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Проблемы взаимодействия в современном поликультурном и полиэтничном мире: Сборник статей по материалам конференции студентов / Отв. редактор С.Н. Курбакова. - М.: РГСУ, 2013. - 250 с.

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ПРЕДИСЛОВИЕ

В наш век развития технологий и обновления знаний главным открытием остается человек — молодой, целеустремленный, любознательный, пылкий, творческий. Для преподавателей, работающих с современной молодежью, актуальными стали задачи по развитию научно-исследовательского интереса, поддержке творческой инициативы и поиска, формированию активной гражданской позиции у студентов.

Сборник студенческих статей «Проблемы взаимодействия в современном поликультурном и полиэтничном мире» издаётся кафедрой иностранных языков для неязыковых факультетов Российского Государственного социального университета в учебно-воспитательных и научно-развивающих целях. Наиболее яркие выступления студентов на заседаниях круглого стола «How to Make the World Better» и научно-практической конференции «Проблемы взаимодействия в современном поликультурном и полиэтничном мире», которые состоялись в 2012-2013 учебном году, составили содержание данного издания. Развитие искусства диалога, научного творчества, исследовательской инициативы в студенческой среде — это те цели, которые преследует кафедра при проведении таких мероприятий и издания сборников студенческих статей.

Сборник включает два раздела.

В первом разделе «Язык, культура и коммуникация в современном мире» собраны статьи, в которых показана роль языка, в частности, английского, в жизни нашего современника, проанализированы актуальные проблемы языкознания, перевода и межкультурной коммуникации.

Второй раздел «Реалии современного мира глазами студентов» объединил статьи студентов неязыковых специальностей, которые посвящены осмыслению современных политических и социально-экономических проблем. Данный раздел содержит работы как на иностранном языке, так и русском. Авторы стремились использовать свои знания иностранного языка в работе с иноязычными источниками информации и в построении текста публичного выступления. Для многих это первый опыт. Данный вид деятельности является, безусловно, полезным и необходимым, поскольку освоение базовых элементов текстовой лингвистики помогает студентам глубоко изучить иностранный язык и использовать его в своей профессиональной деятельности. Навык

**РОССИЙСКИЙ ГОСУДАРСТВЕННЫЙ СОЦИАЛЬНЫЙ УНИВЕРСИТЕТ
ФАКУЛЬТЕТ ИНОСТРАННЫХ ЯЗЫКОВ**

Кафедра иностранных языков для неязыковых факультетов

**ПРОБЛЕМЫ ВЗАИМОДЕЙСТВИЯ В СОВРЕМЕННОМ
ПОЛИКУЛЬТУРНОМ И ПОЛИЭТНИЧНОМ МИРЕ**
Сборник статей по материалам конференции
студентов

Москва
2013

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10. 2010-2012 (Vancouver-London) 29,500 volunteers for the Winter Games in Vancouver were selected from among approximately 60,000 people from 140 countries who submitted online applications. The advantage in the selection was to be a residents of Vancouver and of the surrounding area, as the Organizing Committee "Vancouver 2010" could not provide volunteers with the place of living. Russia was represented by "Volunteer Team" which included 25 volunteers, specially selected and trained by the Organizing Committee "Sochi 2014". This was the first experience in the history of the Olympics and Paralympics movement, fully endorsed and supported by the IOC and the IOP. Volunteers of Games in London, or as they are called «games makers» (those who make the game), made a significant contribution to the success of the Olympic and Paralympic Games.

International experience of Olympic volunteering becomes mandatory part of the formula for success that every time with the same tenacity try to take the Contest. So, among undoubted achievements of the last Games in Beijing are the number of perfected-working "volunteer team".

Participation in the Olympics offers good opportunities for employment in future. In addition, by participating in the Olympics you can get a lot of useful social contacts, which is also a kind of reward for the volunteers. The importance of the movement of volunteers from the state is the ability of common deal together and sharing in the great public business. From the economy, volunteers significantly save quantitative resources. From the point of view of culture, volunteering promotes the exchange and cooperation between the cultures of different countries.

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GLOBALIZATION: ITS ADVANTAGES AND DISADVANTAGES

Today's world is changing rapidly because people want it to be better for them. At the same time nowadays the opinion of a single person does not play a prominent part. We have to accept different processes which take place on the Earth often, despite our opinion. There are not changes which are good for everyone. One of the most arguable processes is globalization.

Globalization is process of the world economic, political and cultural integration and unification.

At a glance, the globalization can solve all our economic and social problems at a blow. As a matter of fact, globalization hurts everyone. I would like to prove these different opinions.

Supporters of globalization claim that this process is the world requirement and inevitable need. They try to make comments regarding its independence from its capitalist origin, claiming that it occurred thanks to technological progress in communications and information.

They tell that globalization proceeds from science, industries and technologies and helps to eliminate suspicions in colonialism, operation and utilitarianism, claiming that it is the new world idea dictated by new conditions which made the world as "the entire small village". Thus, globalization supporters define it as a natural result of economic development. This process is a new direction in development of the world community replacing confrontation and competition between world of capitalism and socialism [1. С. 34].

However there is an opinion that process of globalization is first of all a deliberate deception and confusion of simple people. This process includes a rough material interest, economic colonialism and empery of the world companies over world economy [2. С. 282].

It is necessary to emphasize on an economic component of globalization as the economy is connected with the people's lives, interdependence is getting more rigid, and the need for multilateral coordination is more essential.

Economic globalization is characterized by:

- objective tendency of world economic development;
- the goal set by the international political management;
- methodology of the analysis of economic development of the countries and international relations;
- development of economic strategy on both state and enterprise levels [6].

The objective tendency of economic globalization reflects growing interdependence of various sectors of the world economy. Dependence is traced between development and stability of one national economy and stability of others.

The main goal of globalization is a conscious state policy which strengthens the integration of world economic unity and as a result conducts to the common world economy.

Contradiction of a modern era is distinctions between amplifying needs and the priority of national and international forms of management.

It is possible to use four main concepts to resolve this contradiction.

1. The first concept is the creation of the world economy and the united economic system. For example, it is associations of the continental economic and financial unions, regional currencies and continental political confederations. EU and NAPHTHA, euro and dollar can be given as examples. The expansion of the European Union to the east and the NAPHTHA transformation to the American free trade zone at the beginning of our century have to be accompanied by creation and strengthening of similar groups on other continents.

2. The most radical propagandists of the American economic and public model suggest extending economic practices, currency, the US legislation and economic institutes in other countries. The countries rejecting new conditions will be isolated from the world economy, and communications with them will be minimized. The similar model doesn't assume immediate general political association and disregards some vital issues: whether citizens of other countries who participate in a new economic system will have the right to elect American president and legislators, and if yes, that since what moment?

3. Moderate supporters of globalization give advice not to hurry, proceed from existing reality and advance globalization gradually adjusting economic and financial activity and broadening the responsibility sphere.

4. The fourth concept is the concept of creation of a uniform world economic law and on this basis the development of the international institutes, allowing to pursue the coordinated world social economic and financial politics. The question of the uniform world (in political sense) is removed for later as it will be solved naturally, that is by means of gradual transformation of economic integration into political one [6].

Considering distinctions between concepts, it is possible to notice that unlike the first concept the fourth doesn't demand obligatory observance of a continental phasing.

The interesting process of integration can be presented by cooperation of Russia and European Union.

"Stable, democratic and prospering Russia which has been strongly connected with united Europe without borders is necessary for providing durable peace on the continent". Any Russian, western or European citizen will easily see that this statement has recently been made. Actually, nobody could imagine the leader of the Soviet Union or the leader of a Western Europe country who would dare to make a similar statement 15 years ago. The USSR and the European Communities were in the relations of "useless" indifference to the middle of 1988. Only the last decade testifies to cooperation development. Only on the basis of mutual cooperation do both Russia and the European Union understand that they can cope with the common problems [3].

In 1997 "The Partnership and Cooperation Agreement between the Russian Federation and the European Union" came into force. Cooperation of Russia and EU has exceeded the limits of the agreement of 1989 and has transferred the relations of partners to a new level of associative communications and has opened new horizons of economic cooperation in all major directions [6].

European countries are of great importance for Russian economy. They are the major commodities and services market and the main source of foreign investments into Russian economy, and also object of foreign capital investments of the Russian companies. 55% of commodity turnovers of Russia and 85% of investments in Russian economy fall on the share of European countries.

The key purpose in the external economic relations with the countries of Europe is the shaping of strategic partnership on the basis of investment,

technological, transport and energy cooperation, and also formation of the Common Economic Space of Russia and EU [4].

There are both a lot of achievements and acute problems in all directions of cooperation, including foreign trade. First of all, it is the question of structure and dynamics of trade. As for export and import volumes, they are obviously insufficient. If Russia exports today about 50% of products to the European Union countries, EU sells us only 3-4% of taken-out goods [5].

The immediate tasks on strengthening of strategic partnership of Russia and EU are dictated by the logic of development of the relations with the European Union. Among them can be also called transition to a visa-free regime, more effective foreign policy cooperation, including crisis regulation, and the dialogue about more coordinated social and economic development of Russia and EU for the period till 2020 [7].

Energy cooperation is among the priority directions in the relations between Russia and EU which are characterized by deeper interdependence.

Russia is the world's largest gas exporter, and also competes with Saudi Arabia for a role of the largest oil producer and exporter. More than 20% of the reconnoitered world natural gas reserves and 5% of the proved oil reserves fall on the share of Russia. About 20% of Russian gross domestic product fall on power and metallurgy share.

The European Union is the largest consumer of Russian energy resources: about 63% of Russian oil export and 65% of gas export fall on the share of EU. In turn Russia is the largest oil external supplier. Its share is 20% of total oil import to EU. Russia provides 44% of total gas import or about 24% of total gas consumption in EU. Despite some decrease in a consumption level of energy resources in EU because of the global economic crisis, there are some prospects of Russian and European development of energy cooperation. According to leading experts in gas branch, including MEA and "Evrogaz", demand for gas in EU can grow from about 490 billion cubic meters to 695 billion cubic meters in a year by 2030. Thus, internal gas production in EU and Norway will be reduced to 33% of total consumption by 2020 and to 25% by 2030 [8].

There is a serious mutual interest in development of deeper and mutually advantageous energy partnership between Russia and EU which would promote strengthening of energy security of both parties, the development of fair rules of functioning and predictability on energy markets.

All things considered it is possible to come to the conclusion that economic cooperation with strong and dynamically developing EU is profitable for Russia. The strategic partnership can accelerate structural reforms in Russia and strengthen Russian companies' positions on the European market. EU is interested in Russia not only as in the supplier of raw materials, but also as in a large sales market.

Judging from the cooperation of Russia and EU, it is possible to consider integration in proper perspective as a part of the process of globalization. We should aware that there are both advantages and disadvantages of this process.

Here are some advantages:

1. The proponents of global free trade say that it promotes global economic growth, creates jobs, makes companies more competitive, and lowers prices for consumers. It also provides the chance to develop economically, prosperity for poor countries by means of the influx of foreign capital and technology, creates the conditions in which democracy and respect for human rights may flourish.

2. Now there is the world market for companies and consumers to promote their products.

3. There is somewhat more flow information between countries.

4. Most people consider speedy travel, mass communications and quick dissemination of information through the Internet as benefits of globalization.

And disadvantages:

1. Globalization is a way for the rich's own enrichment.

2. Multinational corporations are accused of social injustice, unfair working conditions, as well as a lack of concern for the environment, mismanagement of natural resources, and ecological damage.

3. Multinational corporations which were previously restricted to commercial activities are increasingly influencing political decisions. Many experts think there is a threat of corporations ruling the world because they are gaining power due to globalization.

4. Opponents say globalization enables rich companies to act with less accountability. They also claim that countries lose their own cultures because they are exposed to Americanization.

5. Anti-globalists also claim that globalization is not working for the majority of the world. The UN Development Program reports that the richest

people of the world (20 %) consume 86 % of the world's resources, while the poorest (80%) consume just 14%.

6. Some experts think that globalization is also the cause of communicable diseases.

7. Globalization has led to exploitation of labor. Safety standards are ignored to produce cheap goods.

8. Social welfare schemes or safety nets are under great pressure in developed countries because of deficits.

Finally, globalization is a difficult and many-sided and badly studied process. It is comprehended by a trial and error method. For the solution of global problems countries should coordinate their efforts, cooperate with each other, overcoming all difficulties and finding compromises.

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INTERCULTURAL BUSINESS COMMUNICATION

Any businessperson and those who want to become an effective manager should have an answer for each one of these questions. That is why this problem will be actual issue all over the time: Are you a good businessperson? Can you manage the stressful situations that often take part in international trade? How would you deal with Japanese customers? How would you behave when invited to dinner by a Moroccan customer? Is there any kind of basic "international business behavior"? Would you be able to work for a German company? What about the American way of dealing with the working force?

Daily practice often shows professionals that working abroad or in an international setting is harder than expected beforehand and that academic contents do not seem basic in some specific situations, as in some of those expressed above. The knowing of intercultural business communication consider some rules on how to deal with those difficult moments that many business people often have when working in an international setting. Business English courses have become a very popular activity [5]. It aims at providing a simple introduction to the art of communicating effectively for business purposes.

However, and despite the appropriate use of English that can be achieved after taking some of these courses, business professionals often discover that there is something that has not been comprehended, some fine nuances that seem to be missing and which can jeopardize their task. In fact, many professionals often state that they are afraid of suffering any communication breakdown when carrying out their daily activities in other countries different to theirs. There is a lot of literature of intercultural business communication, for example, the book written by Robert Gibson, pays attention to those aspects that can help any business professional to enhance his or her chances to clinch a deal in the international market.

Gibson analyses the needs of many business professionals, who often require specific courses on intercultural business communication to complete