacity of the continent’s inhabitants is extremely limited. Notwithstanding that in the past decade Africa has made some progress in terms of reducing poverty, there are still serious problems on the continent. 41% of the whole population (389 million people) is in a state of extreme poverty, living on less than $ 1.90 a day [10, 36].

An important obstacle to the Africa`s informatization is the relative narrowness of the Internet audience on the continent due to illiteracy and a fairly limited number of people who know how to use modern technologies. An ability to access the Internet will not do any good if a person does not have information about opportunities and benefits that technologies can provide in terms of the life quality improvement. In this regard, the issue of digital illiteracy elimination in Africa is of particular importance.

Digital literacy is defined as the ability to use information and communication technologies to search, evaluate, create and transmit information [11]. Nowadays, plenty of large Western corporations are investing in digital training programs for African people so that the continent can take maximum advantage of the opportunities provided by ICT.

One of the most effective programs is the Digital Skills program, initiated and implemented by Google. Digital Skills offers 89 online courses, in which 14 training partner companies are involved. Google also provides standalone versions of its online content to engage individuals and businesses in areas with low Internet access. In addition, the corporation plans to create content in such languages as House, Swahili and Zulu [12].

Pressing challenge remains the problem of getting access to digital resources content. In lots of African countries, the vast majority of population speaks only the local language or a dialect. The problem of this lack of foreign languages knowledge can be solved through distributing computer translation systems and browsers that recognize different alphabets. However, the main stumbling block in this matter is a small number of websites in local languages, as well as a poor knowledge of English, which dominates the Internet today.

"Digital Inequality" in Africa includes gender issues. Internet penetration rates on the continent among men are significantly higher compared to women. Africa has the largest gender digital divide in the world, accounting for 23% [13]. In some cases, women's access to information and communication technologies is hampered by traditional discrimination against women on the continent. Women often do not have financial resources, as well as necessary level of education to access ICT goods and services. This kind of situation definitely complicates the process of engaging Africa in the global information space.

An important engine of information and telecommunication technologies dissemination is the government policy, namely its focus on innovations development, and involvement of the public in this process. The State's task should be the creation of favorable climate for the technology adaptation and the provision of social guarantees for citizens in the form of equal access to the

Network [14, 119]. We can take by way of example the creation of trade departments that are in charge of the electronic commerce development and the provision of technical and financial support to small and medium-sized businesses in their connection to the Internet.

However, the actual reality is such that in many African countries, there are no clear and consistent national programs for the Internet development, which is a deterrent to the continent's information and technological progress [15, 134].

As a positive example in this area, we can be note the experience of such countries as Kenya, Senegal, Nigeria, Botswana, Mauritius, and Tanzania. These countries have developed the state policy foundations in the field of information technology, and nowadays, they are taking practical steps to implement key provisions of this policy [16, 83].

To date, the most typical model of successful ICT technologies promotion is Mauritius. In recent years, the government of this country has been doing a lot for training, and adopting legal acts to protect information and intellectual property rights, etc. During the implementation of the e-Government Strategy 2013-2017 program, which united all state organizations and provided various types of services, and ensured their inclusion in the Internet system [17, 7], significant results were achieved.

To sum up, the key factors impeding information and technological progress on the African continent are: poor development of ICT infrastructure, high subscription fees for Internet services, relative narrowness of the Internet audience, digital illiteracy of a significant part of the population, access problem to digital resources content, gender gap and the lack of sound government strategies for the development and implementation of innovations in the countries of the region. Solutions for most of these problems cannot be found without international assistance and large Western corporations` investments. Development of a strategy to overcome the above challenges is of particular importance, since Africa's further development and progress directly depend on the process of informatization on the continent.

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REPAYMENT OF OVERPAID OR OVERCHARGED CUSTOMS DUTIES AND VAT IN THE EUROPEAN UNION AND IN THE EURASIAN ECONOMIC UNION

The paper discusses the possible terms of repayment of customs duties and/or value added tax (VAT) that has been overcharged, upon request of the declarant in the UC and in the EEU. Also, the problems and the scheme of VAT refund are considered.

Keywords: repayment, VAT, the European Union, the Eurasian Economic Union, the Union Customs Code, VAT Directive

This paper regards the topical problem which has not been fully solved either in theory, or in practice of the international trade up to now. The situation is quite common both for the European, and Asian Customs, when goods crossing a border should be declared, and the declaration form filled out. I will consider the numerous cases when the goods are charged in terms of customs duties or VAT, in real fact, more than they should be.

Let us first consider regulations of the European Union, which acts under the Union Customs Code (UCC). It states that commodities entering the EU must be brought to Customs shortly upon their arrival. The procedure is carried out at the appointed customs offices or, other places fixed or asserted by the customs authorities (Article 139(1) UCC). Upon the arrival of the commodities, a customs declaration is produced, in order for such commodities to be nominated for a customs procedure. The respective customs authorities accept the customs declaration subject to the commodities. They are covered by the declaration produced to Customs (Article 172(1) UCC) [1]. It sometimes happens so that the customs declaration contains a mistake or a lapse. Not infrequently a sum of customs duty and/or VAT is overpaid. The question emerges as to whether the excess amount paid should be recompensed to the declarant.

In the event that a customs declaration for the release of commodities for free treatment has been amended that over customs duties have been paid, it will often be the case that VAT has also been overcharged. It is important to note that the superposition of VAT upon importation of commodities falls within the incidence of the VAT Directive (Article 2(1) (d)) Still, the VAT Directive does not itemize rules in relation to the procedure to be followed for the clearing off the overcharged sum of import VAT [2]. In the instances where the refunding of an overcharged sum of import VAT is requested as a result of a change in the customs value of the commodities, it could be supported that the accordant rules of EU customs legislation should be employed. On the basis of Article 85 of the VAT Directive, the taxable value in case of importation of commodities shall be the customs value, ascertained concordant with customs legal system.

On the other way around, where the repayment of import VAT is requested for other reasons, the definition of the procedure for such repayment should be subject to the state rules of the qualified member state. This owes to the fact that in the Directive there is no accurate description of the ways the overpaid VAT should be returned. Hence, it is necessary to appeal to the state legislation. It is important to emphasize that in each of the EU member countries, the VAT refund procedure is different. Thus, in Slovenia the procedure for repayment of import VAT is similar to the procedure followed for the repayment of import duties. In the UK import VAT that has been overpaid can be returned as input tax, while in Ireland the following procedure practices are processed automatically through a special electronic account of the declarant. It is then checked by the qualified authorities [3].

The repayment of VAT that has been overcharged following the correction of a customs declaration is not directly regulated by the rules of UCC, but one has to appeal to the VAT Directive. Reference is made that the VAT Directive does not involve any rules as for the potential limitation of repayment of import VAT that has been overcharged. Agreeably, inasmuch as that the UCC rules cannot be used, one has to apply to the according state rules of each EU member state.

Where a claim is delivered for the repayment of overcharged sum of customs duties, the qualified authorities must check without detention whether the warranties for its adoption are performed. In such cases the time limit is restricted. The respective check must be made no later than 30 days from the receipt of the relevant claim. It means that if the customs authorities confirm that the announcement contains all the information required to make a solution, they shall inform its adoption to the applicant within the 30-day period (Article 22(2) UCC). If the application is received, the qualified customs authorities shall inform their determination in relation to the repayment of the requested amounts within 120 days from the date of acceptance of the application. In some cases after the adoption of the application, the qualified customs authorities require complementary information from the applicant in order to reach a decision. Hence, they are obliged to set a time limit. So the applicant should not exceed a 30-day limit to provide such information. The solution of the customs authorities shall come into effect from the date on which the applicant obtains the letter of advice.

In the Eurasian Economic Union the principle of VAT refund is much the same. As is known, the Eurasian Economic Union includes five countries: the Russian Federation, Armenia, Kazakhstan, Belarus and Kirghizia. The Customs Code of the EEU does not provide an exact VAT refund scheme, but refers to the national legislation [4].

In the Russian Federation, the repayment of overpaid VAT is regulated by Federal Law No. 311 "On Customs Regulation in the Russian Federation", Tax Code of the Russian Federation [5]. Article 147 of Federal Law No. 311 contains detailed information about the offset of overpaid or overcharged customs duties, taxes and other funds [6].

Overpaid or overcharged amounts of customs duties and taxes shall be refunded by the decision of the customs authority at the claim of the payer. The claim and the documents are submitted to the customs authority, in which the commodities are declared. The documents that must be attached to the claim are:

- payment document confirming payment or collection of customs duties and taxes to be refunded;
- documents confirming the extra fee of customs duties and taxes to be refunded;
- documents confirming the fact of excessive payment or excessive collection of customs duties and taxes to be refunded and such.

If the claim does not contain the required information, it shall be returned to the payer. Return of the claim is made no later than five working days from the date of its receipt by the customs authority. Upon the discovery of the fact of overpayment of customs duties, the customs authority, is obliged to inform the payer of the amounts of overpaid customs duties and taxes within one month, The term of review of the application may not exceed one month. The return of overpaid customs duties and taxes is made in the currency of the Russian Federation. The refundment of overpaid customs duties and taxes is made in the currency of the Russian Federation.

Thus, the refund procedure consists of several stages – from the delivery of the declaration to the receipt of tax from the budget [7].

As we can see from the above documents, there is no accurate description of the ways the overpaid VAT should be returned to the applicant in the European Union, while Federal Law No. 311 (article 147) gives a very detailed list of cases and documents necessary for return of the overpaid VAT.

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FORMING THE LEXICAL COMPETENCE OF STUDENTS WHILE WORKING INDIVIDUALLY AT HOME READING

The paper deals with the problem of developing one of the most significant communicative competences - the lexical one. It implies the knowledge and the ability to use the vocabulary of a foreign language. The paper emphasizes the role of home reading in the process of vocabulary acquisition. The article considers some tasks aimed at studying new words and word collocations.
Keywords: lexical competence, lexicon, lexical unit, vocabulary acquisition, text, home reading.

Nowadays teaching foreign languages is one of the leading education trends in our country. It is believed that any educated person should know at least one foreign language, as it is the key to further self-education and self-improvement.

One of the most important problems in modern teaching foreign languages is the expansion of students' vocabulary. According to L.V. Shcherba, vocabulary is the living matter of language. It serves for the substantive content of a thought, i.e. for naming. The study of the lexical system of a foreign language reveals a diverse picture of the words' life [1, 265].

Insufficient lexicon makes students feel insecure, that leads to reluctance to speak a foreign language. Using monotonous vocabulary, the student is not able to find the right form of statements, which complicates the process of communication. The teacher' task in foreign language teaching is to create favorable conditions that would help to increase the lexicon of students and to activate the use of other words in their speech.

Also, one of the conditions for successful communication in a foreign language is well-formed lexical skills. According to the definition of A.N. Shchukin, lexical skills are the ability to automatically recall a word, a phrase or a complete sentence that are relevant to the communicative task of lexical units, from long-term memory [2, 204].

For better acquisition of vocabulary units it is necessary to keep sound and graphic images related to their meaning in memory. For this purpose it is necessary to apply both oral and written tasks. In addition, the possession of the word involves knowledge not only of its forms (sound and graphics), but also its meaning and use. In English words can have several meanings, so at the stage of familiarization with the word it is necessary to inform students the most frequently used meanings.

The most productive are such forms of independent work on the foreign language lesson, in which thinking is activated, aimed at independent finding ways of orientation in the material.

One of the possible ways to develop students' lexical competence is home reading, followed by discussions and exercises. Reading authentic or adapted fiction in the target language not only enriches the vocabulary, but also contributes to the development of oral language skills and introduces the culture of the target country. In addition, while selecting the texts for home reading we should take the psychological and age-related characteristics of students into account. Then well-chosen texts will not only be interesting for students, but will also serve as an additional incentive for learning a foreign language. It is important for students to understand that they need words to express their thoughts and recognize them.

Based on this, we can identify a number of tasks in the course of home reading.

Primary tasks:

1. Expanding the vocabulary of students through new words and phrases selected from the text of books.

2. Formation of the ability to use a foreign language as a means of acquiring information from foreign sources for educational purposes [3].

3. Improving knowledge in the field of culture through familiarization with the best examples of contemporary works of foreign writers and the traditions of English-speaking countries.

Subsidiary problems:

1. Formation of interest in reading in English. Reading good works, students will have a taste in literature and will be able to choose books for individual reading, based on their experience.

2. Learning the basics of literary analysis. For example, with the help of question tasks, students will learn to present the main content of the work and give a description of the characters.

3. Further development of oral monologue speech. Participating in discussions on reading or retelling a story in class, students will gain greater confidence in their abilities.

Based on the tasks we have composed a set of tasks to a certain text.

As an example, in the framework of this study, we have taken the work of the American writer Clifford Donald Simak "A Death in the House".

Students are encouraged to read this story and complete some tasks. In addition, they are to prepare oral answers to questions for further discussion and analysis.

The first task is to find definitions and transcriptions of words in the dictionary. And then work out the correct pronunciation.

1. **Translate the following word and phrases and check pronunciation with a dictionary. Practice your pronunciation.**

Odds and ends, a flying saucer club, to play tricks on somebody, to get right to the point, a coroner, to gasp, to flabbergast, to load up the stove, it stands to reason, unearthly, foolharfiness, the stomach doubled up on him.

The next task involves the search for synonyms to these words. The English language has very rich synonymous lines; this helps our speech not to sound poor.

2. **Match the synonyms:**

1. Repulsive	*A. Tub*
2. Feeble	*B. Finical*
3. Slimy	*C. Weak*
4. Stack	*D. Pierce*
5. Squeamish	*E. Heap*
6. Spooky	*F. Disgusting*

7. *Prod* G. *Inform*
8. *Pail* H. *Sticky*
9. *Notify* I. *Unbending*
10. *Rigid* J. *Frightening*
11. *Casket (Am)* K. *Inexplicable*
12. *Unearth* L. *Thoroughly*
13. *Unaccountable* M. *Scoundrel*
14. *Minutely* N. *Coffin*
15. *Heel* O. *Find*

The next exercise will allow students to learn new vocabulary by finding their definitions and by including it in the author's context - making their own sentences.

3. **Find the corresponding definitions. Learn the following words and their meanings and use them in your own sentences:**

A. dingus	*1. showing self-respect or behaving in a proper and respectable way*
B. clam up	*2. somebody who pries into other people's affairs, esp. in a sneaky way*
C. dignified	*3. become suddenly secretive or unwilling to talk*
D. burgeon	*4. move or alter the position of something by movement*
E. snooper	*5. concentrated too much on small unimportant details*
F. husk	*6. living thing, often a child or an animal*
G. critter	*7. anything whose name you have forgotten or don't know*
H. budge	*8. increase rapidly*
I. finicky	*9. an empty outer shell or covering that no longer serves any useful purpose*

It should be reminded that one of the tasks pursued in the framework of home reading classes is to expand the vocabulary of students through new words and phrases selected from the text of books. After completing the next task, students will find English expressions and colloquial clichés that are relevant to the Russian ones.

4. **Find in the text English equivalents of the Russian phrases:**

1) *Собираться с духом*
2) *С ходу, экспромтом*
3) *Похолодеть*
4) *Застыть от ужаса*
5) *Прильнуть к кому-либо*
6) *Держать ферму*
7) *Местная линия*

8) *Терять силу, выдыхаться*

9) *Знать, как свои пять пальцев*

10) *Комок подступил к горлу*

11) *Наловчиться*

12) *Молва облетит всю округу*

What is more, for additional work and for development of skills of translation from the native language to the target language, students are invited to perform the task of translation using words from the text.

5. **Translate into English, using active words and expressions:**

Сперва он собирался насыпать над могилой холмик и поставить крест, но в последнюю минуту передумал. Ведь теперь поналезут любопытные. Молва облетит всю округу, и эти типы будут приезжать сюда и искать могилу, в которой он похоронил найденное в лесу существо. И чтобы скрыть место, где он зарыл его, придется обойтись без холмика и без креста. А может, это и к лучшему, сказал он себе. Что смог бы он написать или вырезать на кресте?[4]

Directly in the classroom it is recommended to organize a discussion of the reading, in order to enhance the skills of oral speech of students. Here are some examples of questions for discussion.

6. **Discussion**

1) How does the author characterize Mose? What can you say about his general tone?

2) Collect information about minor characters.

3) What are the things that Mose has done for the sick alien? Have the treatments helped it?

4) Speak about the behavior of Mose that indicates to the alien he may be intelligent.

5) Why do you think it was important that the alien was buried this way? Would the story have been different if Mose had a coffin or wood, or a mound?

Taking into account all mentioned above, it seems appropriate to us to conclude that home reading provides a solid foundation for a whole system of tasks and exercises aimed at the formation and development of students' lexical competence and, therefore, it is an important aspect of the process of foreign language teaching. Obviously, lessons on home-reading need to be systematic. Taking into consideration psychological and age-based characteristics of students in the selection of works of art, the teacher can make the learning process not only useful but also entertaining.

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EVENT TOURISM AS A WAY TO CREATE AN ATTRACTIVE TOURISTIC IMAGE OF A REGION (BASED ON EXPERIENCE OF SARATOV REGION)

The article focuses on the role of event tourism in shaping the image of a tourist area. The perspectives of myth and legend involvement in a tourist area of a region are revealed by the example of the Saratov region. The attractiveness of Kudeyar's hoards for the development of thematic event is shown. Myths and legends presented in the article, can provide local festivals of certain geographical locations of the Saratov region.

Keywords: the image of the tourist area, myth, legend, treasure, Saratov region

Nowadays tourism is one of the most profitable economic sectors. It develops the struggle between the various tourist centers. In this situation, natural and cultural touristic resources become the main competitive advantage; however in some cases even it cannot provide sustainable interest among tourists.In the world practice we can find a lot of examples how cities become leaders in tourist arrivals without having famous sights. It depends on the image of the region.The touristic image of a region consists of emotional and practical personal vision about the region, as well as their own experience and rumors which can influence the creation of a certain image. To create a favorable image regions should pay a lot of attention its formation, promotion and correction.

Before choosing a place to travel, a tourist compares different destinations, their specific features and characteristics. Frequently they choose well-advertised places with a favorable image. One of the most familiar ways of creating image are using visual clues, slogans, legends and holding different types of events

That's why Festivals play an important role in territory image promotion. They can provoke touristic interest for some destinations. It is topical for those tourists who are only planning to choose destination, and festivals can also attract investors.
Anyway, organizing and holding of large, unique local festivals and folk festivals can form a lot of unforgettable impressions among tourists that later remain in their memory and in their mind form the whole positive image of the visited place.
Moreover, the most specific characteristic of event tourism is its inexhaustibility. Those regions that do not have enough unique touristic resources can make their position better by holding some events. Increased number of events in different regions shows success of providing touristic destinations by promoting cultural events.
One of the successful examples of developing event tourism is Saratov region. More than 30 different festivals were organized there in 2018. 4 of them were dedicated to folk culture and national traditions. In the Petrovsky district it is a celebration of Mordovian culture “Shumbrat, yalgat! The traditional holiday of the Tatars and Bashkirs "Sabantuy" has been held 26 times. The festival of Cossack art and culture on the Khopra River lasts several days in the Balashovsky District.
Meanwhile, the most famous and important festival is «Ukek one day from the life of a medieval city». Every year it attracts more and more guests. Around 50 thousand people come to look at the life of the city of Ukek and learn about the medieval culture of the peoples of the Volga region. Special excursions to the archaeological excavations on the territory of the festival, costumes, workshops for the manufacture of dishes, medieval jewelry and decorations, decorations, national cuisine are necessary attributes of this festival. Reenactors from many regions of Russia and even from Europe take part in this event. Therefore, it is safe to say that the festival is able to promote the product not only to Russian, but also to the international tourist market. Potential development of such celebrations in Saratov region is huge. The most prospective place for spending another folk festival should be Lokh village in Novoburassky district. Here, according to the legends, a long time ago lived the robber Kudeyar. In one of the local caves he shut away his treasure. This cave has been saved till nowadays. As for the treasure of robbers there is a belief that it is stored in a cave behind iron doors, and the golden key that can open this door lies in the Simov spring. Only one person who digs out this spring or finds mythical Uzhinoye Lake can find a key. The same stories can be used as a base to organize folk festivals. Such festivals are important because folklore is a part of culture and elements of this culture like myths and legends about folk heroes or robbers are necessary to form touristic image of places which lack traveler attractions.
However, Loch village is known not only for its pristine nature, unique environmentally friendly places, but also historical and cultural monuments. One of them is the old water mill, a monument

of 19th century wooden architecture. In the XIX century there were 8 of the same water mills in the Lokh village. They were rented by German millers and they created special gingerbread with two ingredients combined – German lebkuchen and watermelon honey of our Volga steppes.

The rich history of the Loch village provides all the necessary resources for holding a festival of folk traditions. Excursions to the water mill, tasting and selling German gingerbread are necessary attributes for the festival.We propose to create a festival which will be called "Lokh. 100 years of history in one day" with 6 thematic platforms.

1. A playground, where costumed characters from the myth of Kudeyar will show children a play, offer to go through the quest "in search of treasure" and play different games.
2. Glade for folk games. Themed folk games such as wooden swords fighting, hammering coins, archery and many other similar games will be the basis of this platform.
3. National life. Our festival combines not only Russian national themes, but also German ones, this platform is organized for the presentation of the national life of these peoples.
4. Fair of Taste – an exhibit and sale spot of presenting national and German cuisine, including the famous "Saratov rolls (КАЛАЧ)" and Sarepta gingerbread.
5. Souvenir shop. Exhibition and sale of souvenirs, including the festival logos.
6. Craft fair. Here are workshops of folk craftsmen held. Sculpting from clay, weaving leather bracelets, burning jewelry in the furnace, etc. are key activities during this event.

The international festivals are not only part of the tourist resources, but also the way of developing cultural environment, formation of an investment attractive image of the region or individual places. For many cities, especially those not endowed with unique natural or cultural-historical objects, holding positive events is often the only one way to show tourist attraction.

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LAUGHTER, WORD-PLAY AND ROBERT DOWNEY JR.: PRECEDENT PHENOMENA IN MEMES

The article presents an analysis of Internet memes and precedent phenomena they contain. The research has been conducted within the framework of Bakhtin's theory of carnival. The author proposes that Internet memes can be regarded as elements of new carnivalized Internet culture of laughter while precedent phenomena function to create comic situations, parodies and puns in these texts.

Keywords: precedent phenomena, carnivalized speech, laughter, Internet memes, creolized texts.

The Internet was created as a way to enable and facilitate communication between people. Among other inventions of this sort, the Internet seems to be best adjusted to the needs of real-life communication. Nowadays, the World Wide Web does not just reflect the process of communication but directly influences it. The new emerging media and Internet discourse seeks to fulfill three functions: transfer information, influence the audience and entertain people. It seems that the third function starts to dominate not only in the Internet discourse but in other spheres of people's lives. However, this article is going to focus only on the question of entertainment on the Internet within the framework of M.M. Baktin's theory of carnivalization.

The idea that communication is not limited by information transmission is quite obvious and not new. There are a lot of examples of puns and word plays in any language. The fact that human communication gets to be carnivalized has been investigated by scholars since the time M.M. Bakhtin described it in great detail. It seems clear that people transfer features of the carnivalized speech and culture of laughter from the real world to the world of virtual reality. This phenomenon can be vividly illustrated, to my mind, by creolized texts or Internet memes.

The concept of Internet memes is relatively new to modern linguistics but has already drawn the attention of many scholars. In general, creolized texts consist of two constitute parts which represent verbal and iconic, visual, non-verbal information [2].

The undertaken research was built around the hypothesis that precedent phenomena in creolized texts serve the function to create comic situations, parodies, puns; thus such texts become part of the new Internet culture of laughter.

The method of continuous sampling was used to collect the language sample. The further analysis was conducted applying the method of discourse analysis aimed at “analyzing and interpreting the text as a product of speech activity conducted in specific social, political, cultural and historical circumstances” [3].

The analysis of the language sample allows me to identify several distinguishing features of precedent phenomena utilized in memes.

First, the sources of precedent phenomena of the analyzed memes often refer to popular culture texts, i.e. films, lyrics of contemporary songs, commercial slogans, computer games. References to classical literature are rarely present. One of the oldest precedent phenomena in the sample refers to the film “Terminator – 2: Judgment Day” of 1991.

Second, the analyzed creolized texts reflect the present events and make them precedent for a short period of time. For example, in June-July 2018 when the language sample was being collected a lot of memes referred to the events of FIFA championship that was taking place in Russia that time. One of the reoccurring phenomena was the reference to the behavior of the Brazilian footballer Neimar who had become famous for his trauma simulation scenarios. In Figures 1 and 2 below, it is shown that at first the event of the championship is included in the “plot” of the meme that is devoted directly to the Championship. However, in the second meme this event is included in a situation of quasi-communication between a child and a mother. Thus, in the second meme the situation of Neimar simulation becomes a precedent phenomenon.

Fig. 1

Fig. 2

Third, there is a certain tendency to create memes with one and the same character over and over again. The analyzed material allows me to characterize a typical personage of a meme. Usually, they are of two types: freaks who became popular because of their behavior (often such people get famous thanks to their appearance on cheap talk shows) or they are eccentrics with a lot of quirks not suitable for the common image of their profession, e.g. a profession of the president of a state.

That is why Kirill Teryoshin a.k.a. Ruki-Bazuki becomes a meme character because of the first reason and Donald Trump is a meme character because of the second one.

A possible explanation for this tendency can be found in the work by M.M. Bakhtin. He wrote that in a traditional Medieval culture of laughter a typical character is a person who is not included in a traditional lifestyle, e.g. buffons, dwarves and so on [1]. However, the time has passed and people with disabilities were included in the society. Since the rules of carnivalisation have not changed, the tendency to use a freak as a character of a carnival remains.In conclusion, let us have a look how precedent phenomena help to create a comic effect in a meme. The analyzed memes quite often contained a word play that referred to the title of the precedent text. Another way to create such a word play is to refer to a well-known precedent saying or precedent name that function as symbols of precedent texts and precedent situations. Finally, quite often memes were created based on non-verbal precedent phenomena that refer to famous paintings.

Thus, memes can be regarded as elements of new carnivalized Internet culture of laughter while precedent phenomena are proved to be a means to create comic situations, parodies and puns in such texts.

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