

ДИАЛОГ КУЛЬТУР

**материалы XIV межвузовской
научно-практической конференции
с международным участием**

Часть II

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**Proceedings of the XIV Interuniversity
Scientific and Practical Conference
with International Participation**

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TABLE OF CONTENT

SOCIETY AND COMMUNICATION.....	9
<i>Biryukova A. S., Sechina K. A. Environmental education for youth.....</i>	<i>9</i>
<i>Bobrovskaya D. V., Parnyuk N. V. Stress baking.....</i>	<i>12</i>
<i>Bochkareva S. S., Osintseva T. N. Relevance of feminism in 21st century.....</i>	<i>14</i>
<i>Golubeva L. A., Burnaev A. V., Parnyuk N. V. Impact of COVID-19 on communication.....</i>	<i>18</i>
<i>Volosovich A. S., Zhukov M. M., Sharapa T. S., Tselichsheva V.G. People. Dreams. Meanings</i>	<i>22</i>
<i>Dementyeva A. A., Aktisova O. A. The impact of gender imbalance in China and methods of its regulation.....</i>	<i>25</i>
<i>Bulgakova A. G., Eliseev D. I., Bobritskaya J. M. Language ecology.....</i>	<i>30</i>
<i>Ignatkova S. I., Baranov K. A., Parnyuk N. V. Policing in the pandemic: foreign experience.....</i>	<i>33</i>
<i>Kalinka U. V., Aktisova O. A. Koreanwave phenomenon: social and psychological issues.....</i>	<i>36</i>
<i>Kartsivadze T. M., Kirillova V. V. Multy-cultural communication, language study and intercultural exchange.....</i>	<i>39</i>
<i>Odincova S. E., Sergeeva K. Y. How to think proactively?.....</i>	<i>44</i>
<i>Podik V. D., Osintseva T. N. Ways to attract young people to the implementation of environmental programs.....</i>	<i>49</i>
<i>Prihodko Y. D., Kursanina E. E. Achieving styles in managing hot groups.....</i>	<i>53</i>
<i>Semenov M. S., Parnyuk N. V. Coronavirus safety precautions for law enforcement officers.....</i>	<i>55</i>
<i>Simonchuk E. R., Parnyuk N. V. Causes of juvenile delinquency.....</i>	<i>59</i>
<i>Slyuta M. O., Kirillova V. V. Little woman in a big world.....</i>	<i>64</i>
<i>Suleymanov A. I., Ivanov A. A., Vasilyeva M. A. The impact of social networks on the life of a modern person.....</i>	<i>68</i>
<i>Fedoret N. M., Kirillova V. V. Adaptation of first-year students to the learning environment.....</i>	<i>71</i>
<i>Moskalenko P. A., Semchuk E. V. The reasons for the popularity of the TikTok service.....</i>	<i>74</i>
<i>Kosenko V. E., Flyazhnikova D. M., Gorbunova V. S., Osintseva T. N. Scholarship in the life of a modern student.....</i>	<i>77</i>

CULTURE AND ART	81
<i>Afanasieva S. Y., Manukyan A. M.</i> Music studies as second professional education in Saint Petersburg.....	81
<i>Gabdullin E. H., Semchuk E. V.</i> Additional ways to learn English.....	84
<i>Galkina E. G., Aktisova O. A.</i> F.M. Dostoevsky's creativity in assessments of literary critics: classics and contemporaries.....	87
<i>Golovachev V. A., Osintseva T. N.</i> Yachting: luxury or available alternative.....	92
<i>Murashkina D. D., Litvinova A. V.</i> Industrial design in light industry.....	95
<i>Pivtorak E. V., Aktisova O. A.</i> World of horses: your way to freedom.....	97
<i>Riabtseva A. Y., Bondar L. D.</i> Features of translation ancient anthroponyms from English to Russian.....	102
<i>Khukhrina T. E., Bobritskaya J. M.</i> Creation of innovated public spaces.....	106
<i>Shevchuk V. V., Lashina E. N.</i> Music can change the world because it can change people.....	108
<i>Yudintseva A. V., Semchuk E. V.</i> Regression of the culture of modern society on the example of art.....	112
<i>Soloveva M. I., Malkova A. A., Nasledova A. O.</i> The hikikomori phenomenon as the Japanese plague.....	115
<i>Lebedinskaya V. S., Semchuk E. V.</i> Junk art as a modern trend in art.....	118
<i>Andreeva O. V., Semchuk E. V.</i> Recycling as a trend.....	122
INFORMATION ABOUT AUTHORS	125

СОДЕРЖАНИЕ

ОБЩЕСТВО И КОММУНИКАЦИЯ	9
<i>Бирюкова А. С., Сечина К. А.</i> Экологическое просвещение молодежи.....	9
<i>Бобровская Д. В., Парнюк Н. В.</i> Кулинарная терапия.....	12
<i>Бочкарева С. С., Осинцева Т. Н.</i> Актуальность феминизма в 21 веке.....	14
<i>Голубева Л. А., Бурнаев А. В., Парнюк Н. В.</i> Влияние COVID-19 на межличностное общение.....	18
<i>Волосович А. С., Жуков М. М., Шарапа Т. С., Целищева В. Г.</i> Люди. Сны. Смыслы.....	22
<i>Дементьева А. А., Актисова О. А.</i> Влияние гендерного дисбаланса в Китае и методы его регулирования.....	25
<i>Булгакова А. Г., Елисеев Д. И., Бобрицкая Ю. М.</i> Экология языка.....	30

<i>Игнаткова С. И., Баранов К. А., Парнюк Н. В.</i> Деятельность полиции в условиях пандемии: зарубежный опыт.....	33
<i>Калинка У. В., Актисова О. А.</i> Феномен корейской волны: социальные и психологические особенности.....	36
<i>Карцивадзе Т. М., Кириллова В. В.</i> Межкультурная коммуникация, изучение языков и межкультурный обмен.....	39
<i>Одинцова С. Е., Сергеева К. Я.</i> Как мыслить проактивно?.....	44
<i>Подик В. Д., Осинцева Т. Н.</i> Способы привлечения молодежи к реализации экологических программ.....	49
<i>Приходько Я. Д., Курсанина Е. Е.</i> Стили достижения результатов в управлении горячими группами.....	53
<i>Семенов М. С., Парнюк Н. В.</i> Личная безопасность сотрудников ОВД при выполнении оперативно-служебных задач в условиях COVID-19.....	55
<i>Симончук Е. Р., Парнюк Н. В.</i> Причины преступности несовершеннолетних	59
<i>Слюта М. О., Кириллова В. В.</i> Маленькая женщина в огромном мире.....	64
<i>Сулейманов А. И., Иванов А. А., Васильева М. А.</i> Влияние социальных сетей на жизнь современного человека.....	68
<i>Федорец Н. М., Кириллова В. В.</i> Адаптация студентов первого курса к учебной среде.....	71
<i>Москаленко П. А., Семчук Е. В.</i> Причины популярности сервиса Tiktok.....	74
<i>Косенко В. Е., Фляжникова Д. М., Горбунова В. С., Осинцева Т. Н.</i> Стипендия в жизни современного студента.....	77
КУЛЬТУРА И ИСКУССТВО.....	81
<i>Афанасьева С. Ю., Манукян А. М.</i> Музыкальное образование в качестве второго профессионального образования в Санкт-Петербурге.....	81
<i>Габдуллин Э. Х., Семчук Е. В.</i> Дополнительные способы изучения английского языка.....	84
<i>Галкина Е. Г., Актисова О. А.</i> Творчество Ф. М. Достоевского в оценках литературных критиков: классиков и современников.....	87
<i>Головачёв В. А., Осинцева Т. Н.</i> Яхтинг: роскошь или доступная альтернатива.....	92

<i>Мурашкина Д. Д., Литвинова А. В.</i> Промышленный дизайн в лёгкой промышленности.....	95
<i>Пивторак Е. В., Актисова О. А.</i> Мир лошадей: путь к свободе.....	97
<i>Рябцева А. Ю., Бондарь Л. Д.</i> Особенности передачи с английского на русский язык древнеримских антропонимов.....	102
<i>Хухрина Т. Е., Бобрицкая Ю. М.</i> Создание инновационного благоустройства общественных пространств.....	106
<i>Шевчук В. В., Лашина Е. Н.</i> Музыка может изменить мир, потому что она может изменить людей.....	108
<i>Юдинцева А. В., Семчук Е. В.</i> Регресс культуры современного общества на примере искусства.....	112
<i>Соловьева М. И., Малькова А. А., Наследова А. О.</i> Феномен хикикомори как японская чума.....	115
<i>Лебединская В. С., Семчук Е. В.</i> Джанк-арт как современное направление в искусстве.....	118
<i>Андреева О. В., Семчук Е. В.</i> Вторичное использование как современный тренд.....	122
ИНФОРМАЦИЯ ОБ АВТОРАХ.....	125

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ENVIRONMENTAL EDUCATION FOR YOUTH

Abstract. Ecological education has long been a topical issue for both general educational institutions and society as a whole. In recent years there has been a positive progress. Young people are showing a considerable interest in the environmental problems. This paper aimed to convey to the youth the importance of study and understanding the system of legal norms and legal protection of the environment as well as methods of practical implementation of the theory.

Keywords: environmental education, youth, legal norms, environment, nature.

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ЭКОЛОГИЧЕСКОЕ ПРОСВЕЩЕНИЕ МОЛОДЕЖИ

Аннотация. Статья посвящена проблеме экологического воспитания молодежи. В статье отмечается, что экологическое воспитание включает в себя изучение и понимание системы правовых норм и правовую охрану окружающей среды. Приведены методы практической реализации теории.

Ключевые слова: экологическое воспитание, молодежь, правовые нормы, окружающая среда, природа.

Over the past few years, certain trends have emerged that demonstrate the active interest of young people in ecology. Such changes can talk about the positive dynamics in the relationship between society and nature as a whole and the beginning of the formation of an active life position of young people [1; 19].

We are finally moving away from the idea that “Man is the king of nature!”. We are coming to realize that people are responsible for the results of their activities. Environmental education issues are being addressed both by individual states and at

the international level. For example, the UNESCO program “Man and the Biosphere” was established in 1971. The main task of the project is to create a scientific basis for strengthening the links between people and their environment.

Environmental education is an important part of moral education. It represents knowledge about environmental safety, healthy lifestyles, information about the state of the environment, and the use of natural resources in order to form an ecological culture in society.

In order to form a correct understanding of environmental problems and the laws of human existence and development in the biosphere, we need an effective system of education that will form the basis of young people’s spirituality and morality. An educated person will be able to understand the essence of what has been done and evaluate the consequences. He is able to come up with a way out of a difficult situation and offer his own variant of solution.

The purpose of the education system is to form an ecological worldview, which is supported by scientific knowledge, also the formation of environmental responsibility for the result of their interaction with nature, culture and spiritual needs [2; 41].

In recent years there have been qualitative changes in environmental education in Russia. Today, environmental education is implemented at all levels of general education, through in-class and extracurricular activities, as part of the main educational program.

Another integral part of this problem is informing the public about environmental protection laws and legislation in the field of environmental safety. It is carried out by public authorities of the Russian Federation, public authorities of the subjects of the Russian Federation, local governments, public associations, mass media, as well as organizations carrying out educational activities, cultural institutions, museums, libraries, environmental institutions, sports and tourism organizations, other legal entities [3].

By acquiring the necessary information and knowledge, young people gain the background knowledge to carry out positive environmental activities.

But in order to fully consolidate the acquired knowledge and prepare environmentally literate young people, practical application is very important. Project activities have a positive impact. Ecological projects include: putting forward a goal, developing an action plan, practical actions, summarizing the results.

Participation in various environmental actions, which are aimed at fighting for the purity of the environment. Such actions increase interest in the study of the ecological condition of the chosen area.

Cooperation with environmental organizations. For example, Greenpeace. Greenpeace is an international public environmental organization founded in Vancouver, Canada, on September 15, 1971. The main goal of the organization is to solve global environmental problems by attracting the attention of the public and the authorities [4]. This organization implements many projects in which both schoolchildren and students can participate. One such project is “Let’s Revive Our Forest Together”. Already 1,016 schools have participated in this campaign [5].

Thus, environmental education is the formation of youth conscious attitude to the environment. At the same time, the theoretical basis of environmental education of young people should be based on solving problems in their unity: training and education. Using different methods of education correctly, it is possible to form environmentally literate and educated person.

If the younger generation doesn't become closer to nature, they will remain environmentally illiterate. Although using the latest achievements of science and technology, they will move towards the extinction of the life on the Earth, suggesting naively that this will never happen.

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STRESS BAKING

Abstract. The article examines cooking as one of the ways to reduce stress. The author focuses on stress baking and tries to answer the question why it makes one less anxious.

Keywords: stress baking, stress, cooking, coping mechanism, reducing stress.

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КУЛИНАРНАЯ ТЕРАПИЯ

Аннотация. Целью статьи является рассмотрение процесса приготовления пищи как одного из способов снижения стресса. В частности, автор обращает внимание на такое явление, как кулинарная терапия, и пытается ответить на вопрос, почему кулинарная терапия помогает снять стресс.

Ключевые слова: кулинарная терапия, стресс, приготовление пищи, стратегии преодоления, снижение стресса.

During the coronavirus COVID-19 quarantine there has been an increase of popularity of home cooking and especially home baking. The majority of people mentioned that baking helped to reduce their stress and made feel themselves more comfortable and enjoyable. In this context we would like to research the phenomenon of stress baking and the reason it becomes so popular nowadays.

Stress baking also known as a culinary therapy is defined as a therapeutic technique that uses creativeness, cooking, gastronomy, and personal, cultural, and familial relations of an individual with food to solve emotional and psychological problems being faced by individuals, families, and groups. Culinary therapy examines an individual's relations with food and how food impacts relationships, as well as psychological well-being and functioning [1]. Thus, we can conclude that

stress baking is a type of art therapy that uses a person's creativity and individuality to reduce stress level.

In addition, stress baking can also be regarded as a kind of meditation since this process requires a cooker's concentration and attention. Cooking includes a particular algorithm of actions, focusing on measurement of ingredients and rhythmic actions repetition. All this leads to awareness which allows to decrease stress and balance daily routine [2].

Also, culinary therapy brings variety in the daily routine and makes a person feel happy especially when cooking is not related to household duties. So, baking is likely to be more preferable than cooking because baking has less association to household chores than an ordinary cooking. Also, one can feel the sense of control and autonomy since the choice of the complexity of cooking, the type of dish and products to use depend only on individual's desire. All these factors improve the feeling of well-being [3; 242]. Furthermore, baking as an activity including varied tasks requires different skills, enhances self-esteem and creates a feeling of self-efficacy. Due to this fact it makes a person feel a constant self-improvement which has positive influence on their wellness [4].

From another point of view, stress baking is likely to be a coping strategy which people use to manage thoughts, feelings and actions arising when they feel pressure or stress. Depending on the requirements we can single out the following coping strategies: emotional-oriented and avoidance-oriented. Baking as an avoidance-oriented strategy is used when an individual needs to distract from the stress situation. In this way baking offers a change of activity that can reduce stress level as quickly as possible. Additionally, the cooking process involves all five senses: touch, smell, sight, hearing and taste. We consider that they also help eliminate negative feelings and self-soothe. Despite that the disadvantage of this strategy is an individual's ignorance of the problem by switching to another activity. It is characterized by improvement of well-being, but it is essentially an avoidance of reality and does not lead to a solution. Thus, the avoidance-oriented strategy is a destructive form of coping based on denial and avoidance of reality.

However, baking can be considered as an emotion-focused strategy since it is related to a deliberate activity aimed at regulating negative thoughts. As well as the above strategy, it does not relate to solving problems, but helps an individual improve the state of mind. A significant difference would be that individuals do not try to escape from solving problems since the stressful situation is not under their control or it cannot be dealt under the circumstances. This strategy is based on the use of substitution activities to release accumulated emotions [5; 319-320]. For example, kneading yeast dough is a method of transferring aggression to another object which allows to release emotion tension. Therefore, this coping strategy maintains a balance between the environment and an individual's capabilities by realizing the restrained emotions through an activity-based approach.

To sum up, we can consider baking as an effective method to reduce stress. It is a healthy and absolutely enjoyable way to reach physiological wellness. Stress baking offers the opportunity to enjoy the process of cooking and adds variety to your daily routine. Moreover, baking is a concrete activity which means that the final

result is achievable and tangible, which is of great importance because an abstract result does not always bring the necessary satisfaction.

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RELEVANCE OF FEMINISM IN 21ST CENTURY

Abstract. The research aims to confirm a relevance of feminism in 21st century. The author points out goals of feminism nowadays. The attitude to feminism is revealed by sociological survey results. The author draws attention to gender stereotypes.

Keywords: feminist movement, women's rights, sexism, gender stereotypes.

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АКТУАЛЬНОСТЬ ФЕМИНИЗМА В 21 ВЕКЕ

Аннотация. Целью исследования является обоснование необходимости феминистического движения в 21 веке. В статье рассматривается феминизм и его цели в настоящее время. Отношение к проблеме феминизма выявляется посредством проведения социологического опроса и анализа его результатов. Автор уделяет особое внимание гендерным стереотипам.

Ключевые слова: феминизм, права женщин, сексизм, гендерные стереотипы.

The norms that allow women and men to behave a certain way and to play specific roles in the family and society (gender roles), vary greatly across cultures. Gender roles and social attitudes are regulated at the deep mental level of social consciousness, which is formed in the course of a long history of the development of society [1; 68].

Moreover, there are also gender stereotypes – these are common ideas in society about the characteristics and behavior of representatives of different genders [2; 76]. Gender stereotypes are closely related to gender roles existing in a given society and serve to maintain and reproduce them. In particular, gender stereotypes contribute to maintaining gender inequality that are associated with sexism. According to dictionary of gender terms by A. A. Denisov, sexism is defined as actions based on the belief that members of one gender are less intelligent, capable, skillful, etc., than members of the other gender, especially that women are less capable than men.

The consequence of sexism is gender discrimination, which based on sex or gender identity. In society, this can be represented as a system of stereotypes, official positions, or even ideology [2; 283].

The Convention for the Protection of Human Rights and Fundamental Freedoms states: “The enjoyment of the rights and freedoms recognized in this Convention must be ensured without any discrimination on the basis of sex, race, color, language, religion, political or other convictions, national or social origin, belonging to national minorities, property status, birth or any other characteristics” [3; 14]. This thought is reflected in the ideas of feminism: women cannot be discriminated against based on gender.

Feminism by definition is a spectrum of ideologies, political and social movements aimed at expanding political, economic, personal and social rights for women and overcoming sexism [2; 334]. Some argue that the term means oppression of men.

Almost 22 % of the men surveyed believe that feminism is a movement that aims to discredit them, and about 38 % think that there is some truth in this judgment. For women, about 7 % fully agree with this statement, and 15 % partially agree. It is believed that gender inequality is a natural result of human evolution. Nowadays such position that a man is a breadwinner and a woman is a homemaker, still takes place, 20 % of the men and 6 % of women surveyed agree.

In addition to social roles that are realized in the profession and marriage, each of the women is a daughter, wife and mother. These roles are largely determined by personal characteristics, and yet there is a limited set of scenarios for these roles that define certain cultural stereotypes. Despite this, today women should be relieved of the need to give birth simply because “this is the purpose of nature”. The birth of a child is not a destiny, but the choice of each specific woman. Unfortunately, 18 % of the surveyed men and 7.5 % of women still do not realize this point.

In our country, a list of professions prohibited for women still exist (Decree of the Government of the Russian Federation of February 25, 2000, No. 162 “On approval of the list of heavy work and work with harmful or hazardous working conditions, during which the use of women is prohibited”). More than half of the surveyed women understands that no one should restrict women’s right to work.

More than half of the women surveyed agree with the inadmissibility of restricting the rights of women to work. The majority of the men surveyed are in favor of this list, citing concern for women’s reproductive health and the failure of women in many spheres of work (31 % and 26 %, respectively).

Among the manifestations of gender inequality, approved at the legislative level, one can also single out the official or informal dependence of the curriculum on gender within the framework of individual educational institutions (labor lessons). Also, other examples are conscription into the army only for men and a higher retirement age for men (following the results of the pension reform, the retirement age in Russia will be increased by 5 years: up to 60 years for women, up to 65 years for men) with a shorter average life expectancy.

Sexism is also expressed in the sexual objectification of women. Objectification is often used in advertising, because it is believed that it helps to increase sales. Objectification in the media is also widespread: women, conventionally beautiful, in open dresses playing as a decor. They are beaten in music videos, insulted in the lyrics of songs, presented as mercantile and devoid of intelligence. In popular television programs, women are portrayed as hysterical, ill-mannered and aggressive. Many reality shows openly promote misogyny. Stand-up actors make fun of their wives and the women around them in general. Prominent politicians, academics, actors and Internet stars have voiced sexist beliefs in their interviews.

The consequences of gender stereotypes cannot be underestimated. Huge amount of women, at the slightest deviation from the “norm” dictated by society, cease to feel “correct real women” and begin to feel dislike for themselves and, for example, their body, form some qualities in themselves for performing “female destiny” instead of choosing it based on their talents and inclinations.

The opinion that women have long received all rights and freedoms and that feminism in our time is hatred of men is a myth. Sexism is no less acute and dangerous problem that must be dealt with. According to the poll results, half of the women have personally experienced physical or psychological violence. About 10 % did not want to answer this question, despite the fact that they knew that the survey was completely anonymous. In Russia, some manifestations of sexism are enshrined in law, and so-called everyday sexism is considered as a normal social behavior.

Harassment and persecution, violent customs of some cultures, female poverty, second shift, a list of professions prohibited for women, gender stereotypes and domestic sexism, reproductive violence, beauty standards and body shaming are problems, which still existing in the realities of modern Russia.

The goals of twenty-first century feminism are to fight for real equality. Feminism is for the comfort of women, not revenge on men for hundreds of years of discrimination. Feminism is not inciting conflict between men and women, it is a dialogue, a mutual attempt to understand each other and provide support, a joint discussion of problems and a joint search for solutions.

The way of the 21st century is the way of humanization. The task of feminists today is to raise public awareness of the feminist movement. Feminism also work with society directly by activism, volunteer, educational projects, charity.

Feminism is still relevant and not only within the framework of legislative initiatives [4]. It focuses on everyday life aspects and respect for women as a person in the realities of the modern world, which still promotes archaic stereotypes and negative attitudes towards people based on gender. Feminism affects positive everyone, because these ideas indirectly affect men as well by removing a number of gender stereotypes from them.

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IMPACT OF COVID-19 ON COMMUNICATION

Abstract. Communication is a type of active interaction between objects of any nature, involving information exchange, and this term can also be considered as one of the most important functions of human life. This article examines the impact of the COVID-19 pandemic on this function, as well as the possible socio-psychological consequences of the coronavirus.

Keywords: COVID-19, communication, impact, society.

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ВЛИЯНИЕ COVID-19 НА МЕЖЛИЧНОСТНОЕ ОБЩЕНИЕ

Аннотация. Коммуникация – активное взаимодействия между объектами, предполагающее обмен информацией. Данное понятие можно рассматривать как одну из важнейших функций жизнедеятельности человека. В статье изучается влияние пандемии COVID-19 на эту функцию, а также возможные социально-психологические последствия коронавируса.

Ключевые слова: COVID-19, общение, влияние, общество.

Effective communication has always been the key to all healthy relationships. During mandatory quarantine many people worked from home, with little face-to-face communication, except for their families. People have hidden their emotions behind masks often against their will. This disrupts the mental connection between two or more subjects. Nevertheless, despite the difficulties, people were able to adapt to this problem, so the topic of the impact of the pandemic on interpersonal communication can be considered from two sides: both positive and negative.

Researchers revealed that the positive consequences can be:

- People are adapting to a pandemic situation, and they also understand what the ideal social behavior is in a similar situation. This may include government pandemic management systems and policies.
- They learnt about social distancing and its rules, conditions and procedures. Especially, how painful it is but useful within the family and the community. Also, they adapt themselves to the situation whilst contemplating the difference between a normal situation and a pandemic situation.
- As a result of social integration, families and communities engage in a high level of social cohesion or social conscience to face the difficult situation. Hence, everyone is getting used to a common lifestyle, sharing and caring for others, especially the elderly people.
- By adapting, people become better able to use different communication technologies, which is a great development for every person in the modern world.

Negative effects of COVID-19 comprise:

- Destruction of family relations and close relationships with relatives, neighbors, various communities, etc. These conditions can lead to interpersonal conflicts and domestic violence in the family.

- Violation of social relations between different social groups, for example, such as: peers, classmates, friends, etc.
- Interruption of real communication, or rather its transition to various Internet platforms, such as Skype, Zoom, Discord, etc. [1].

The COVID-19 has affected interpersonal relationships. The lockdown was characterized by different organization of our daily life; an increase of time at home and a reduction of distance through digital devices. So, many psychologists state that human communication is changing.

To find out the influence of the pandemic on the communication we aimed our survey at. To see and analyze the real state of affairs, we compiled a survey consisting of 11 questions dealing with interaction, social behavior of young people during isolation. The sample is represented by 56 students from Saint Petersburg University of the Ministry of the Interior of Russia, Saint Petersburg State University, St. Petersburg State Pediatric Medical University.

To analyze the answers, we arranged the questions to six ones:

1. What socio-psychological impact did the pandemic have on you?

There are increasing calls to understand the impacts of this lockdown. The pandemic has had significant psychological and social effects on the population. 82.1 % of our respondents answered that the pandemic had a negative socio-psychological nature. Many studies highlighted the influence mostly a negative one on a person's psychological well-being [2].

2. Have you limited your going outside or your street walking?

The first restriction of the pandemic was the ban to leave homes. Our results showed that the majority of the participants followed the rule and spent more time at home (69 %).

3. Who have you increased / reduced your communication intensity with? (Have you limited meetings with elderly relatives? Have you limited meetings with friends?)

There's an irony emerging amid the isolation of social distancing and quarantine. The outbreak has prompted people to grow closer in some ways, as old friends reconnect and neighbors become like family [3]. Our survey supported the idea that relationships with family or relatives, followed by their own health, the health of a close person are the most significant things in our life (78.6 %).

4. Have you avoided physical contact (stopped shaking hands and / or hugging)?

Physical touch is important and unfortunately it vanished during the pandemic and many people missed it a lot. But our research revealed that about half of our respondents didn't stop shaking hands or hugging during the pandemic.

5. What is your attitude to the fact that social media has become the main means of interactive communication? (Has the pandemic highlighted the importance of the Internet?)

The majority of the respondents (69.6 %) admitted their negative attitude to the fact that social media became the main means of interactive communication.

With one click of a button, we can add a friend or establish a new connection. Having hundreds of friends online is not the same as having a close friend with whom

you can spend time in person. Online friends cannot hug you in a crisis, visit you when you are sick, or celebrate a happy occasion with you.

Most respondents (69.6 %) answered that the Internet played a very important role in the pandemic.

It's difficult to meet new people in any social situation if you're more interested in your phone than the people around you. In this very case we can suggest to remove your headphones and put your smartphone away while you're in the checkout line or waiting for a bus. Psychologists say that making eye contact and exchanging small talk with strangers is great practice for making connections.

6. How did you spend your free time during the COVID-19 pandemic?

In our survey we found that most students during the pandemic read books (69.6 %), watched movies (89.3 %) and slept a lot (82.1 %). Our survey contradicts with some studies having been conducted mostly in the Far East, Europe, or the United States in which sleeping difficulties were traumatic symptoms [4]. Our findings can be explained by the fact that the great number of our respondents are cadets, and we believe, the pandemic was a great opportunity for them to have a sufficient amount of sleep.

Studying the effect of the pandemic on communication between people we revealed its negative and positive aspects. The negative socio-psychological impact and the great influence of social networks are considered to be harmful sides. The increased communication intensity with family or relatives can be described as a positive consequence of the pandemic.

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PEOPLE. DREAMS. MEANINGS

Abstract. All people have dreams. Many people talk about them. Some use it in creative work. In this research paper, dreams are considered as social and individual phenomena.

Keywords: dreams, meaning, subconsciousness, communication, culture.

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ЛЮДИ. СНЫ. СМЫСЛЫ

Аннотация. Все люди видят сны, многие рассказывают о них, а некоторые даже используют их в творчестве. В данной работе сны рассматриваются как социальное и индивидуальное явления.

Ключевые слова: сны, смыслы, подсознание, коммуникация, культура.

Do you have dreams? There are many points of view to explain what sleep is. Psychoanalysis, neuroanalysis, esotericism, and so on discuss the subject of sleep and give various explanations. Dreams are connected with the physiology, the subconscious; on the other hand, dreams are part of the culture. There are many products of cinema that are based on dreams or reflect them. For example, the films of David Lynch are largely complex puzzles, in which it is not always clear where the dream ends and reality begins. The scene in the movie “Highway to Nowhere”, where the main character kills his wife, at first seems like a dream, but after he begins to believe that it really happened. The director himself claimed that first of all he wanted to show the emotional state of the character [1].

Animated, artistic, and literary works include dream plots. A dream in literary works has its own characteristics: maximum conciseness, schematicity, an abundance of symbols, a dream is a safe reason for frankness, reveals the inner world of literary characters, and justifies the development of the plot. Dreams are not only a source of inspiration for creative people, but they themselves depend on society, culture, and time. In different historical periods, people have different dreams.

The mysterious nature of human sleep has been and remains an alluring field of thought. The ancient people believed that you should be able to sleep, the soul departs from the body and flies. In dreams, a person has access to communion with spirits, God, and the forces of nature. The information comes in encrypted form and it is necessary to explain it. According to Japanese beliefs, the first dream of the year is a prophetic dream. If you dream of a Fuji, a hawk, and an eggplant, it is considered a particularly good omen, which foreshadows a successful year [2].

From the point of view of science, sleep is not only a way of processing the information received by the brain during the day, but also a receptacle of hidden emotions and desires of a person. Z. Freud argued that through sleep our unconscious is revealed. The psychiatrist first began to actively use dreams in psychotherapeutic work, created a whole technique for deciphering the hidden meanings of dream fantasies, showed that any, even the most absurd plot, is directly related to the actual life situation of a person. Therefore, it can serve as a key to solving its problems [3]. Every dream is essentially a symbolic veil of repressed desires that contradict personal ideals, according to C. G. Jung, a dream always contains a reflection of the psychological circumstances of a given person in the waking state. In addition to esoteric, philosophical, and psychological approaches to the study of sleep, there are also sociological studies that focus on the social nature of sleep. Our research aimed to identify the role of dreams in social communication, decision-making, and other social practices. To achieve this goal, we conducted surveys, group interviews, and several individual interviews of students.

According to the results of the survey, it was revealed that on the one hand dreams are individual, on the other hand they play a significant role in social communication. 90 % of respondents discuss their dreams with someone. All respondents believe that dreams are a reflection of the deep thoughts of our subconscious. This idea is also confirmed by an interview that was taken from one of the students. Here is a fragment of it:

- Which dream do you remember the most?
- Well ... a dream involving my current girlfriend.
- And why did you remember this particular dream the most?
- Oh... This is quite a long story, I can try to tell you briefly. In short... At my core, I am such a person that I rarely show my true feelings to anyone, and I have never really loved anyone as a partner in my life. Then I had a girlfriend, with whom we communicated only in messengers and then not very often. It is a fact that at some point I started to write to her more, want to meet, etc., but I did not understand or did not think about what this was about. And then I had a dream, just with the participation of this girlfriend. After it, well, a dream, that is, I woke up and began to

think: why would I dream this? And I came to the conclusion that I had fallen in love with her after all.

- And this situation somehow affected your relationship with her?
- Yes, some time after I had this dream, I told her about my feelings and now we are together.
- Why did you only come to the conclusion that you loved her after that dream?
- It just seems to me that dreams reflect our, well, subconscious minds. And if I dreamed this, then I definitely love her.

This interview supports the thesis that people perceive dreams as a reflection of the subconscious mind and are so sure that one dream can affect an important life choice of a person and his future relationships with other people.

Another social practice is to refer to collections of dream interpretations that help to decipher a dream by selecting interpretations for individual symbols and images, however, in different dream books, the same symbolism may have a different interpretation [4].

The very presence of dream books emphasizes the presence of the social in dreams. After all, it is logical to conclude that in order to interpret the meaning of certain symbols, it was necessary to somehow find out what symbols there are in general?

Here is a story that reflects the appeal to the interpretation of dreams, told by one of the respondents:

- Have you ever had unusual dreams that are very well remembered? Or maybe “prophetic dreams”?
- Once I dreamed that I was bitten by a snake, and I decided “for fun” to look in the dream book what it means, and there was a betrayal from a loved one. Well, as a matter of fact, then I was cheated on.
- And what do you think, it was the dream book itself that was true, or did you yourself on a subconscious level doubt its fidelity and thus the brain reflected your thoughts?
- I think that on a subconscious level I doubted its fidelity.

This interview once again shows that dreams directly affect a person’s social life and, in addition, reflect it in one way or another.

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THE IMPACT OF GENDER IMBALANCE IN CHINA AND METHODS OF ITS REGULATION

Abstract. The report shows the impact of gender imbalance on different social groups' peoples' behavior. The author considers influence of loneliness on young people's psyche. Measures taken by the Government to eliminate the imbalance are described.

Keywords: gender imbalance, society behavior, government measures.

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ВЛИЯНИЕ ГЕНДЕРНОГО ДИСБАЛАНСА В КИТАЕ И МЕТОДЫ ЕГО РЕГУЛИРОВАНИЯ

Аннотация. В работе показано влияние гендерного дисбаланса на поведение представителей различных социальных групп. Автор анализирует влияние одиночества на психику молодых людей и рассматривает меры, принимаемые правительством Китая для устранения дисбаланса.

Ключевые слова: гендерный дисбаланс, поведение общества, меры правительства.

The subject of this topic is the problem of gender imbalance in China which has serious social, ethic, political and economic outcome for the whole world as nowadays China is to be considered one the most magnificent states with highly developed economy. It steadily conquers target markets practically in all modern spheres. At the same time gender imbalance influenced much on different social groups [1].

The overpopulation in China is influenced by the peculiarities of national stereotypes and mental thinking. A large family with one partner for life was considered the perfect one [2]. Family institution has always been strong in China, so everyone wanted to have children for procreation. This unconditional adherence to tradition has caused the country to become overpopulated.

However, this is not the only tradition that has greatly influenced the Chinese population. Chinese have strong son preference. Historically, in China it is believed that the sons will continue the family line and support their parents in old age while the daughters after marriage will become the part of their husband's family and will leave their relatives forever. So, most people wanted to have a son [3].

This social attitude played a big role when China introduced the one child policy in 1979 [4]. Now the "place" in the family was for one child only.

Families found out on ultrasound the sex of their unborn child, and the women had an abortion if it was an unwanted girl [5]. In 1995 the Government banned doctors from telling parents the sex of their child. However, Chinese started to kill female newborns [6]. This has marked the beginning of the greatest gender imbalance on the planet.

It wasn't just the parents who committed infanticide. The policy was strict; its methods of action sometimes put too much pressure on people. The one-child policy was a violation of human rights, but even more illegal was the conduct of the Department of Family Planning [7]. If a woman already had a child at the time of pregnancy, she was forced to have an abortion, sometimes even at a later stage.

According to the National Bureau of Statistics of the People's Republic of China, now the number of men in the country exceeds the number of women for more than 30 million. There are a lot of single men in China: they just don't have enough women to get married. It becomes a serious social and psychological problem. The Government doesn't do anything about it. As a rule, uneducated, inactive and poor men remain single forever. More and more women want to build a career and maintain their independence and they are not in a hurry to get married. To solve this problem, one of the experts, Wu Suming, Deputy Secretary General of the Shanxi Think Tank Development Association, proposed to arrange marriages between rural unmarried men and single urban women. The expert noted that it is necessary to encourage the migration of single women to rural areas and urged women "not to be afraid to move to the countryside" [2]. This idea did not appeal to the Chinese, because the cultural gap between these groups is too large.

Looking at the diagram we may see that Chinese Government has reached its political and economic goals. On one hand, they reduced population growth with male predominance (according to statistics 51.22 % male to 48.78 % female, Fig. 1) [8], [9].

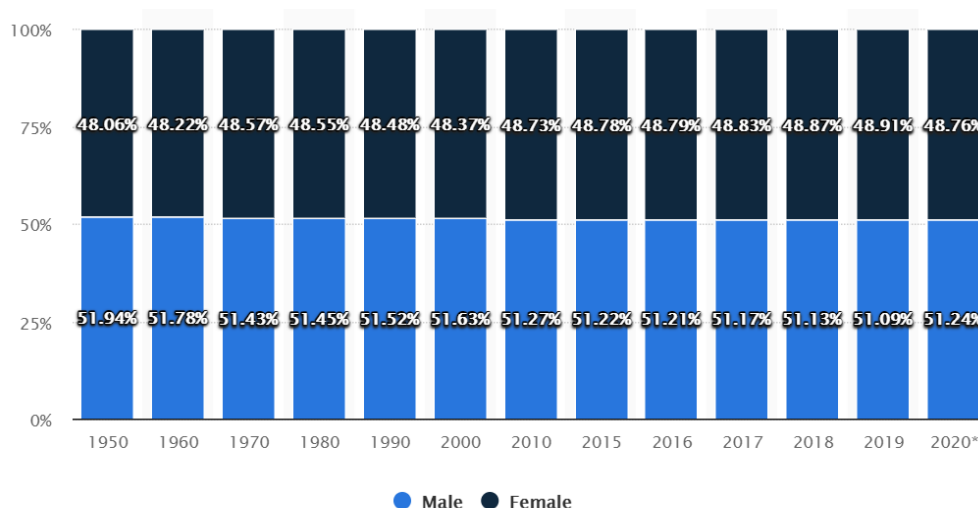


Figure 1

They have increased their population growth to 1.3 million people. Parents began to take care much more about their only children. But on the other hand, cultivating such moral values led to population's inhumanity according to newborn Chinese girls: they can be found even in trash bins.

To sum up, in the future, the numerical predominance of men can become a serious problem for the society. First of all, according to the United Nations Office on Drugs and Crime 78.7 % of homicide victims worldwide are men [10]. This fact has partly biological explanation and rooted in male's psyche [11]. Of course, everything depends on the ways of upbringing, life conditions, moral values and cultural development of a particular person.

Generally speaking, the other world has faced strong Chinese expansion in all spheres: scientific research and their integration in different fields, building and construction, industrial goods producing, arts and sports achievements. We may say that the great Chinese era has come. I strongly believe that in Russia we should try to do our best to strengthen our moral and cultural values, improve our social and economic situation, in order to make our country a safe and attractive place for living.

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LANGUAGE ECOLOGY

Abstract. The article analyzes the problem of the Russian language ecology not only from the point of view of Russian-American English interaction but also the language contamination with obscene words. The results of survey carried out on the basis of St. Petersburg Forest Technical university are discussed.

Keywords: language ecology, language contamination, filthy language use, American English terms use.

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ЭКОЛОГИЯ ЯЗЫКА

Аннотация. В статье анализируется проблема экологии русского языка не только с точки зрения взаимодействия русского и американского варианта английского языка, но и с точки зрения его загрязнения словами, относящимися к ненормативной лексике. В статье обсуждаются результаты исследования, проведенного на базе Санкт-Петербургского лесотехнического университета.

Ключевые слова: экология языка, загрязнение языка, использование ненормативной лексики, использование терминов из американского варианта английского языка.

Ecological issues are a burning point nowadays. This term includes many spheres starting from biological diversity preservation and sustainable forest use to the problems connected with the social environment. Language ecology is also investigated in the framework of different environmental issues study. As a rule, "language ecology" is considered to be what Einar Haugen who introduced the term

formulated as the study of interactions between a language and the environment where this language functions [Einar Haugen, Anwar S. Dil The Ecology of Language. Stanford: Stanford University Press/American Speech, Vol. 56, No.2 (Summer, 1981), 176 pp, pp.118-125]. It means that a language exists in relation to other languages and to various social factors. Nowadays the word “ecology” in most cases is associated with environmental problems. Likewise, language ecology is often interpreted as a problematic situation caused by illiteracy, unjustified use of foreign words instead of the words existing in the language, the use of filthy language, inability to articulate ideas and thoughts [1], [2], [3]. The scale of the problem in this interpretation is great and the importance of its analyzing and solving cannot be overestimated for at least two reasons: 1. any language is the reflection of the total condition of national culture and 2. the language bad ecology gradually leads to its disappearance and hence the disappearance of the nation on the whole. The tendency towards language ecology deterioration can be traced in discourse of people of all ages but it is the most dangerous for young generations because older people language is more stable than that of young people and it was formed during the Soviet period when language purity and correctness were paid much attention to. In order to collect and analyze data on language contamination with obscene words and American English words a survey was organized on the basis of St. Petersburg Forest Technical university. 158 university students, teachers and employees took part in the survey. It gave the following results: 85.4 % of 158 respondents (77.1 % were young people under 22 years old) use American English words instead of Russian always or periodically; 86.7 % of respondents cannot do without filthy language and 53.8 % use it in their everyday life. Only 17.1 % of respondents think the use of American words instead of Russian inadmissible while in the opinion of 48.7 % of respondents the Russian language cannot develop and do without American English words introduction. The latter can be explained by the desire to become participants of globalization process and speak the language which all business world speaks. But in some languages national terms exist though American English ones are also well known. For example, in Finland the word “computer” did not replace the Finnish “tietokone”.

Filthy language is used nearly everywhere. According to the opinion of the university teachers and employees, if compared with the period 10 years ago, it has become not the way of emotions expression but part of everyday speech. The survey showed that all in all 76.5 % of respondents consider filthy language use admissible either constantly or periodically. Overwhelming majority of respondents (99.3 %) answered the question “How many of your friends use filthy language “all of them, nearly all of them” and “some of them”. Good news is that 41.1 % of respondents wrote that they were ready to stop using filthy language. After the poll carrying out a “Stop Filthy Language Use” flashmob was organized. Students, teachers, employees and visitors of the university were offered stickers and mini-dictionaries of filth-standard Russian language correspondences.

The survey carried out after the flashmob consisted of two questions only: *Has the Day of Pure Language somehow influenced you?* and *Will you try not to use filthy language in your life in future?* 37.5 % of respondents gave positive answer to the

first question and 54.2 % chose the answer *Yes, it would be interesting to try*. to the second question. The figures are not so big, but the flashmob was only the first attempt to change the situation with the Russian language contamination.

Conclusions. The problem of bad ecology of the language may seem to be not as serious as other social problems. However, the situation deterioration can lead to the loss of standard language which, in its turn, can lead to the following consequences: difficulties with formulation and argumentation of ideas in any sphere including that of economics, industry, etc.; inability to communicate and even loss of national self-identity.

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POLICING IN THE PANDEMIC: FOREIGN EXPERIENCE

Abstract. The article aims to examine the activity of British police during COVID-19. The following issues as reduction of the spread of the coronavirus by British police officers, the most common crimes and jury trials during the pandemic are investigated.

Keywords: the UK police, pandemic, COVID-19, crime prevention, common crimes, jury trials, domestic violence, drug dealing.

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ДЕЯТЕЛЬНОСТЬ ПОЛИЦИИ В УСЛОВИЯХ ПАНДЕМИИ: ЗАРУБЕЖНЫЙ ОПЫТ

Аннотация. Целью статьи является изучение деятельности полиции во время пандемии на примере Великобритании. В данной статье рассматриваются следующие аспекты: профилактика коронавирусной инфекции сотрудниками британской полиции; наиболее часто совершаемые преступления, а также проведение судебного разбирательства в условиях пандемии.

Ключевые слова: полиция Великобритании, пандемия, КОВИД-19, профилактика преступности, часто совершаемые преступления, суды присяжных, насилие в семье, наркоторговля.

2020 was a challenging year for everyone. A pandemic was declared in the world. The number of prohibitions increased. All over the world flights between

countries, matches, concerts, and any public events were canceled, borders were closed.

Not only doctors and governments fought the coronavirus, but police of all countries were also engaged. The International Police Association, which includes more than half a million people from 70 countries on all continents, deals not only with law enforcement issues, but also the cooperation of police officers in solving many common problems. This article studies police activities during the pandemic on the example of the UK.

To prevent COVID-19 the UK police enforce the government's rules regarding the coronavirus. Like any other law, these rules are vital to make sure everybody is kept safe. Police officers uphold the law according to "The Four Es" [1].

The primary advice is to engage with the public. Firstly police officers should ask individuals about their circumstances when they are outside and listen to their responses.

Second, officers should explain the social distancing regulations and why they are in force, including risks to public health.

Third, it is of real necessity to persuade citizens to obey the rules. Police ask them to return home if they have no valid reason to be outdoors.

Finally, if previous rules are unlikely to be obeyed, officers may enforce the law that is to fine those who break the legislation. Police may use reasonable force to return individuals to a place of residence.

Police officer directly or indirectly have been involved in preventing the disease. Websites of each police force across the country provide information about this issue: both legal as well as health and safety. The front page of the UK police website dealing with crime prevention unites two main threats of the world: terrorism and coronavirus. The police have recognized the pandemic as the highest national risk.

Despite measures taken by the Government and the police there were some protests against them. Demonstrators demanded to stop control and to break lockdowns.

What happened to the UK crime in the face of a pandemic? According to the Office for National Statistics the number of robberies and thefts decreased significantly during 2020 for the simple reason that there were fewer people out and about. Total police recorded crime decreased [2].

The study revealed that the most common crimes during the pandemic were drug offences and domestic violence.

Drug gangs used teenagers to transport drugs from ports to major cities. Juveniles are usually not noticed in a crowd, but in quarantine they became suspicious. Dealers and suppliers were easier to find due to proactive police activity in crime hotspots.

Numerous studies highlighted a significant increase of calls from the victims of domestic violence (more than 120 percent). Stress, frustration, and emotional instability are factors related to violence and, particularly, to domestic violence [3].

Police admitted the increase of online fraud. Many lawbreakers took advantage of people's fear of the coronavirus. In south London police detained a pharmacist

who sold fake tests online. About 20 thousand pounds were seized. Fraudulent offers of tests sell were easy to find on the largest marketplaces – Amazon and eBay.

The quarantine regime also affected the work of the police and courts. 20 % of the London police personnel either contracted the coronavirus or were forced to self-isolate themselves. In cases of minor crimes, the police were advised to respond with warnings or fines. The change in the work of police concerned even ex-police officers. Commissioner of Metropolitan Police Cressida Dick issued the statement calling for retired Metropolitan Police officers to return to the force as it tried to cope with the coronavirus outbreak across the capital [4].

Activities of the whole criminal justice system have been changed. In England and Wales, more than half of the courts were out of service. They tried only the most serious criminal cases by videoconferencing. Other cases not related to threats to life, health or public safety were postponed until the ease of quarantine.

The analysis shows that policing in the pandemic has been very challenging and the police have been doing their best to fight crime, protect life and property of citizens and stop threat of the coronavirus. The work was highly appreciated by the Crown. The Duke of Cambridge, Prince William thanked the police forces of the United Kingdom for the truly remarkable work, commitment and ‘can do’ attitude at a time like this [5].

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KOREANWAVE PHENOMENON: SOCIAL AND PSYCHOLOGICAL ISSUES

Abstract. The article is devoted to the Korean Wave phenomenon as one of important social cultural issues of a modern society. Show business has been playing more and more significant role in our life and it becomes more difficult for a modern person to abstract from entertainment industry trends. The author tries to analyze this problem, its origin and main features as well as to follow its influence on young generation's conciseness.

Keywords: Korean wave, Hallyu, entertainment industry, modern culture.

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ФЕНОМЕН КОРЕЙСКОЙ ВОЛНЫ: СОЦИАЛЬНЫЕ И ПСИХОЛОГИЧЕСКИЕ ОСОБЕННОСТИ

Аннотация. Статья посвящена феномену Корейской волны как одному из наиболее значимых культурных явлений в современном обществе. Шоу бизнес играет все более заметную роль в нашей жизни, и современному человеку становится все сложнее абстрагироваться от предложений развлекательной индустрии. Автор делает попытку проанализировать данную проблему, проследить ее истоки и основные особенности, а также рассмотреть влияние на сознание современной молодежи.

Ключевые слова: корейская волна, халлю, индустрия развлечений, современная культура.

The Korean wave or Hallyu (Hallyu) is a term which means the spread of modern South Korean culture around the world. It was coined in China in 1990s. The term belongs to Beijing-based journalists, impressed by the growing popularity of the South Korean entertainment industry in their country [1]. The "Korean Wave" brings a huge income to the budget of South Korea. Hallyu continues to strengthen its

position in Asia and has already conquered Oceania, North and Latin America, Europe and the Middle East [1].

In 1997 when South Korea was hit by an economic crisis, a movement widely spread through the country. Its citizenry found the way to overcome the crisis by attracting investment in show business industry. In 1999 news about the growing popularity on the “Korean wave” in China, Taiwan, Vietnam, Hong Kong and other Asian countries began to arrive. Korean TV series (“dramas”) started spreading across Asia, gaining popularity in Japan, China and Southeast Asia. They have penetrated to the European and North American markets [1].

Korean pop music or K-pop, which is popular due to a special versatility and personality, has become an integral part of Hallyu. Recent years Korean entertainment companies have been recognizing YouTube as the most important factor of Korean culture international spread. Entertainment companies are trying aggressively to conquer international markets through the Internet.

The K-Wave craze began with Korean TV shows and songs gradually developed into a deep interest in culture of the country. Every year Korean movies, music, technology, cuisine, clothing, cosmetics attract more and more fans around the world. It brings the Republic of Korea hundreds of million dollars for budget and Korean celebrities are the highest-paid actors outside Hollywood [2].

The Korean wave is the reason for national pride for many Koreans.

Modern Korean culture is a magnet for foreign tourists [2].

Tourism in South Korea has undergone major changes since Hallyu. Just in 2003 tourism was doubled. The content of TV shows, movies and music is used to increase the interest in the country.

Now South Korea is one of the top ten largest countries cultural exporters successfully competing with the United States and the United Kingdom.

Due to the “Korean wave” people started buying various Korean products really active. Fans want to buy mobile phone, cosmetics or clothes like characters of the dramas have. Bright clips of K-Pop artists push fans to look like their idols. It is actively used by businessmen.

Hallyu promotes national brands strongly, and local celebrities participate in advertising shoots of certain products regularly, increasing sales tenfold. Entrepreneurs are sure that the “Korean wave” would allow them to strengthen their positions in the market seriously including foreign countries [2].

Actually, the world’s fashion trends were not left without attention. The South Korean styles of clothing, make-up and appearance have been gaining its popularity.

The popularization of Korean beauty standards has a very strong influence on young generation. For example, more and more girls are doing plastic surgery to sharpen their chin to make their faces more V-shaped, increase their eyes or reduce their noses [3].

Of course, the most special touch on the appearance is in the Republic itself. The appearance of a person is considered the same place as mental abilities. Young people from early age resort to surgical and cosmetic interventions, as well as strict diets in an attempt to achieve an ideal appearance.

As a result of high standards of beauty, there are problems with eating disorders, low self-esteem, depression and even suicides on the basis of rejection of one's own or someone else's appearance.

Bullying in educational institutions is quite common. If you're not handsome/beautiful you have to be smart. And if you don't succeed in the grades then you will not be respected or you can even become the outcast or the object of bullying [4].

This applies to the whole world. Teenagers who look at their favorite idols and actors dream of being like their favorites. As a result, they can make actions which will have negative consequences and destroy their body.

Another situation is that sometimes fans become so obsessed that the hobby develops into something more global pushing them to make crazy actions which negatively affect both themselves and the object of their passion.

It is also quite common to hear taunts directed to K-wave fans. Partly because of racism, or strong popularization of Korean culture the others do not accept the Hallyu hobby and strive to 'prick' the interlocutor.

The life of Korean show business stars is not easy, too. They are criticized really a lot. Among the key factors of dislike are racism, rejection of their appearance and behavior. Anti-fans write threatening letters organize mass bullying on the Internet and fabricate accusations against idols and actors to ruin their careers. Sexism is also a common problem. Because of gender stereotypes, girls are forced to wear uncomfortable and sometimes too open outfits and come on debilitating diets which often bring themselves to painful thinness. Men which have to look emphatically masculinity are spending most of their time training and building their muscle. Artists work so hard, sleep a tiny number of hours a day and devoting to work on themselves all the time. And if they do not meet the generally accepted norms and standards of beauty... Idols simply do not have the right to "look bad" despite the fact that they are the same people as we are. They are under a huge social pressure.

Unfortunately, xenophobia is one of the most important problems around the world. Society still can't accept that we are all different. With various cultural values, external data and abilities. A lot of people are suffering from rejection of such seemingly simple things. It doesn't matter if you are known as a successful celebrity all over the world or maybe you are an ordinary student. We are all equal. We are all human beings. And you haven't to belittle yourself or anyone else basing on just general information like what kind of music he or she listens to, what movies he or she watches, how he or she dresses, what colour and section are their eyes, their skin or hair colour, their gender or orientation. Let's judge the book not just by the cover, but by the gist.

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MULTY-CULTURAL COMMUNICATION, LANGUAGE STUDY AND INTERCULTURAL EXCHANGE

Abstract. The actual problem of intercultural communication study is discussed. Some examples of mutual influence and interference of language, culture and cross-cultural communication are presented. Several approaches to intercultural communication study are shown. The authors' personal point of view on the problem of vital importance is suggested.

Keywords: culture, language, intercultural communication, social problem, language learning, education, development.

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МЕЖКУЛЬТУРНАЯ КОММУНИКАЦИЯ, ИЗУЧЕНИЕ ЯЗЫКОВ И МЕЖКУЛЬТУРНЫЙ ОБМЕН

Аннотация. В данной статье обсуждается актуальная проблема изучения межкультурной коммуникации. Приведены некоторые примеры взаимного влияния и интерференции языка, культуры и межкультурной коммуникации. Показано несколько подходов к изучению межкультурной коммуникации. Предлагается личная точка зрения авторов на жизненно важную проблему.

Ключевые слова: культура, язык, межкультурная коммуникация, социальные проблемы, обучение языкам, образование, развитие.

Every language is a temple in which the soul
of those who speak it is enshrined.
(Oliver Wendell Holmes)

The importance of the issues related to the international cultural exchange is supported by the value that is given to them by diplomats, politicians, businessmen and scientists from all around the world. It is culture, through its immense universal human potential, that can become the unifying space where people of different nationalities, language, religion, age, professional affiliation will be able to build the dialogue without any boundaries solely on the basis of mutual understanding.

Today it is quite difficult to imagine the development of science, culture, education out of international, cross-cultural communication. Recently social, political and economic turmoil led to a worldwide active migration of peoples, their resettlement, clash, confusion, which certainly gives the issues of intercultural communication special significance and poignancy [1; 83].

Intercultural communication is the term of an adequate understanding of the communicative act of two participants belonging to different national cultures.

Let's now consider the ratio of language and culture, these two key words for this work and concepts. Their close relationship is obvious. Language does not exist outside of culture as socially inherited together with the skills and ideas that characterize our way of life. Any language is an integral part of a culture, defined as the totality of human activities in different spheres of human life: the industrial, social, spiritual. However, as a form of existence, of thinking and what is more important – as a form of communication, language is in line with culture [1; 84]. If we consider a language in terms of its structure, functioning and the way of mastering

them (both native and foreign), then the socio-cultural layer or component of the culture is a part of the language or background of its real existence. This is an intrinsic property of language inherent in all its levels. Language – a powerful social instrument that generates the stream of people in ethnic groups that comprise the nation through the storage and transmission of culture, traditions, social awareness of this speech community [2; 47].

Relevance of all issues related to culture, acquired currently unprecedented sharpness. Increased interest in the study of different cultures, in emphasizing cultural studies, recently languish on the margins of history, philosophy, philology; move it to the academic specialty of the Higher Attestation Commission of Russia; creation of specialized academic councils for the protection of theses on cultural aspects; stream of publications on the subject of dialogue and especially conflicts of cultures; creation of societies, associations uniting researchers of cultural problems; endless conferences and symposia on issues of culture and etc. – all testifies to the present boom, an explosion of interest in the problems of culture [3; 57].

All this taken together – is an anxious and hopeful and led to a particularly close attention to the issues of intercultural communication. However, these questions are eternal; the mankind has been worried about them since time immemorial. As proof, remember proverbs and sayings. Proverbs are rightly considered to be the bunches of folk wisdom, that is thus a national cultural experience stored in the language and passed down from generation to generation. Russian proverb – live, commonly used, did not lose its relevance and teaches that *«в чужой монастырь со своим уставом не ходят»*. Its counterpart in English expresses the same thought in other words: When in Rome, do as Romans do [Arriving in Rome, do as the Romans]. So, in each of these languages, folk wisdom tries to warn against what is now called in the term of “conflict of cultures” [3; 58].

A striking example of how the language is stored in the cultural information is the implementation of university management terms. Russian and English names of the management top positions at the University – Rector, Dean or Director of the institute are the memory of the fact that in many European countries, education as a social institution originated in the monasteries and was originally purely ecclesiastical. Then, education was divided into religious and secular, and the last is far more widespread than the first one [3; 58].

Nowadays scientific societies, researchers, practitioners in the sphere of cultural studies accept the fact that to study intercultural communication without getting acquainted with the nations’ cultural background and language specific character is impossible. Though there are different methodologies and approaches to the study of this immensely complicated issue.

At the present stage, U.S. researchers have developed three approaches to the study of intercultural communication. They are based on a different understanding of culture, human behavior and communication, using different methods in investigating every sphere.

The first approach can be called social (or functional). Proponents of this approach are based on the fact that the world exists objectively, and it can be studied.

It is assumed that the culture is characterized and can be described in terms of certain ordered patterns or characteristics.

The next approach is an explanatory one. Researchers practicing this approach base their methods of investigations on the fact that the world is represented in a communicating subjective. Communication is heavily dependent on the participants of communication.

The third approach is a critical approach. Proponents of this approach as well as representatives of the interpretative approach are focused on the understanding of subjectivity of the world reflection by a man and the culture is understood as a social structure [4].

From my point of view, a very important step in the development of dissemination of the languages is precisely intercultural exchange. Today society requires people with high levels of social competence, with a strong sense of empathy and tolerance, with the skills of intercultural communication.

Education of the younger generation in the spirit of peace and cultural consent is becoming one of the most important tasks of the education system, which is designed to promote the formation of a free personality possible in a modern multicultural environment, aware of his cultural identity, but has the ability to peaceful coexistence with people of other cultures.

The most appropriate form of studying a foreign culture and intercultural communication, from my point of view, is training that compared with the classical forms of academic organization of the educational process. It is more consistent with the specific requirements and challenges of intercultural learning thanks to its practical orientation and intensity.

Through the inclusion of gaming, context, reflexive, distressed, interactive methods in the process of preparing young people, training should be focused on the study of precise situations and practical requirements for the participants of intercultural communication in education. During the training, we solve two basic problems, which are certainly positive: first, role-play definite situations occurring in different ways in different cultures, which allows introducing students to cultural differences in domestic and foreign pedagogical paradigms and education systems. Secondly, by introducing students to the most characteristic features of a foreign culture, it is possible to prepare the transfer of knowledge to other situations of intercultural interaction [4].

The result of student's intercultural communication training is – a person has to realize himself as a representative of a particular culture, to bring to the level of consciousness the norms, values and rules of behavior in their culture. After that, it becomes possible to display and analyze the differences between different cultures, and then – to develop teaching noticing these differences and use them for effective intercultural interaction. For this trainer invites participants to consider the various conflicts that are solved with the position of different cultures and focus attention on stereotypes and norms of their native culture.

It is known that many Russian schools and universities are already actively engaged in international projects and research that involves their communication both in professional and in personal sphere with representatives of different cultures. The

success of international projects depends largely on the willingness of teachers to intercultural communication. Also, training has been already developed, which aims to enhance the professional competence of the teaching staff of educational institutions in the application of intercultural communication technologies, the formation of the willingness and ability of teachers to use the basic techniques of intercultural communication in the professional pedagogical activity.

Goals and objectives of the training:

- introducing students with basic knowledge about intercultural communication technologies.

Participants will demonstrate:

- an understanding of the problems of intercultural communication;
- the ability to use the skills, the tools and techniques of intercultural communication;
- communicative culture, pedagogical tact, empathy abilities [5].

Frankly speaking, I think that this idea for the training hasn't got any drawbacks, and I think that it's hard to find them here. It's always possible to find people who are willing to communicate with native speakers to teach especially in a fun way, rather than to deliver scientific lectures. It is quite possible that very soon this idea will be spread in different countries more widely.

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HOW TO THINK PROAKTIVELY?

Abstract. This article considers concepts such as locus of control, “victim” complex, proactive and reactive thinking, demonstrates ways to move from reactive to proactive thinking. The article also shows how proactive thinking can affect your life and your success.

Keywords: locus of control, external locus of control, internal locus of control, “victim” complex, reactive thinking, proactive thinking.

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КАК МЫСЛИТЬ ПРОАКТИВНО?

Аннотация. В данной статье рассмотрены такие понятия, как локус контроля, комплекс жертвы, проактивное и реактивное мышление, показаны способы перехода от реактивного мышления к проактивному. Также в статье

рассказывается, как проактивное мышление может повлиять на вашу жизнь и ваш успех.

Ключевые слова: локус контроля, внешний локус контроля, внутренний локус контроля, комплекс «жертвы», реактивное мышление, проактивное мышление.

How often do you think about how many things need to be done? How do you not want to do these things? How do you find a reason not to do them? Now ask yourself, do you need these questions? How do you do, what you really want to do, think about the possibilities rather than the reasons? Almost all successful people have a proactive thinking. What is proactive thinking and how to implement it in life you can learn in this article.

We will begin our introduction to proactive thinking with the concept of locus of control. Locus of control is your answer to the question of who is to blame. That is, it is a personality trait in which a person attributes his successes and failures to the influence of external or internal factors. People can look for the causes of everything that happens either in their environment (bad luck, fate, machinations of ill-wishers) or in their inner world. Accordingly, there are internal and external locus of control.

External locus – when a person believes that external factors (other people, luck/unluck) are the cause of his/her successes or failures. External locus usually coincides with a reactive stance. An example we may encounter in life is when a person is late and says there was traffic jam on the road.

The internal locus of control is when a person believes that internal factors are the cause of his or her successes or failures. The person believes that everything depends on him. For example, he was late because he had to wake up 30 minutes earlier to avoid the traffic jam. Another example is when he successfully delivered a speech, he considers the reason for that, that he had prepared himself, worked on the speech [1].

One mental attitude that prevents people from thinking proactively and locks them into reactive behavior is the “victim” complex. In this syndrome, the person assumes the role of a victim of the negative actions of other people or circumstances. His life becomes out of his control and only responds to external situations. This attitude is based on choices we make, even if not always consciously. It is impossible to be perfect, and at least once each of us has noticed this behavior. We may often be active in the family but experience a “victim” complex in another area, for example at work.

How to identify a person with the syndrome of “victim”? With all his efforts, he tries to avoid responsibility, demonstrating his doom. They may also have a tendency to blame those around them (everyone from the government to the squirrels in the park is to blame), while the victim, on the contrary, is miserable and helpless, because no one understands them and it is so hard for them to live. Such a person tries to justify everything, to excuse him/her (It’s OK, you can be relieved, you’re lonely), always criticizing others (Of course, it’s so easy to be a gold medalist, when you were born with lots of tutors and rich parents). The victim also separates herself from the problem – she genuinely sees no connection between her actions and any

consequences. The vase broke because the younger brother pushed it, not because the victim had put it on the edge of the table before. The victim also loves the attention of others, so focusing his own and everyone else's attention on the problems gives him an excuse to become the center of attention.

How can the "victim" syndrome be dangerous for us? Because of constant dissatisfaction, a person loses the taste for life and becomes unable to live it to the fullest. He loses the ability to take responsibility for his actions and accept responsibility for the consequences. He wastes energy that he could have spent on analysis of failures, he spends on criticism, search for external excuses, and as a result he is not in danger of big successes. One risks developing a learned helplessness later in life.

So how do these concepts relate to proactive thinking?

All human activity can be called "activity", which in turn is divided into reactivity and proactivity. The simplest synonyms we can pick up are: passive and active.

A reactive person is a person who overreacts to external circumstances. Reactivity is a personality trait when a person seeks to shed all responsibility and build his life with reliance only on external events. One can say that such a person simply drifts with the flow, lives like a squirrel in a wheel. He is always short of time, their deadlines are burning, and the burden of responsibility presses in such a way that they don't want to do anything. The reactive person is driven by urgency and external influence. The urgent prevails over the really important. For example, a new episode of a favorite TV series has come out, you need to watch it as soon as possible, to discuss it together with everyone else, and it does not matter that tomorrow will be an exam. The reactive person constantly relinquishes their right to choose and delegates important decisions to others, so all responsibility falls on circumstances, external conditions and people.

Such people often mention that achieving anything is impossible for them. Their emotions mostly depend on the weather, the mood of relatives, loved ones, work colleagues, the situation at work or at home. As a rule, they do not have an inner point of reference, and consequently they are quite easy to get out of a state of stability. They prefer to sit back and wait for things to work out without their intervention.

The difference between proactivity and reactivity is a reaction to one's surroundings, the ability to take responsibility for one's actions, setting priorities.

Proactivity is the ability to consciously choose your own reactions to external stimuli, i.e., you always have several options for how to react to a circumstance or situation. A proactive person seeks to find an opportunity to change the situation, they analyze the events and ask themselves: what could have been changed, what would have been better to do, how do I fix this. In other words, proactivity is a focus on one's ability to change reality. Proactivity can also be described as a conscious desire to control and influence events in one's life. Acting proactive means focusing on one's problems, needs, future changes, values, goals.

Being proactive means taking well-planned actions to achieve goals that give a good boost to your life. Such a person concentrates on what is important, not just the

urgent. A proactive person understands that problems need to be solved, not adapted to. The ability to subordinate impulsive reactions to one's values is the essence of the proactive personality.

Proactivity is often confused with a proactive attitude, initiative, autonomy or vigor (activism). Some people substitute proactivity for thought discipline, a positive attitude and the ability to ask oneself the right questions. Some see proactivity as "preemptive strikes that protect against problems". There is some truth in this, but still proactivity is about taking responsibility for your life and choosing to react. It's not an easy choice because you have to consider alternatives and make decisions, but in the long run it's definitely worth the effort invested.

This is not to say that circumstances do not play a role in our lives at all. But while a proactive person will see an opportunity and take it, a reactive person may continue to wait for success and good results to fall upon them.

Being proactive is not a cure-all. A proactive person can also make mistakes. But unlike the reactive person, he sees problems as tasks, as the basic conditions of the task. But beyond that, he will constantly ask himself the question "What works and what doesn't?" He will improve the problem-solving process by removing anything superfluous [2].

It's hard to find a 100 % proactive person these days. Everyone has at least a little bit of reactive thinking. Many people don't even think about the fact that it is possible to live an easier, simpler, but most importantly more successful life.

So how do you develop proactive thinking?

1. Take note of your reactivity – watch yourself.

Start with small things, everyday situations. If you are angry about not getting enough sleep and not feeling well in the morning, find your mistakes, ask yourself why. It's not about people, it's about your choice to be reactive. When you're standing in line, don't get annoyed about it, because it doesn't make any sense. Listen to music or read a book. Don't judge or criticize circumstances.

2. Start changing your thoughts and speech.

Reactive people often say "I can't", "I have to" and "If only", whereas proactive people claim they can, will or want to. This doesn't guarantee success, but at least they are trying to make a difference. Speech is easier to change because there is an opportunity to think. Reactive thoughts, on the other hand, arise instantly. And they are the ones you have to deal with first. As soon as you notice a destructive thought behind you, immediately replace it with a positive one. After a few weeks, when a problem arises, reactive thoughts will begin to change to proactive ones. Analyze your speech for "I can"/"I can't" phrases, which is predominant?

3. Analyze your activities.

Every time you encounter a failure or a success, think about why this is the case.

Before going to bed, analyze your day and track your reactions. If you acted reactive in a situation, draw in your imagination that you are reacting proactively. Promise yourself that you will do the same in the next similar situation.

4. Make a promise to yourself to do something useful for yourself. It could be an exercise in yoga, learning a language, etc. Keep your promises and devote at least 30 minutes a day to your chosen activity.

5. Try to be inspired by positive examples. We are all just starting out in this world, and our frustrations and thoughts have probably already occurred to other people. Ask them, read a book about how they dealt with it. If you can't exactly apply their method, at least understand that nothing is impossible.

6. Don't be afraid to make mistakes. Only those who don't make mistakes don't make anything. It is not bad to make mistakes, it is bad not to recognize that mistakes are the result of your choices and that you can analyze them and not make them in the future. Think of mistakes as new experiences [3].

7. Use QBQ – Question Behind Question - to ask yourself the right questions and get the right answers [4]:

Table 1

Reactive person's questions:	Proactive person's questions:
Why? (involves victim syndrome)	What? (Example: What do I need to do to get better?)
When? (leads to procrastination)	How? (How do I plan my time properly?)
Who? (let me blame others)	How? (How do I do it better?)

In conclusion, I would like to say that everything depends on us. A person chooses how to live their life, sets their own goals and tasks, chooses their own life guidelines and acts the way he wants to. Develop your proactivity and be successful.

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WAYS TO ATTRACT YOUNG PEOPLE TO THE IMPLEMENTATION OF ENVIRONMENTAL PROGRAMS

Abstract. This article is devoted to the study of the role of environmental education, environmental culture in the life of young people and the analysis of the existing mechanisms for attracting citizens to the implementation of environmental projects in the city of Chelyabinsk. The paper presents and describes in detail the results of a sociological analysis of the moral values of students associated with environmental culture and literacy, the influence of state and municipal authorities on the formation of environmental and legal culture, and also considers environmental activities conducted by various organizations in the city of Chelyabinsk.

Keywords: ecology, environmental programs.

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СПОСОБЫ ПРИВЛЕЧЕНИЯ МОЛОДЕЖИ К РЕАЛИЗАЦИИ ЭКОЛОГИЧЕСКИХ ПРОГРАММ

Аннотация. Данная статья посвящена изучению роли экологического воспитания, экологической культуры в жизни молодежи и анализу

существующего механизма привлечения граждан к реализации проектов экологической направленности в городе Челябинске. В работе представлены и подробно описаны результаты социологического анализа нравственных ценностей студенческой молодежи, связанных с экологической культурой и грамотностью, влияние органов государственного и муниципального управления на формирование эколого-правовой культуры, а также рассмотрен ряд известных мероприятий по экологии, проводимых различными организациями в городе Челябинске.

Ключевые слова: экология, экологические программы.

The 21st century has brought humanity not only the achievements of the scientific and technological revolution, the digitalization of society, but also a number of complex tasks associated with the emergence of global problems that a priori pose a potential threat to all of humanity. Unfortunately, ecological situation of nature in Russia leaves much to be desired. According to the rating of the most environmentally friendly countries in the world, which is compiled by the Center for Environmental Policy and Law at Yale University for 2020, Russia has fallen from 52 to 58th place in the world [1]. As we understand, this is not only a consequence of an incorrectly developed strategy for the country's industrial and social and economic development, but also a reflection of the deep crisis of ecological culture, which covers the entire complex of people's interactions with nature.

A catastrophic environmental situation has developed in the Ural Federal District, especially in the Chelyabinsk Region, which in the latest environmental rating of the public organization "Green Patrol" for the winter of 2020-2021 ranks 82nd among the regions of Russia [2]. Chelyabinsk region has no equal in terms of the volume of ferrous metallurgy products produced in Russia. And accordingly, the main type of pollution is heavy metals; it is unlikely that there are still places in the country with such an environmental problem situation.

The current environmental situation determines the urgent need for the formation of environmental thinking, continuous environmental education, as well as value orientations, behavior and activities. Environmental education and upbringing are important element of the system of general cultural development of the individual, performing a socio-cultural function, as they are necessary aspect of the socialization of the individual, and therefore part of social competence [3].

The concept of ecological education and upbringing implies ecological knowledge and feelings under ecological education. The process of environmental education is aimed at developing environmental responsibility for the environment, fostering a careful attitude to the environment and the rational use of natural resources.

In our country, and specifically in the Chelyabinsk region, pedagogical science pays considerable attention to the development of a system of continuous environmental education, an essential element of which is environmental education. The main purpose of environmental education of young people is to make them aware of the relationship and interdependence of man and nature; to form a

willingness and desire to have a positive impact on changes in the environmental situation in the world.

The federal authorities are taking some measures to improve the environmental awareness of the population and involve them in environmental activities. Thus, on January 5, 2016, the President of the Russian Federation signed a decree declaring 2017 the Year of ecology in Russia. A calendar of actions and events was posted on the Government's website.

At the moment, the state authorities of the Chelyabinsk region really think about the importance of environmental education of the population. In connection with the deterioration of the environmental situation in the Chelyabinsk Region in 2018, the Governor of the Chelyabinsk Region signed a resolution on the approval of the state program "Environmental Protection of the Chelyabinsk Region" for 2018-2025, within the framework of which it is also planned to organize the implementation of measures to improve the environmental culture of the population of the Chelyabinsk Region [4]. In this case, it provides for measures aimed at educating and informing the population on environmental issues, including: the organization of events of information and educational and environmental orientation, the provision of subsidies to socially oriented NGO's, the implementation of social projects of environmental orientation. The implementation of this program will increase the level of environmental awareness of people, which, in our opinion, should be one of the factors for improving the ecology of the region.

A prerequisite for improving the level of environmental literacy of young people in Chelyabinsk is the development of specific measures for conducting environmental actions and events.

Currently, environmental and legal education and awareness-raising are carried out by public environmental organizations quite successfully. In the Chelyabinsk region, there are a large number of events held by such organizations. For example, "Razdeljayka" is a monthly environmental campaign held by volunteers of the public movement "Let's Do It" («Сделаем»). The campaign takes place every third Sunday of the month from 11:00 to 12:45 in almost all districts of the city. The actions are accompanied by mini-lectures on the benefits of separate garbage collection, "darmarka" (free fair of things), bookcrossing (book exchange) and various eco-games for children.

Environmental events are also supported by regional authorities and municipalities. These events include "Ecoengineering 1.0" – a forum organized by the Public Chamber of the Chelyabinsk Region and the Chelyabinsk Regional environmental Organization "Green City" with the support of the Governor of the Chelyabinsk Region.

The festival of environmental films and advertising "EFiR 74", organized by the Ministry of Ecology of the Chelyabinsk Region together with the Ministry of Culture of the Chelyabinsk Region and with the support of the former Governor of the Chelyabinsk Region B. A. Dubrovsky. Within the framework of the Festival, a competition of films on environmental topics is held. The annual competition is held in two age categories (for authors under 18 and for authors over 18). The purpose of this event is to change the consumer attitude to nature, to develop a new model of

interaction with the surrounding world that can preserve our natural habitat, as well as to promote the formation of the ecological culture of the population of the Chelyabinsk region, the development of volunteerism and volunteerism in the preservation and protection of the environment.

A lot of work on environmental education of the population is done by schoolchildren and students, who also conduct various actions on the basis of their educational institutions, aimed not only at improving the environmental situation of the city, but also at raising the level of environmental awareness of citizens.

Summing up, it should be noted that the activities carried out on environmental education of the population form the moral foundations of environmental and legal literacy of the population, and various projects and grant competitions conducted by public administration bodies, environmental organizations and just concerned citizens become an important tool in the formation of the ecological culture of the population of our country. With the right approach to environmental education and education of citizens, the environmental knowledge they have acquired during the ongoing activities will soon be able to develop into strong beliefs of eco-cultural values, which means that we will be able to achieve the final formation of the ecological culture of the population of our country.

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ACHIEVING STYLES IN MANAGING HOT GROUPS

Abstract. The article describes the difficulties of hot groups functioning and focuses on the theory of Connective Leadership as a tool for coping with problems of hot groups creation and implementation. The paper discusses the utility of different behavioural strategies in the life of a hot group.

Keywords: hot group, connective leadership, achieving style, leadership, connective leader, behavioural strategy.

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СТИЛИ ДОСТИЖЕНИЯ РЕЗУЛЬТАТОВ В УПРАВЛЕНИИ ГОРЯЧИМИ ГРУППАМИ

Аннотация. В статье описываются трудности функционирования горячих групп, и теория связующего лидерства рассматривается как инструмент решения проблем создания и управления горячими группами. В статье обсуждается польза наличия различных стилей достижения результатов в составе горячей группы.

Ключевые слова: горячая группа, связующее лидерство, стиль достижения результатов, лидерство, связующий лидер, стиль поведения.

In order to keep up with the challenges of the twenty-first century leaders have to be able to integrate two contradictory trends: interdependence of groups and organizations and diversity of relationships between people that are no longer built with hierarchical structures. According to the Harold J. Leavitt's essay "The Old Days, Hot Groups, and Managers' Lib", in order to combine these opposing forces leaders can use hot groups. The author describes two hot groups that showed extreme productivity in conditions of organization loosening structures and liberate managers [1].

The article focuses on the difficulties of hot groups functioning and discusses the theory of connective leadership as a tool for coping with problems of a hot group implementation.

Hot group is a collection of motivated employees who work on a project above and beyond the call of duty [2]. Total preoccupation, intellectual and emotional intensity, integrity and exchange are characteristics of a hot group [3] that can be achieved only when every member of a group is highly motivated on a task to be done, especially in conditions of fluid-structure of a hot group and absence of a constant leader in it.

So, the main difficulty is that hot groups, while they last, completely captivate their members, therefore interaction between participants and their teamwork should be harmonious, which is difficult because of hot group's members diverse – and potentially conflicting – backgrounds and talents [4].

The theory of Connective leadership, conceptualized by Jean Lipman-Blumen, offers the solution to the modern problem of interdependence and diversity by using a nine-fold repertoire of behavioural strategies, called achieving styles, to make individuals with varied ways of accomplishing tasks work together productively, creatively, and harmoniously [5]. The wider the range of achieving styles, the greater the variety of problems a hot group can cope with. This can be done through the usage of a complex range of behavioural strategies [4].

The advantage of a hot group is that its members are likely to welcome and utilize the achieving styles as long as the task demands it [4]. To reach such a level of preoccupation (which is required for every participant to feel that their task is immensely important both in terms of the challenges it represents and in terms of its intrinsic meaning), a leader should establish connections first between his motives and goals, and then between motives and goals of all members. This is one of the main skills that a connective leader should have.

Connective leadership model is a nine-fold diagram presenting three sets of achieving styles: direct, instrumental and relational, each of which also comprises three individual styles. To act effectively, a leader of a hot group has to understand how individuals of different achieving styles tend to behave.

The direct set describes the tendency of a person to confront their own tasks individually and directly and involves intrinsic, competitive and power achieving styles. People who prefer intrinsic style focus on mastering their own complex and important tasks by themselves, measuring their achievements by an internalized standard of excellence: their own past achievements. This style is particularly important for a hot group to ensure commitment to doing a tough job right. In

contrast, the competitive style is driven by the motivation to outperform others that is useful for hot groups directed outside. To avoid excessive chaos in a group and be sure things stay on course, we can use the power style, which is focused on taking control and organizing tasks, often delegating them to other individuals, while retaining control over the process and outcome [4], [5].

The instrumental set includes personal, social and entrusting styles and reflects the behavior of a person who uses personal strengths to attract others to work and to share various aspects of their vision with others. Personal and social styles are vital for inspiration of the group, recruitment of newbies and keeping contact with others. Individuals who prefer the personal achieving style use their intellectual, physical, and other characteristics to attract followers to cope with the task. The social style accomplishes goals by persuading individuals with specific, relevant abilities, experience, or connections to pursue the goal or to engage the right people for that. The entrusting style utilizes optimistic expectations of others regardless of pertinent skills and experience, often successfully pushing followers outside their comfort zones [4], [5].

Finally, the relational set includes collaborative, contributory and vicarious styles. Individuals who prefer this set of achieving styles are more likely to participate in accomplishing other people's tasks, while taking a secondary role. Collaborative behavior, which usually most people in hot groups have to some degree, unites individuals to accomplish group goals, equally sharing the responsibility, success or failure. The contributory style actively and directly contributes to the goals of another individual, which motivates the group members to assist one another. In contrast, the vicarious style contributes passively or indirectly by supporting, encouraging, or taking pride and obtains satisfaction in the accomplishing tasks of another that helps to cope with strains and stresses and during ordinary times provides support and advice in hot groups, if needed [1], [4].

Thus, a hot group is a lively, high-achieving, dedicated group, whose members are tuned to an exciting and challenging task [3]. By expanding their leadership repertoire, connective leaders can attract and inspire others, facilitate and contribute to the work and even move aside to let others ride in front. That is important for hot groups, where leadership is usually shared within the team and is not as significant as the goal.

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CORONAVIRUS SAFETY PRECAUTIONS FOR LAW ENFORCEMENT OFFICERS

Abstract. The article aims to examine personal safety of police officers during COVID-19. The experience of foreign countries is analyzed as well as the best ways to combat the spread of infection among law enforcers are discussed.

Keywords: COVID-19, personal safety, ensuring personal safety, disease prevention measures, foreign experience.

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ЛИЧНАЯ БЕЗОПАСНОСТЬ СОТРУДНИКОВ ОВД ПРИ ВЫПОЛНЕНИИ ОПЕРАТИВНО-СЛУЖЕБНЫХ ЗАДАЧ В УСЛОВИЯХ COVID-19

Аннотация. В данной статье рассмотрены особенности обеспечения личной безопасности сотрудников ОВД в условиях пандемии COVID-19. Перечислены основные меры, направленные на защиту жизни и здоровья сотрудников.

Ключевые слова: COVID-19, личная безопасность, обеспечение личной безопасности, меры предупреждения заболевания.

The personal safety of an employee of the Department of Internal Affairs is a system of various measures (legal, tactical, psychological, etc.) aimed at ensuring the preservation of the life and health of employees of the Department of Internal Affairs both during service and in their free time.

Currently, one of the main threats to the personal safety of police officers in their everyday activities is the spread of COVID-19.

The COVID-19 pandemic has covered almost every state in the world. Panic was actively spread by the media and various social networks. Many countries took strict measures. Most of them closed international borders, stopped industrial enterprises and the work of transport.

All resources were devoted to the deterrence and fight this dangerous and new phenomenon. As in any other difficult situations, the law enforcement agencies did not stop their work in such a tense situation. They were directly involved in the work to overcome the crisis. Police officers performing their operational and service tasks served in places where there was a high probability of contact with citizens infected with COVID-19. Based on this fact, each employee of the Ministry of the Interior was required to know how to protect themselves and their families from the epidemic.

The Ministry of the Interior of the Russian Federation developed a memo that reflected the main personal security measures.

These measures include:

1. Use of respirators and medical masks. A respirator is the most effective way to protect against COVID-19. It helps protect a police officer from infection while they are on duty. The key advantage of the respirator is that this respiratory protection product does not require frequent replacement, does not get wet and fits snugly to the face.

2. Compliance with hygiene rules. Hand hygiene is a key prevention measure against the spread of COVID-19. Constant treatment of hands with antiseptics and disinfection of the surrounding surfaces help to protect the employee from infection.

3. Maintaining a social distance while on duty. COVID-19 is usually transmitted by airborne droplets, so it is necessary to keep at least one meter away from anyone infected with the virus.

4. Conducting a briefing before entering the service, where the staff are informed about personal safety measures [1].

In these challenging times police organizations learn from one another by understanding how their colleagues from around the world respond to this threat.

The International Association of Chiefs of Police, as the world's largest and most influential professional association for police leaders, is committed to advancing the safety of communities worldwide. Law enforcement organizations across the globe have developed resources to aid police agencies in responding to the COVID-19 pandemic. Its work is addressed to officers' health, safety and wellness:

- 1) modifications to the department's call prioritization system;
- 2) use of alternative responses to certain types of calls for service (such as suspension of all responses to nuisance offenses, alarm activations, and minor thefts);
- 3) encourage resolution of minor incidents over the phone;
- 4) combat misdemeanors with alternatives to arrest, including citations, subpoenas or fines [2].

Furthermore, we should stress that recommendations cover law enforcers families as well.

Much has been done to take care of police officers well-being by the Psychology Section of the Ministry of the Interior of the Czech Republic. The specialists issued the recommendations “Respect. Reason. Resilience”. These tips comprise the following professional advice:

1. You carry responsibility for yourself as well as for others.
2. Show kindness and love to others.
3. Care for others as well as for yourself with both reason and sensitivity, so you can stay well or get well soon.
4. Every day is meaningful.
5. Every hour of every day counts.
6. Plan your activities, set your tasks patiently and expect the unexpected, etc. [3].

The modern idea of solving this problem was proposed by the California Peace Officers’ Association. To address the critical issues facing law enforcement during the COVID-19 pandemic, the California Peace Officers’ Association guided Zoom conversations called “LEADS”. The goal of these conversations is to bring law enforcement agencies together to virtually discuss the changing environment, exchange ideas, and support the physical and mental well-being of first responders [4].

To sum up, the COVID-19 pandemic has posed the most significant and the most urgent threat to the personal safety of police officers not only in Russia, but to law enforcement officers of all countries around the world. To protect themselves against it, the introduction of new measures aimed at preventing the disease among law enforcers is required. Moreover, strict police officers’ compliance with personal security measures when performing operational and official tasks should be maintained.

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CAUSES OF JUVENILE DELINQUENCY

Abstract. This article is devoted to the causes of juvenile delinquency. The author identifies the main groups of factors determining crimes committed by minors: biological, psychological, socio-economic and pedagogical. In addition, the article considers the personal factor and legal nihilism as the causes of juvenile delinquency as well as the influence of information technologies.

Keywords: juvenile delinquency, determinants of juvenile delinquency, biological causes, psychological causes, socio-economic causes, pedagogical causes, informational causes, personal factor, legal nihilism.

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ПРИЧИНЫ ПРЕСТУПНОСТИ НЕСОВЕРШЕННОЛЕТНИХ

Аннотация. Данная статья посвящена причинам преступности несовершеннолетних. Автор выделил основные группы факторов, детерминирующих детскую преступность: биологические, психологические,

социально-экономические, педагогические. Кроме того, в работе рассмотрен личностный фактор и правовой нигилизм в качестве причины преступности несовершеннолетних, а также такой немаловажный фактор, как воздействие информационных технологий.

Ключевые слова: преступность несовершеннолетних, детерминанты преступности несовершеннолетних, биологические причины, психологические причины, социально-экономические причины, педагогические причины, информационные причины, личностный фактор, правовой нигилизм.

The relevance of the study of the determinants of juvenile delinquency is due to the need to develop and apply in practice measures to prevent juvenile delinquency. Statistics indicate a decrease in the level of juvenile delinquency. But despite this, juveniles still commit crimes very often. On average, every 50 crimes registered in 2020 were committed by teenagers or with their involvement. Table 1 shows the comparison of juvenile delinquency indicators with similar data for 2019 and 2018.

Table 1

Comparison of the juvenile delinquency rate from 2018 to 2020

	January – December 2018	January – December 2019	January – December 2020
Preliminary investigation of crimes committed by juveniles or with their involvement	43553	41548	37771
Preliminary investigation of especially serious crimes committed by juveniles or with their involvement	1968	2103	2069
Preliminary investigation of serious crimes committed by juveniles or with their involvement	7748	8010	7728
Preliminary investigation of crimes of average gravity committed by juveniles or with their involvement	23484	21517	18860
Preliminary investigation of minor crimes (crimes of little gravity) committed by juveniles or with their involvement	10353	9918	9114

For this reason, juvenile delinquency still remains one of the most important problems of modern Russian reality.

This problem is reflected in the works of many legal scholars, and also arouses interest from practitioners of law enforcement agencies. The interest is related to the fact that juvenile delinquents are later difficult to correct and, thus, become criminals in adulthood. Consequently, the current juvenile delinquency situation reflects the level of crime in the nearest future, creates a threat to the future generation and the state.

Juvenile delinquency is a complex phenomenon caused by a number of reasons. Scientists involved in the development of this problem, in most cases, choose the main factor, but none of the authors denies the complex nature of the causes of juvenile delinquency.

Summarizing the existing theoretical material, the following groups of causes of juvenile delinquency can be distinguished: biological, psychological, socio-economic, pedagogical, informational, personal and legal nihilism.

Biological causes include the health group of a juvenile delinquent, hereditary causes, that is, those that are inherited. They can cover disorders of mental development, hearing and vision defects, bodily defects, damage to the nervous system. The child's fatigue and ability to work, his sensitivity to the world around him, his ability to adapt to the environment quickly, contact establishment, etc. depend on the characteristics of the nervous processes set from birth. Other physiological features of the body, for example, external unattractiveness, shortcomings of the constitutional and somatic disposition of a person, in most cases cause a negative attitude from others, which leads to a deterioration in the child's relationships among peers. Also, this group include disorders in mental and physical development due to the influence of adverse factors occurred during the child's life, such as: severe diseases in the first years of life, brain injuries, psychophysiological stress, conflict situations, and others. Conditions of a child's birth (birth injuries) and diseases of a mother are also likely to belong to this group.

According to many scientists, psychological factors are the leading ones. Improper upbringing, antisocial behavior of parents, an unsafe family environment that poses threats for a child, and ill-treatment of them – all these in most cases become the main causes of juvenile delinquency. Another important aspect is the loss of communication between parents and children [1; 14]. This manifests itself in a lack of trust in the family, parents cease to enjoy authority in the eyes of their children, who actually become unmanageable. And there is a loss of communication due to the lack of interaction between parents and children. Mutual understanding, mutual respect and the presence of common interests are the components without which it is impossible to create a favorable psychological atmosphere. Of course, there may be crisis periods. The most difficult creative pedagogical task of parents in this case is to predict these crises and overcome them. The influence of friends, family, idols; doubtful values, etc. are another important psychological causes leading to youth crime.

Some scientists regard socio-economic factors as the key causes of juvenile delinquency. The pattern has been observed for many years: in times of financial crises, the number of fraudsters increases significantly, as well as the level of violence, including family violence. In the context of a decline in the standard of living of the population and impoverished families, minors, who are the most vulnerable part of society, take the path of the least resistance in order to satisfy their own interests – they choose an illegal way to achieve their goals (for example, theft, robbery to obtain money). Therefore, V. N. Kudryavtsev quite rightly said that “unemployment is a reserve of crime” [2; 104].

However, it is important to note that the low level of a family material wealth does not always contribute to the formation of juvenile delinquency, as well as upbringing in wealthy families does not guarantee law-abiding behavior of a teenager: significant financial resources available to parents can help fulfill all the whims of a child, but do not give him love and care, cannot make him happy. Pursuing a specific goal drawing attention to oneself can contribute to the formation of deviant behavior of adolescents.

In addition to family and friends, the personality of a teenager is significantly influenced by educational institutions. However, teachers often do not know “the characteristics of the personality of students, the sources of negative influence on them” [3; 15], make mistakes when choosing methods of education, and ignore the professional orientation of adolescents. Poor academic performance, problems in relationships with significant people have a negative impact on the socio-psychological well-being of an individual. In situations of chronic underachievement, educational activity ceases to be perceived by the child as significant. Being dissatisfied with their position in the society, a teenager begins to look for the type of occupation in which he would be more successful. This can be a variety of leisure activities (clubs, sports centers, and so on), but most often minors tend to realize themselves in informal teenage groups spending all their free time with them. There may be various forms of behavioral deviations.

Information globalization, being one of the factors of scientific and technological progress, significantly simplifies the dissemination of information of various contents. However, in some cases with regard to youth this phenomenon has become destructive. Heads of international terrorist organizations seek to promote the ideology of terrorism among young people. Terrorists use minors as “perpetrators of violent acts” [4].

In addition to the above-mentioned manifestations, the phenomenon of juvenile delinquency is expressed in the existence of the movements “The Prisoner’s Way of Life is One” (“A. U. E.”) and “Columbine”, which involve all new groups of juveniles in the sphere of their negative influence.

Moreover, the information reasons being the cause of juvenile delinquency include “shooters” – computer games based on shooting and destroying enemies. The great popularity of this genre among teenagers creates a threat of transferring the game to real life, when real people will become the target. Additionally, the bulk of feature contemporary movie is saturated with scenes of violence, aggression, drinking alcohol and even drug use, which also has a negative impact on the psyche of minors.

The personal factor is the inability of adolescents to resist the negative influence of the environment as most of juvenile crimes are committed in a group. An adult instigator of the incident is the peculiarity of a teenage criminal group. Under Article 150 of the Criminal Code of the Russian Federation these persons are criminally responsible for doing this [5].

Legal nihilism is the most important aspect of juvenile delinquency. As a rule, schools do not have a separate discipline “Law”, students are superficially acquainted with the legislation in the course of “Social Studies”. Ignorance of the laws does not

exempt from responsibility, but it increases the criminal activity of adolescents and affects the degree of danger of their offenses.

Thus, there is no consensus among researchers about the causes and conditions of juvenile delinquency. Some scientists focus on a single factor, but most of them recognize the existence of a complex impact on minors for a number of reasons. It is obvious that the factors that give rise to general crime also determine juvenile delinquency.

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LITTLE WOMAN IN A BIG WORLD

Abstract: In a modern world a woman has to manage absolutely anything. She has to keep her house, cook, raise the children, and take them to various activities and events, to earn money and not to forget about self-development. Not the last thing - to be a loving and beloved wife and stay in harmony with her inner world. To fulfill all these social roles: a good mother, a wonderful wife, the best employee in the office, an interesting friend, and would always be in a good mood and full of energy was created course "Little Woman in a Big World".

Keywords: modern woman, self-development, energy, affirmation, wheel of life balance.

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МАЛЕНЬКАЯ ЖЕНЩИНА В ОГРОМНОМ МИРЕ

Аннотация. В современном мире женщина должна успевать делать абсолютно все: убираться, готовить, заниматься развитием детей, отвозить их в садик или школу, зарабатывать деньги, а также не забывать про саморазвитие, быть любящей женой и при этом оставаться в гармонии с собой и со своими желаниями. Для того чтобы женщина была хорошей мамой, замечательной женой, лучшим работником в офисе, интересной подругой и при этом была всегда в хорошем настроении и полна сил, был создан курс «Маленькая женщина в огромном мире».

Ключевые слова: современная женщина, саморазвитие, энергия, аффирмация, колесо жизненного баланса.

Women have fought for many years for equal rights. But in the end it turned out that now in the modern world a woman has to manage to do absolutely everything. To keep the house cozy, to clean, to cook, to develop children, to take them to various activities and events, to earn money, and also not to forget about self-development, to be a loving and beloved wife and stay in harmony with herself and her desires (Fig. 1).

How can you manage all this? To do this, you can develop a certain self-discipline. Competently schedule all of your time. There is a lot of information in the field of time management [1]. But even if you follow the instructions, manage to work, keep the house clean, and fill the fridge with delicious cooked food, sometimes there is no time or energy left for yourself.



Fig.1. A woman in today's world

For any person, but especially for women it is very important to keep the wheel of life balance: work, self-realization – leisure, recreation, hobbies; money – health, body, appearance; friendship – love, family. Everyone needs to be fulfilled in order to be happy. It is for this purpose it is necessary to have time to follow all the above spheres of life. Sometimes, it can be very difficult to keep a balance when choosing between a well-paid job and time to devote to the family. This is especially difficult for today's girls and women (Fig. 2).

In order for a woman to be a good mother, a wonderful wife, the best worker in the office, an interesting friend and at the same time would always be in a good mood and filled with energy, the course “Little woman in a big world” was created by us.

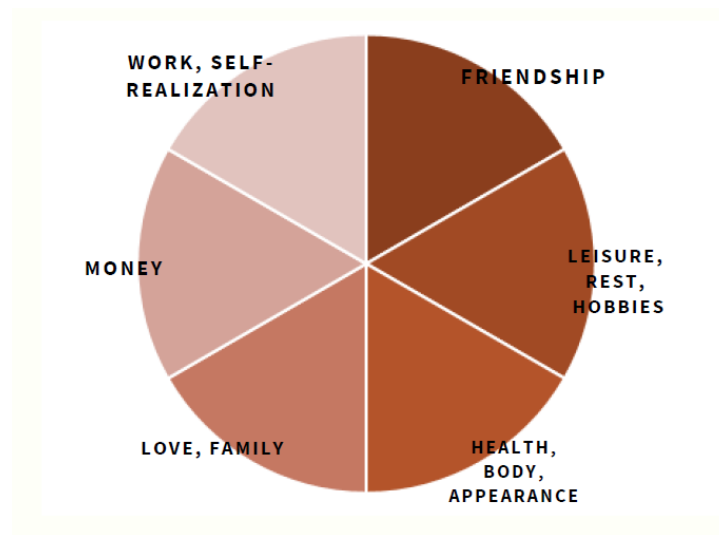


Fig.2. The wheel of life balance

The course consists of several stages:

1. Awareness of their own desires. First of all a woman must realize what is important for herself, what her goals and desires are, what she wants, what her dream is, what her destination is, what her mission in this life is. To do this, you need to take time for yourself. It's important to be alone, to listen to yourself, to hear your heart. To do this point, you need to listen to meditations and use an aroma lamp to fully immerse yourself.

2. Talk to your fears. Everyone has some fears. It is very important to work through them. Fears can be worked through with the help of a specialist. You can also write your fears on paper, and then write what the consequences might be. And after that it remains to understand whether it is really so scary?

3. Freeing up space. In order to evolve, to absorb new knowledge and new positive beliefs, it is first necessary to free oneself and one's space from everything unnecessary. To do this, it's necessary to sort out your environment. Understand who really plays an important role, helps, supports in all endeavors, and who has a "toxic" impact. This also applies to personal space, which should be released every three months: throw out 30 things from each room. With this, a person lets new positive energy into himself and his space [2].

4. Scheduling and delegating. It is important to understand that time is a person's main resource. You have to plan it all the time. Successful people plan their everyday life for a year ahead. You must learn to use time-management tools and understand which tasks you really want to control and fulfill, and which can be delegated.

5. Replenishment of resources. For a woman, first of all, it is important to know how she can replenish her resources. It can be yoga, massage, reading books, watching movies, visiting spas, all this is individual and everyone should understand what suits her. If the resources are restored, the woman will really be able to cope with a lot of difficult tasks.

6. Dive into archetypes. Psychologists offer several basic archetypes that every woman should be familiar with. A woman should pass this information through herself and understand what archetype she belongs to. Also, a woman should try to

try on other archetypes. This exercise will help a woman become plump, feminine, and confident.

7. Points A and B. To start her development or any actions with something, a woman needs to understand her A-point, from where she starts to act. To do this, she needs to write down exactly what she is not satisfied with right now, what she doesn't like, what the problem is. After this, ask yourself the question "What do I want?" Then it is necessary to describe in detail what she wants. Very well suited for this exercise is "Day Dreams", where a man in the details of how the day. After this, it remains to write an algorithm, which is called "What I have to do to do this".

This course is a very interesting practice, after which there are strength and resources to get closer to your dream. Also, in this course there are various useful tips. For example, how important it is to meet properly in the morning, how the whole day depends on a beautiful breakfast and morning meditation. How important it is to do your favorite activity, exercise or just take a 20 minute walk every day alone to free your head from unnecessary thoughts. How important it is to keep a gratitude diary, to write down their successes, desires and various affirmations, such as "I forgive myself all my past mistakes, and freely live on". How it is important to surround yourself with interesting and successful people, how to maintain the financial sphere, how to start playing the happy person [3].

Most of the information that is collected in this course is also relevant for men. Because each person needs to be in harmony with himself, each person needs to realize that he is happy, each person needs to be able to dream and each person can have his wishes come true.

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THE IMPACT OF SOCIAL NETWORKS ON THE LIFE OF A MODERN PERSON

Abstract. This paper describes the impact of social networks on the life of a modern person. Both positive and negative aspects are considered. A few novelties in the world of social networks are also exemplified.

Keywords: social network, communication, Internet, TikTok, Clubhouse.

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ВЛИЯНИЕ СОЦИАЛЬНЫХ СЕТЕЙ НА ЖИЗНЬ СОВРЕМЕННОГО ЧЕЛОВЕКА

Аннотация. В данной работе рассказывается о влиянии социальных сетей на жизнь современного человека. Рассматриваются как положительные, так и отрицательные стороны, также приводятся примеры новшеств в мире социальных сетей.

Ключевые слова: социальная сеть, общение, интернет, TikTok, Clubhouse.

A social network is a platform on the Internet that is used to interact with people around the world [1]. There are many social networks that differ in their design, target audience, structure, and so on.

Over time, social networks have ceased to be just a tool for long-distance communication. People started sharing music, videos, photos, and even their own addresses on social networks. Furthermore, many people have turned their social networks into one of the ways of earning money. They are engaged in advertising both large brands and small businesses. It is not surprising that social networks affect our life and are a big part of it.

The development of social networks can be divided into three stages:

- the first stage includes the social networks of the mid-90s, the pioneers with the simplest functionality (ARPANET);
- the second stage is the creation of social networks with broader functionality for basic interaction (Classmates.com);
- the third stage implies the development of social networks that solve specific problems: employee search (business networks), games (game networks), information search (content networks), etc. According to this theory, we have now moved from the second stage to the third one [2], [3].

As any phenomenon, social networks have positive and negative aspects. Let us consider them in more detail.

The advantages of social networks are as follows:

- They provide for the ability to communicate regardless of location. All you need to log in to a social network is a smartphone or computer, which almost every person now has, and access to the Internet, which is available in most localities.
- They offer a variety of functions. As mentioned above, social networks have ceased to be just a tool for communication over long distances. A single social network can hold millions of games, songs, movies, articles, photos, videos, and so on. In a social network, you can sell your products, find a job, or call a taxi. It is difficult to imagine what services that do not require physical contact have not yet been implemented in social networks.
- They ensure high speed of information acquisition. Unlike newspapers and television broadcasts, which are issued at a set time, social networks provide instant access to information. The speed at which the “infinite” news feed moves is our own choice.
- Search for people as one of the ways to find a person you have not seen for a long time and want to find. There are quite a few people registered on social networks, which makes it easier to find an old acquaintance, a childhood friend or a colleague.
- Earnings. In social networks, there are many options for earning a regular income via selling ads on your account to large advertisers. Still, you need to be careful, because there are a lot of scammers on the Internet who are ready to make cash in on you.

Nevertheless, there is a wide range of downsides connected with social networks, among them are:

- Open access to user information. Sometimes people post too much personal information on social networks, which in turn can be used by scammers and other detractors.
- False or negative information. Social media posts are not censored before publication. Therefore, the information may be false, call for negative actions, or violate the law.
- Addiction. Many people plunge into the virtual world and forget about reality; social networks offer a possibility to work, communicate and have fun. Unfortunately, with an illiterate approach, this develops into addiction and leads to health problems.

- Attracting people to dangerous areas of activity that entail negative consequences. Far from always does a friendly stranger on the Internet turn out to be a good person. After an amiable conversation, a suggestion about a questionable type of activity may follow, with subsequent sad consequences.
- Cyberbullying. It implies harassment on the Internet such as outright insults, threats, defamation, and the communication of incriminating data to others through modern means of communication.

No matter how terrible the negative impact of social networks on a person's life is, there is no denying that this is a very useful and convenient invention. After all, anything can lead to bad consequences when used irrationally, for example, excessive use of sugar and salt can lead to serious deterioration of health.

Social networks are developing at a tremendous rate. The latest innovations include TikTok and Clubhouse.

TikTok is a social network where you can create and watch short videos. This platform attracted the attention of users with a simple interface and a system of recommendations that can adapt to the interests of any person [4].

Clubhouse is a social network based on voice communication. It has many audio chats where people gather and discuss topics that are interesting to them. In addition, this social network attracts users with its exclusivity, since only the owners of iPhones can register in it by special invitation [5].

In conclusion, we want to note that the Internet has not yet exhausted its full potential and undoubtedly, it has a future, the area of social networks included. In our opinion, more attention should be drawn to social networks, both to the negative aspects and their elimination, and to the positive ones and their development.

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ADAPTATION OF FIRST-YEAR STUDENTS TO THE LEARNING ENVIRONMENT

Abstract. Entering the university a first-year student enters a new social environment with its own rules, structures and norms of behavior. For the most successful adaptation and formation of positive attitude to their future profession, it is necessary to form a favorable environment within the walls of the educational institution.

Keywords: a first-year student, adaptation, learning environment.

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АДАПТАЦИЯ СТУДЕНТОВ ПЕРВОГО КУРСА К УЧЕБНОЙ СРЕДЕ

Аннотация. Поступая в университет, студент-первокурсник попадает в новую социальную среду со своими правилами, структурами и нормами поведения. Для наиболее успешной адаптации и формирования положительного отношения к своей будущей профессии необходимо обеспечить благоприятную среду в стенах учебного заведения.

Ключевые слова: студент-первокурсник, адаптация, учебная среда.

Adaptation to the academic-cognitive sphere is an important prerequisite for the success of a first-year student at every university. At the initial stage of study, a first-year student faces a number of problems, for example, getting into a new, unfamiliar and heterogeneous team, as well as, the formation of a new social status.

All problems are interconnected, and overcoming each of them is necessary for successful completion of all stages of learning.

Getting to know and socialize with a new team is the first challenge. The quality of learning depends on the atmosphere in the group, on the psychological climate in it and on how comfortable students are in interaction with teachers and classmates. A distinctive feature of the first-year student group is that it is not yet an established team and there are no generally accepted and established rules and norms of behavior.

The internal climate in the team is very important. In order to maintain a favorable environment within the group, as well as communication with the administration of the institution directly with the students, a student leader is appointed in the group. However, in order for the student leader to quickly adapt to the new social role and qualitatively perform their duties, adaptation trainings are held, where participants can quickly get all the necessary information about their “position”, as well as acquire the skills to work in the team [1].

Often, as a way of successfully adapting to the external environment of the university, the method of supervision, mentoring of the academic study group is used. The purpose of mentoring is the following: students should be in a team with positive influences and examples, because this is the moment when they are most receptive to information and negative examples can negatively affect the whole further process of learning.

Such work brings tangible results, anxiety among first-year students is reduced and signs of successful student groups appear.

During the first period of study, first-year students trust older students who are in the same social student status as them more. Therefore, in order to achieve the most effective supervision, it is advisable to use a multilevel method when students who are supervised by a university employee with more knowledge of the norms and rules of behavior become mentors for first-year groups [2].

To facilitate the process of adaptation, it is very important, in addition to the organization of the educational process, to provide students with a leisure and extracurricular environment. To do this, university-based activities are conducted in accordance with a comprehensive plan of extracurricular activities. They should be aimed at identifying and developing cultural, research and sports skills of students [3].

The practice of joint field trips and various extracurricular activities allows you to form a certain circle of activists who have a positive influence on each other. It is very important to control the attitude to study in this team, not to encourage students who have debts. Since this type of activity in a higher education, institution is secondary. Hence the need for educational and scientific activities: conferences, round tables, Olympiads. Only a comprehensive approach will allow the student to equally develop in all directions. It is also necessary to take into account the need to work with a psychologist and social pedagogue. The student should feel protected.

In addition to classical methods of social adaptation, it is also important to develop technological and informational ways of socialization. In addition to Internet resources such as websites and information groups in student-friendly social networks and new equipment, it is worth developing electronic platforms that allow students to get all the information they need online.

Problem solving and timely modernization of this process is a very important task, since this stage can be seen as an initial one, since a person's involvement in professional activity depends on it. The first year for a student can become a springboard for future professional activity, or lead to deformations of social behavior [4].

That is why in the first year of higher education it is necessary to form a person's attitude to study, to future professional activity, to form future behavioral skills in society, through the student body.

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THE REASONS FOR THE POPULARITY OF THE TIKTOK SERVICE

Abstract. In this work, the analytics of the TikTok service is carried out. The results of the analysis determine the reasons for the popularity of this service among users.

Keywords: TikTok, platform, service, video, content, popularity.

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ПРИЧИНЫ ПОПУЛЯРНОСТИ СЕРВИСА ТІКТОК

Аннотация. В данной работе проведена аналитика сервиса TikTok. В результате анализа определены причины популярности данного сервиса среди пользователей.

Ключевые слова: TikTok, платформа, сервис, видео, контент, популярность.

We live in the age of information technologies that make our life easier and more enjoyable. In order to spend time with pleasure, laugh, listen to your favorite music or even get some useful information with the help of easy-to-understand video clips, you do not need to attend stand-up evenings, concerts or lectures. You just need to open the TikTok application and alternate videos with a light flick of your finger.

TikTok – Service for creating and watching short videos. It is the most popular video platform for watching short videos in China and is rapidly gaining popularity in other countries of the world.

Let's try to understand the structure, purpose and general meaning of this application and determine the reasons why "TikTok" is popular there.

1) Content consumption format:

Watching a video on "TikTok" is like eating a packet of chips. You eat one, second, third, and now you have already eaten the whole pack, but did not notice it. The same is true for the application in question. Users watch one short video, the second, the third. It would seem that only a video with a maximum duration of 60 seconds. But time flies by very quickly and imperceptibly for the user of this service. Content consumption does not bring difficulties, everything is very simple, and therefore pleasant. And everything pleasant attracts.

2) Content creation:

Any social network lives off content authors. The more of them, the better the quality of their videos, the longer the audience stays on the platform. In this regard, "TikTok" simplified the life of the authors as much as possible. They don't have to come up with ideas. If other social. networks dictate content originality to content makers, then "TikTok" is the opposite. The platform under discussion encourages borrowing ideas from colleagues. "Do as everyone else and you will be in trend" – this is the motto of this video platform, which is at the same time the key to its success. After all, users who begin to actively develop their account are just waiting for a new trend to appear in order to get into the recommendations and be seen by the largest number of people.

Also, “TikTok” has a built-in video editor, which greatly facilitates the preparation of a video for publication. Since no additional programs and third-party components are required. You just need to shoot a video, edit it without leaving the application and publish.

3) Highly developed artificial intelligence:

In “TikTok” there is a special section “Recommendations”, the video in which is selected by artificial intelligence based on the videos you have watched. AI takes 24 hours to determine exactly where your gaze will stop.

4) Lack of popularity standards:

Despite the fact that “TikTok” encourages trends, and hence the massiveness and uniformity of content. In this video service, absolutely anyone can gain popularity. Neither the status of a person, nor his material wealth, nor external beauty are at all important. For a more accurate explanation of this criterion, I will cite as an example the popular “TikTok” user Danya Milokhin. A year ago, Danya Milokhin worked as a waiter in an Anapa cafe and dreamed of moving to Moscow. Today he shoots videos for 8.5 million subscribers, records duets with Timati and Nikolai Baskov, and earns 2 million rubles a month [1].

5) Excellent earning opportunity:

With the growth of subscribers, the popularity of this or that profile also grows, and therefore the overall reach also grows. That is, every popular user has the opportunity to advertise their products or services, and if there are none, then it may well sell advertising to interested companies.

Thus, we have identified five reasons for the popularity of the “TikTok” platform. This platform attracts viewers with the ease of content consumption, and the authors with the simplicity of content creation. “TikTok” is very close to the people, the simplest person can become a very popular author. Despite the simple idea of the service, it has an excellent recommendation algorithm based on artificial intelligence. Also, a huge pleasant bonus is the ability to make your favorite business bring you income.

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SCHOLARSHIP IN THE LIFE OF A MODERN STUDENT

Abstract. Some modern students receive large scholarships due to various works and projects, some receive, as a rule, small scholarships on a monthly basis, and there are students who do not receive scholarships at all. For some, the scholarship is an optional part of the income, for others almost a condition of survival. We want to explore all types of scholarships and evaluate their role in the lives of modern students

Keywords: scholarships, students, expenses, government support, the role of scholarships.

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СТИПЕНДИЯ В ЖИЗНИ СОВРЕМЕННОГО СТУДЕНТА

Аннотация. Некоторые современные студенты получают крупные стипендии за счет различных работ и проектов. Большинство же, как правило, получает небольшие стипендии ежемесячно, а есть студенты, которые остаются совсем без выплат. Для кого-то стипендия – это необязательная часть дохода, для кого-то – едва ли не условие выживания. В данной работе мы изучили все виды стипендии и оценили ее роль в жизни современных студентов.

Ключевые слова: стипендия, студенты, расходы, поддержка государства, роль стипендии.

Every student knows the word “scholarship”. They dream of it, they are eagerly awaiting it and are afraid of losing it.

The legislation of the Russian Federation recognizes a scholarship as a monetary payment assigned to students in order to stimulate and support the development of their respective educational programs. In the Russian Federation, there are 7 types of scholarships, the main and most common of which is the state academic scholarship [1]. It is she who is assigned to the majority of full-time state students.

In the course of our research, a survey was conducted among students of Russian universities. Thanks to the close cooperation of our university with student councils of other universities, we managed to find respondents who agreed to take part in our research.

According to our survey, most of the students surveyed study in St. Petersburg (61.7 %) and Moscow (25.5 %). We covered different age groups, different courses of study.

According to our statistics, 64.6 % of the surveyed respondents study on a budgetary basis, while 35.4 % of students pay tuition fees.

Among the respondents, 62.5 % receive or have previously received one or more types of scholarships, of which 93.55 % receive a state academic scholarship, 3.23 % – an increased state academic scholarship, 9.63 % – a state social scholarship.

The most popular condition for students to receive scholarships is an excellent study. It should be noted that students who study on a paid basis do not receive any of the types of scholarships, despite their academic success and vigorous activity at events in their universities.

The size of the scholarship for more than half of the respondents is from 2000 to 3400 rubles. At the same time, 66.67 % of students are dissatisfied with the amount of scholarships they receive. According to the respondents, a decent scholarship should be at least 10-15 thousand rubles per month.

What can and do students spend their scholarships on? In our survey of students, the leader among the answers to the question “What do you usually spend your scholarship on?” was the answer “to public transport”, followed by food, leisure and payment for a hostel or housing. It is worth paying attention to the numbers that are hidden behind these answers (Fig.1).

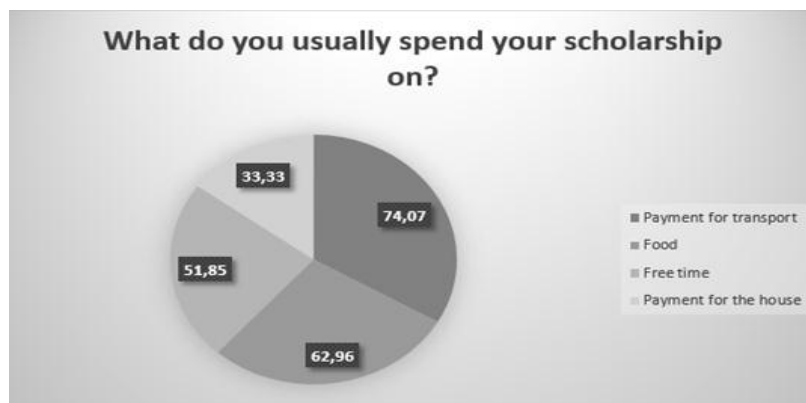


Figure 1. Expenses of students, based on the survey

A single student pass for a month in St. Petersburg costs 1160 rubles. The cost of a consumer basket, which includes a set of products that every person needs for a normal life, in St. Petersburg is 10 thousand rubles. We calculate the cost of a hostel on the basis of our university, that is, students studying at the expense of budgetary funds pay an average of 1238.98 rubles per month, students studying with full reimbursement of their training costs – 2690.35 rubles. Leisure is more difficult to calculate, we can only make assumptions on what the students we surveyed prefer to spend their free time on, but even without these figures the amount is impressive.

The COVID-19 pandemic has forced Russian universities and students to switch to distance learning. In this regard, the costs of students for mobile communications and the Internet have increased. In the case of students who study on a budgetary basis, they have the opportunity to cover these costs, while paying students are forced to pay for mobile communications on their own.

During the quarantine, many families faced financial problems. For many students, the scholarship has become not just a part of an additional budget, but almost a condition of survival. What should those who do not have a scholarship do? Unfortunately, paying students again faced such a problem. Students had to find work and combine it with their studies in order to somehow feed themselves.

In the course of our research, we came to the conclusion that the state scholarship has long ceased to fulfill its social purpose – to ensure the normal existence of a student. Of course, the scholarship is an additional motivation to study and a way to improve the student's quality of life. However, according to Russian Newspaper: "65 percent of students combine study and work. The size of the scholarship plays an important role here: many simply do not have enough to live on" [2]. Work takes time away from studies, and sometimes even drags out a promising student, forcing them to leave the university or go on academic leave. As a result, it is bad for everyone. Universities are losing talent, students can't get the full knowledge, because they are busy earning money.

Thus, we believe that there is a place to seriously think about increasing the size of the scholarship, so that it meets all the necessary, basic needs of students, such as travel and food. In addition, we believe that it is worth giving a scholarship to contract students if they are diligent in their studies and actively participate in various activities on a par with students studying on a budget, since they also often experience great financial difficulties, especially in the period after the epidemic. We believe that our state takes care of its future generations and strives to make their life and study more comfortable and prosperous.

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MUSIC STUDIES AS SECOND PROFESSIONAL EDUCATION IN SAINT PETERSBURG

Abstract. This paper provides analyses the problem of professional music studies in St. Petersburg along with prevailing non-musical activities. An overview of the problem from inside is provided together with constructive thoughts and ideas.

Keywords: music education in St. Petersburg, professional education, creative profession, second profession.

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МУЗЫКАЛЬНОЕ ОБРАЗОВАНИЕ В КАЧЕСТВЕ ВТОРОГО ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ В САНКТ-ПЕТЕРБУРГЕ

Аннотация. В работе проведен анализ проблемы профессиональных занятий музыкой в Санкт-Петербурге параллельно с немusикальной деятельностью.

Ключевые слова: музыкальное образование в Санкт-Петербурге, профессиональное образование, творческая профессия, вторая специальность.

The professional self-identification has always been one of the most conflicting aspects in one's life. There is no doubt that most people tend to be strongly engaged in several spheres of knowledge, not just one. There are frequent cases when a person seeks proficiency in areas which are very weakly related.

Music studies are, undoubtedly, one of the most important elements of culture. Music engages the deepest emotions making people reflex and comprehend themselves better. Being on the border between the real and the imaginary, it is essential for developing creativity and ability to synthesize and analyze. This is necessary in almost every sphere of knowledge.

The stated above was well understood in the past. Let us remember the training that was given to the naval and army officers during the Tsarist period. Let us also remember the appreciation for amateur orchestras and ensembles, as well as other musical activities, during the Soviet time.

The situation with serious music studies in Saint Petersburg today is rather complicated. If we take a person who started at a young age by entering a music school, there will be a certain moment when he or she needs to make a choice if to continue with professional music studies or focus on studying for another specialty.

Theoretically, combining them should not be a problem. Practically, there are almost no professional music colleges that would provide a possibility of part-time learning. Both Rimsky-Korsakov and Mussorgsky colleges offer only full-time education [1], [2].

After graduating from college, the question rests the same as before: what to do next. In theory, on this level a young musician is proficient enough to teach or to try working in an orchestra. But both educational organizations and orchestras require higher professional education (although there are rare exceptions). Entering a conservatory means diving fully into the sphere of music. However, it seems that there are no other options. Very few people are able to enter a non-musical university after a music college: due to the specifics not much attention is paid to the general knowledge subjects.

Therefore, there is a large quantity of musicians with higher professional education and, apart from their musical specialty, few other professional skills allowing to take up another job. The tension and competition rate among flutists, violinists, cellists aiming for an orchestra seat is very high. And very often these are not exactly the musical skills that make a difference but the learning and communication abilities.

In these conditions the possibilities for professional self-development in music for a person who is engaged in another sphere are quite weak, no matter how talented he or she could be.

In St. Petersburg a part-time secondary vocational education in music is offered solely by the B. Tishchenko College, founded in 2014, which requires around 90 000 rubles of payment per year [3]. Higher part-time education is mainly represented in the St. Petersburg Conservatory and the St. Petersburg Institute of Culture and requires from 200 to 300 thousand rubles per year [4], [5].

In general, there is an impression that the attitude to music studies in Russia is “everything or nothing”. In other words, a person is either supposed to devote his/her entire time to music or quit and take up something totally different.

However, music is a form of art. And art is supposed to be accessible to everyone. In the described conditions music studies are hard to access.

One of the good possible solutions to the problem has been found by our Estonian partners. The Georg Ots college of music in Tallinn [6] offers both full-time and part-time vocational education which is not only free but also give the students a possibility to apply for a scholarship. As a result the students’ age range is from 16 to over 30, many of whom work or study full-time in other spheres. Still, higher music education as a second one is on a paid basis [7].

Nevertheless, the situation in St. Petersburg and Russia in general is, hopefully, starting to change. In March 2021 a new draft law was announced, according to which the second higher education in creative spheres (such as music, art and cinema) can become free. On May, 12 the draft law was adopted in first reading. The specialties in concern as well as the conditions of the law are still being discussed [8].

To bring academic music back into the masses we find necessary to encourage people to take up musical studies instead of quitting. This can be achieved by organizing non-professional or semi-professional music competitions among, for example, students of non-musical universities and colleges. More amateur and university orchestras should be created. At the moment only Centre of Leisure and Culture “Moskovskiy” has several amateur orchestras which is definitely not enough for a big city [9].

The described problem seems to be interesting and promising, in case of clever development. The best way to initiate this development is to draw public attention to the matter.

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ADDITIONAL WAYS TO LEARN ENGLISH

Abstract. The paper describes additional ways of learning English, which differ in their diversity and interest, namely: computer games, watching movies and TV series, virtual communication with a native speaker.

Keywords: English language learning, computer games, movies and TV series, communication, variety and fun.

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ДОПОЛНИТЕЛЬНЫЕ СПОСОБЫ ИЗУЧЕНИЯ АНГЛИЙСКОГО ЯЗЫКА

Аннотация. В статье описаны дополнительные способы изучения английского языка, которые отличаются своим разнообразием и интересом, а именно: компьютерные игры, просмотр фильмов и сериалов, виртуальное общение с носителем языка.

Ключевые слова: изучение английского языка, компьютерные игры, фильмы и сериалы, общение, разнообразие и веселье.

1. Introduction.

Today, more than one billion people speak English. Knowing English even at an intermediate level, you can be understood in most countries of the world. That is why learning English in the 21st century is a priority, along with Chinese.

What are the most popular ways to learn English? You can study the language at school or at university, you can enroll in courses, but this process is quite tedious and boring. I would like to tell you about additional, non-standard ways to learn English.

2. Computer games.

Experts in online learning have long noticed that during the game, information is absorbed much easier and better than during a standard lesson. It would seem that games are designed to have fun, relax, relieve the nervous system, but how can you improve your English language skills with the help of a computer game? The answer is simple – just change the language to English in the settings and everything in the game will be in a different language.

First, the player wants to understand the game, therefore, he will have to use the English dictionary. Secondly, in most games, the priority language of voice-over is English: with the help of subtitles, the player subconsciously trains listening skills [1].

Today, a lot of people play computer games, which means that many people subconsciously improve their ability to speak another language.

Of course, computer games are just an additional tool that increases motivation and makes learning more diverse and fun.

3. Watching movies or TV shows.

This is a fairly popular way to learn the language, but it is suitable only for those who are already familiar with the basic rules and expressions. What are the main advantages? First, the viewer is introduced to a real conversational style of speech, not a literary one. Secondly, the picture is supplemented with different

intonation, gestures, facial expressions – all this simultaneously involves several senses of the viewer and attracts his attention, which undoubtedly affects the more effective memorization of words and expressions.

It is very important to use subtitles correctly. You need to start with double subtitles: native language and English. This is necessary to compare the literary translation and the original speech, if, for example, the actors pronounce unfamiliar words. If you have a higher command of English, you can leave only the English language of the subtitles.

When watching movies and TV shows that are really interesting for the viewer, the motivation and passion for learning increases, which greatly affects the result [2].

4. Virtual communication with a native speaker.

Any theoretical material must be supported by practice for full assimilation. Let's draw an analogy with learning English: speaking the language at an intermediate level, it is necessary to consolidate the training by communicating with someone who speaks the language perfectly.

Unfortunately, not everyone has the opportunity to go to another country for live communication, but this does not matter, because live communication for the purpose of learning English can be replaced by virtual communication.

Virtual English-speaking friends can be made through the Internet. There are various websites, forums, and social networks for meeting foreigners, but I would like to link this way of learning a language with online computer games.

You can play on foreign servers and use voice chat, which is available in every online game, to communicate with foreign players. I think this is the most fun and most effective additional way to learn English.

5. Conclusion.

To sum up, I can say that you need to start learning the basics of English at school or in courses, and then mix the training in the ways that I have described. So the learning process will be much more interesting and fun.

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F. M. DOSTOEVSKY'S CREATIVITY IN ASSESSMENTS OF LITERARY CRITICS: CLASSICS AND CONTEMPORARIES

Abstract. The aim of our work is to determine the place and role of F.M. Dostoevsky in Russian literature and world culture according to assessments of his work by writer's contemporaries – classics of literary studies – and modern researchers.

Keywords: Dostoevsky, novel, creativity, culture, literary process.

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ТВОРЧЕСТВО Ф. М. ДОСТОЕВСКОГО В ОЦЕНКАХ ЛИТЕРАТУРНЫХ КРИТИКОВ: КЛАССИКОВ И СОВРЕМЕННИКОВ

Аннотация. Целью нашей работы является стремление определить место и роль Ф. М. Достоевского в русской литературе и мировой культуре с позиций оценок его творчества современниками писателя (классиками литературной критики) и современными литературоведами.

Ключевые слова: Достоевский, роман, творчество, культура, литературный процесс.

The **relevance** of the chosen topic is determined by the scale of F. M. Dostoevsky's personality as well as the significance of his contribution to the development of Russian literature and world culture in general. Dostoevsky's work influenced many philosophical trends, the central problem of which was the concept of understanding a person, the question of freedom, moral choice and responsibility for this choice.

Interest in creativity of our great compatriot has been remaining high for many years, both in Russia and abroad. According to UNESCO, Dostoevsky currently is one of the most quoted and translated Russian authors in the world [1]. For more than half a century (since the 1970s of the 20th century), the International Dostoevsky

Society has been successfully functioning, bringing together researchers of life and creative heritage of this famous writer, publicist and philosopher.

In 2021 the Russian cultural community is preparing to celebrate Dostoevsky's 200th anniversary. For outstanding achievements in the field of domestic and world literature, President of the Russian Federation V. Putin signed a Decree "On the Celebration of the 200th Anniversary of F. M. Dostoevsky" on 24.08.2016 [2].

The aim of our work is to determine the place and role of F. M. Dostoevsky in Russian literature and world culture according to assessments of his work by the writer's contemporaries – classics of literary studies – and modern researchers who offer their point of view on Dostoevsky's work after almost two centuries.

The originality of writer's work, theme and direction of his works are largely due to the facts of his biography. The family way of life contributed to the development of writer's imagination and curiosity. In his memoirs he called his parents who were striving to escape from the ordinary "the best people in advance" [3].

The humanistic topic in the ideological concept of Dostoevsky's first major novel "Poor People" (1845) was immediately noted by his contemporaries N. Nekrasov and V. Belinsky.

V. G. Belinsky called Dostoevsky's work the first "social novel" [4].

Writer's attention to social and existential issues has led to one of the most dramatic turns in his biography. For distributing the text of the forbidden letter by V. Belinsky to N. Gogol at a meeting of the Petrashev Circle, Dostoevsky was recognized as the main criminal by a court decision in 1849 and received the highest punishment – an execution, later replaced by serving hard labor in Omsk.

The years of Dostoevsky's stay in Omsk are reflected in his novel "Notes from the Dead House" (1860-61). The author was one of the first to describe the hard labor, the existence of prisoners, the way of their life and customs prevailing in that harsh place. The assessments of contemporaries were not unambiguous. The genre of this story has not been exactly defined till nowadays.

In 1860-1880 Dostoevsky created the novels that later became famous as the "Great Pentateuch". There were the texts of the novels "Crime and Punishment" (1865-66), "The Idiot" (1868), "The Demons" (1871-72), "The Teenager" (1875), and "The Karamazov Brothers" (1880).

The concept of Dostoevsky implemented through the genre and style of his works was controversially evaluated by literary critics of the second half of the XIX century. The artistic world of his novels seemed to them fantastic and artificial, the composition unclear and chaotic and the characters deliberately inflated and implausible [4]. In 1882 the critic N. K. Mikhailovsky (1842-1904) in his article "Cruel Talent" reproached Dostoevsky with intentional cruelty to the characters of his works and readers [5]. Russian philosopher and literary critic N. N. Strakhov (1928-1896) considered the expressed psychologism of Dostoevsky's texts to be the main distinctive creative quality. He noted "the writer's ability to sympathize with life in its very low manifestations, the insight that can reveal the truly human movements in souls of distorted and suppressed" [6].

The spiritual way of Dostoevsky's heroes is the thorny path of a person to the true happiness, the constant overcoming of his own underground. According to the writer only this conscious, difficult, always associated with great spiritual suffering overcoming together with the realization of his own sinfulness gives the hero the right for resurrection of his own soul. He gives his hero a powerful spirit that helps him not only to withstand the battle of the "devil with God" in his heart and see the light of Truth but also to bring this light to other people.

Literary critics and thinkers of the turn of the XIX-XX centuries proclaimed the idea of Russian Messianism as the fundamental ideological concept of Dostoevsky. This idea corresponded to the dominant philosophical views in Russia, the most important carriers of which were V. S. Solovyov and N. A. Berdyaev. According to N. A. Berdyaev (1974-1948), "<...> ... Dostoevsky saw the Russian idea in "all-humanity" of the Russian man, in his infinite breadth and limitless possibilities. Dostoevsky is all made up of contradictions, just like the soul of Russia... <...>". The Christian principle in writer's work is determined first of all by his humanism. "In the center of it there is a person, human love and revelations of the human soul. He is the whole revelation of the heart of human existence. In this way he is the greatest writer in the world, a world genius, which there were only a few in history, the greatest mind ... < ... >" [7].

The attention of literary critics of the XX century is shifting towards attention to the problems of Dostoevsky's poetics, genre and stylistic features of his work.

D. P. Svyatopolk-Mirsky (1857-1914) identifies "a combination of ideological and sensational elements" as the "single principle" of the construction of writer's texts and "the most striking feature of Dostoevsky's mature manner" [8].

The unique principle of Dostoevsky's poetics reflecting the peculiarity of the writer's worldview was highlighted and described in works by M. M. Bakhtin (1895-1975). According to the scientist, "Dostoevsky created a fundamentally new novel genre. He is the creator of the polyphonic novel. In his works, a character appears, whose voice is constructed in the same way as the voice of the author himself is constructed in a novel of usual type. The character's word about himself and the world is as full-fledged as the usual author's word < ... >" [9]. It is this way of organizing the narrative, according to M. M. Bakhtin, why the writer's work "does not fit into any framework" [9].

Paradoxical, although noteworthy, is the assessment of Dostoevsky's work by modern literary critics, one of the brightest representatives of which nowadays is D. Bykov (b. 1967). In his opinion, "Dostoevsky began by being the first to portray the national disease and ended with justifying and loving it" [10].

D. Bykov negatively characterizes the idea of Russian Messianism, so consonant with thinkers, philosophers and critics of the turn of the century. According to him the idea that "Russia will have to stop a pragmatic and supposedly godless civilization" has nothing to do with Christianity because it opposes Christianity and revives the most ancient pagan prejudices" [10].

D. Bykov sees the strengths of writer's creativity in his psychologism and polemics, but denies the great importance of the artistic principle in his works.

The originality of Bykov's concept lies in the fact that he was the first one who drew attention to the diversity of questions and answers in Dostoevsky's novels. So, in the novel "Crime and Punishment" "the question is asked in the abstract-moral way (Is it possible to kill an old woman? Why not to kill an old woman?) and the answer is given in the physiological one: you can kill someone, but instead of a superman the killer will turn out to be a crushed, trembling creature, such is the peculiarity of human psyche. Is it possible to organize a revolution in the "Demons"? It is possible, but from the greatest freedom, precisely because of personal human nature the greatest enslavement will be a result. Is it necessary to tolerate any social evil just because it is not about it?" etc. [10]. The highlighted feature allows us to speak about dialogicality not only from the ideological positions of his characters, but from points of various life planes: moral, physiological and psychological.

Let's sum up some **results**. From ethical and philosophical points of view Dostoevsky's work is deeply anthropocentric and humanistic.

Writer's contemporaries and thinkers of the turn of the century proceeded from the concept of the philosophical monologization of his work (V. Tolstoy, V. Rozanov, D. Merezhkovsky, L. Shestov, etc.).

In the XXth century M. M. Bakhtin was the first who identified polyphony and dialogicity as the most important elements of Dostoevsky's poetics.

The problems posed by the writer and ways proposed to solve them had a powerful impact not only on the course of domestic and world literary process but also on the development of philosophical thought in general, in particular on the most significant representatives of world existentialism F. Nietzsche (1844-1900) and J.-P. Sartre (1905-1980), Freudism and Personalism formations in the XXth century as well as the entire world literature and culture in general.

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YACHTING: LUXURY OR AVAILABLE ALTERNATIVE

Abstract. This article contains a research of such topic as yachting. A lot of stereotypes are reviewed and dispelled. There is information about documents required, sailing schools and definition of yachting itself – why people get themselves into this unique way of travelling and relaxation.

Keywords: yachting, sea, ocean, sailing, luxury, travel, yacht.

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ЯХТИНГ: РОСКОШЬ ИЛИ ДОСТУПНАЯ АЛЬТЕРНАТИВА

Аннотация. В данной статье раскрываются разные аспекты такого вида отдыха, как яхтинг. Автор изучает школы яхтинга и необходимые документы для него, развеивает ряд стереотипов, рассматривает особенности и причины, по которым люди выбирают столь необычный способ путешествий и отдыха.

Ключевые слова: яхтинг, море, океан, хождение под парусом, роскошь, путешествие, яхта.

1. Definitions of the term “Yachting”.

There are several definitions of the “Yachting”. First one is basic: yachting is a use of different vessels named yachts for travel or sport. Further layers of this word depend on the type of vessel used. If yacht has a sail or sails – this term turns to the term “Sailing”, which also has two definitions, sport sailing – including racing and regattas – or recreational sailing – which includes cruising, travelling and relaxation on board. If yacht has got only mechanical engine – it is called “Powerboating”. Division into sport and recreation stays the same in powerboating as it is in sailing [1].

This article is more about sailing, because, as we can see below, engine is the most expensive part of the yacht and sails require much more training to handle with than engine – that’s why yacht schools called “Sailing schools”.

2. Popular stereotypes.

In Russia yachting is on very low level, partially because this is relatively new art – art of sailing – and partially because of some stereotypes surrounding this activity. The largest of them are next ones: expensive – which is partially true, dangerous – which is absolutely false, hard physically and mentally – which is also false almost at everything. Each of these is dispelled below, in relevant paragraphs.

3. Expensive.

The first and foremost, most popular. Theoretical course of sailing is comparable in cost with driving training – and there are a lot of drivers on streets of every town. Price for the course of practice may vary, depending on location of practice, chosen school and some other factors. And further goes the cost of yacht itself – and this is where this stereotype is destroyed – a worthy 30-feet (approximately 9 meters length) yacht can be bought less than for 5000 euro. Of course, there are some additional expenses to deliver vessel and passing through customs – such prices can be easily found in Northern countries like Sweden or Finland [2; 77]. Also, these purchase offers are for past in usage boats – but it is absolutely common practice for countries with a more developed yachting industry. Given the difference in use of vessel and car, for example – yacht stays in-shore for long periods of winter time in such countries as Russia – it's more common practice to buy a used yacht than brand new – and, in addition, previous owners often sell ship with full equipment, in ready-to-sale state. As we can see – there are a lot of advantages and almost no disadvantages in buying yacht from previous owner – and it is one or two orders of magnitude cheaper than ordering a new vessel at the shipyard.

4. Dangerous.

This one comes from storms, big waves, piracy and all other things, which are meant to be in the open sea. And all of these dangers are irrelevant. Storms are predictable – all weather forecasts are available on the internet, which works 20-30 kilometers away from the shore. And, as a matter of fact, all salesmen usually check forecasts before taking away into the sea. Big waves appear as a result of a storm – which are predictable, and there are no reasons, except earthquake, to create high waves from out of nowhere [3; 291]. Piracy is reasonable danger mostly in southern regions, in Indian Ocean and in Southeast waters of Africa and Asia – but in Northern waters of Russia or in Caspian or Black sea it is not the danger at all. There is always a possibility of overturning of a yacht – but this is easily avoidable with right training, not to mention design features of yachts, which allow them to travel safely with angle of bank near 30 degrees. Additional statistic says, that sailing is safer than air travel and car travel, because all dangers are easily predictable and avoidable.

Physical strength is required – one should be able to pull and tie all ropes, to hold on to the yacht, to keep balance in rough seas, but these requirements are not so strict – one may start sailing – and the right body condition will come by itself. And there is one, even more important fact – work on yacht is usually a team work. So one captain and one or two his mates can share and handle any job. And team work and team by itself allows to go to the next question – morale and mental condition in the open sea. It may be hard for someone to deal with such unusual condition – but being out there with company of friends and in comfortable cabins helps. And it worth to

remember, that yachting is voluntary activity, and all difficulties and discomfort got compensated by great feelings of freedom, sun, water, new places, new experience and all other reasons, why people begin to engage themselves with this way of travel.

5. Sailing schools and documentation required.

As in any activity – sailing requires thorough trainings both theoretical and practical. There are a lot of schools in big cities, even if the sea is landlocked. Theory contains knowledge in different areas: component parts of the yacht – technical side, ropes and ties, navigation – practical side, sail control, legal issues of sailing, path planning meteorology and a lot of other things, useful before going out, in open sea and after.

There is no strict or unified “Sailing license”, as in case of driving license. Each school grants its own certificate, usually called “Certificate for operators of small craft” or “Small craft captain’s certificate” [4; 195]. Each country has its own maritime laws, which define legitimacy of operating a ship with a specific certificate or license – but in the vast majority of countries it is the fact of having a license is important, and not country of origin or sample of license. Another stereotype gets dispelled here – there is no such thing as “International sailing license”, so one willing to learn must not search something like sailing license, but study themselves as captain or crew member.

6. Conclusion.

Considering all arguments above – conclusion can be drawn. To start sailing one doesn’t require a lot of money or initial set of skills. Captain’s certificate does not oblige its owner to anything, and there is great rent market, when someone can just rent a yacht for a few days or weeks – and do not get involved with purchase problems and dock parking. And after this experience, if captain falls in love with sea and wind – they can buy his own vessel and conquer the sea at their own will.

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INDUSTRIAL DESIGN IN LIGHT INDUSTRY

Abstract. This article discusses the impact of industrial design on modern culture and light industry. As result, different schools of design are compared in context of history of art. Analyze of their influence on modern consumption culture.

Keywords: design, constructions, form, consumption.

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ПРОМЫШЛЕННЫЙ ДИЗАЙН В ЛЁГКОЙ ПРОМЫШЛЕННОСТИ

Аннотация. В данной статье рассматривается роль промышленного дизайна в современной культуре и легкой промышленности. Результатом работы является сравнение разных школ дизайна в контексте истории искусства. Проводится анализ их влияния на современную культуру потребления.

Ключевые слова: дизайн, конструкции, форма, потребление.

In modern day we, as consumers, are surrounded by many products that look almost alike. Where did this variety come from? What caused that particular design? Not every consumer knows, that there are many teams of industrial designers who stay beyond each product on the market shelf. It is industrial design that is responsible for product to be ergonomical, appealing and functional enough to create a good demand for it. In this article the role of industrial design is researched.

In fact, design was formed as a specific activity during the history. For example, craftsmen used to design their product according to their own aesthetic preferences. Shutters and houseware artfully carved from wood, gracefully forged lattices, tools and weapon are evidence of humans will to differ results of their work.

As scientific and technical progress came, society started to produce more and more goods and soon the age of capitalism arrived. There was a concern among

artists and architects that further overproducing might lead to the degradation of society's taste level. That is when movement "Arts and crafts" started in Britain. It was a reaction to industrialization which took place in the beginning of XIX century [1; 25]. Subsequently, the movement took all over the world with the help of exhibitions. Artists started to rethink the meaning of habitual things. As art began to separate from academism, new styles and movements were formed – such as constructivism, modernism, avangard etc. Leading Russian artists – K. Malevich, V. Kandinsky, V. Tatlin – used to form an art alliances, wrote manifests, created innovative art pieces, forcing audience to change their views to basic houseware and products. That is how new outlook to art and its meaning was formed.

Soon after this, Russian art society formed a new type of educational institution for future specialists – VHUTEMAS (High arts and technical workshops). Workshops differed in their approach to teaching students. It offered 8 faculties to choose from: architecture, painting, sculpture, polygraphic, textile, ceramics, wood processing and metal working. Later, disbanded faculties were used as a base for future profile institutes. Same process took place in Europe. In 1919 Valter Gropius formed famous design school – BAUHAUS. Bauhaus was thought to reform the process of teaching of different artistic disciplines and create unprecedented union of art [2; 274]. Both VhHUTEMAS and Bauhaus predetermined the development of art as we still use their legacy, rethinking the form and construction, looking back to concepts that were developed by our predecessors.

During military time the process of design development was paused and governmental interests were focused on technical, scientific and engineering progress. Only in 1960-s artistic construction (USSR did not used the word "design" at the time) attracted public interest again. Y. B. Soloviov founded VNIITE (All Russian Research Institute for technical aesthetic) that developed design in districts, republics and regions of USSR. Also, designers researched in anthropology and ergonomics. Artistic construction was the way of integration of Soviet Union in worldwide economy and culture. VNIITE's constructors designed houseware, furniture, household appliances and many other products that were introduced to soviet market. Nevertheless, new aesthetic was strict, minimalistic, without luxury of excesses. Probably the reason for this was the mentality of soviet people, who were used to lack of variety on market and preferred mostly functional things. In Europe design developed faster, providing consumers with variety of different forms, styles, experimental constructions. And designers had more freedom in expressing themselves and their own perceptions of future aesthetics. These factors formed the further attitude to artists, designers and their work.

During the time of "perestroika" Russian market got access to foreign products and technics that showed the real difference in Russian and Western design. Since then the process of adoption of foreign graphic and industrial design started in order to adapt it on soviet experience. The cultural exchange began and domestic artists learned new methods and instruments for work and finally the profession of designer was formed. As a result of that exchange, Russian market got the variety of products, providing consumers the right of choice. Many of forms and principles of designing are based on concepts of Bauhaus and VNIITE. Industrial design took strong position

and we meet it every day; starting with IKEA's furniture and ending with interior of your favorite cafe.

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WORLD OF HORSES: YOUR WAY TO FREEDOM

Abstract. This topic presents the idea of equestrian sport considered as an interesting and breathtaking hobby. Communicating with horses shown as beautiful and proud animals can bring you plenty of great emotions. The author shares her own experience in horse riding and communicating with those amazing and graceful animals.

Keywords: horse, equestrian sport, horse breeds.

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МИР ЛОШАДЕЙ: ПУТЬ К СВОБОДЕ

Аннотация. Предметом статьи является конный спорт как интересное и увлекательное хобби. Общение с лошадьми, красивыми и гордыми животными, способно подарить немало положительных эмоций. Автор делится собственным опытом взаимодействия с этими удивительными и грациозными животными.

Ключевые слова: лошадь, конный спорт, породы лошадей.

Now everyone is discussing politics, ecology, terrible diseases, history and much more, but I'd like to dilute the situation and to talk about things which may interest and seem like something new.

The **purpose of my topic** is to open the world of horses, where you feel truly free.

You will ask what all this is about, what you have achieved. And I will answer: "That I can fly, love and feel the horse I learned..."

Why do we love horses?

Probably, if you make a survey, it will turn out that many people like horses just for their appearance, without thinking that this is a lot of work. But for people who devote their lives for this, it is funny and insulting to think such a way.

"Do you think that the horse is a mechanism? A simple silent machine?

It's not enough just to change the horseshoe tires!

Try to get on a stallion! Get on hind legs! And you've already fallen!"

Let's try to figure out what we love horses for:

- For their beauty and grace

And God made a horse out of wind and sunlight. Thanks to the wind that filled it, it could fly without wings and the sun gave it energy (An Arabic parable).

I think the first place should be given to this point, because a few people will not agree that the horse is a perfect animal. Its appearance is a mixture of beauty, power, charm and nobility, which regardless of epochs and cultures, inspired humanity. The free spirit, energy, and amazing nature of this animal affect to thoughts and lives of everyone who comes in contact with them. The natural grace of a horse can charm any heart.

- For intelligence

When in doubt, let your horse make the decision for you (Folk wisdom).

For many years, people cannot decide who to give the title of the most intelligent animals – horses, dogs, dolphins or someone else. Recent years interest in studies of animals' mental abilities has been growing significantly, giving rise to

heated debates on this topic. Most studies prove that the horse's intelligence is well developed and close to that of a human [1]. Horses understand words much better than you might think and have a "great memory", thanks to which they remember not only their human friends after a period of separation, but also remember complex strategies for solving certain problems for ten or even more years. Horses are not humans, but they are able to solve complex problems or build logical chains, they remember the acquired experience (including the experience of communicating with a specific one that is more like the principle-good or bad.

- **For the ability to make friends**

If you have gained the trust of a horse, you have gained a friend for life (Unknown author).

There definitely will be those who will say that horses do not know how to be friends. However, these animals are social, the principle of their "friendship" is based on the relationship "the leader-the lower in the hierarchy", but this is not the case. Horses are faithful friends, but it is not easy to say what "horse's friendship" is, what it is exactly, which animals it connects and where it comes from. Friendship can occur between horses of different genders, ages and positions in the hierarchy, as well as between a horse and another animal or person. Friendship is a complex horses mechanism, just like humans one. The horse-human connection is probably a continuation of horses' behavior in the wild as horses value their own relatives and friends and are also open to new, non-life-threatening acquaintances.

- **For the ability to change our psychological state**

No hour spent in the saddle can't be considered lost by the hour (Winston Churchill).

Here, I think, it is worth continuing with another quote from Churchill, who argued that it is horses that have the most beneficial effect on upbringing of young people. In his adulthood he advised all parents: "Don't give your son any money, you'd better buy him a horse. No one has ever been in trouble – except for noble troubles – for riding a horse" [2].

Offering a completely different experience than traditional therapy based on a conversation with a psychologist communication with a horse takes people to a different level and offers a special environment that helps not just to distract from problems but to feel much freer and more comfortable than during a traditional conversation in the psychologist's office [1].

- **For the opportunity to be equal**

The passion for horses is an equal opportunity passion. There is no division by age, skin color, social status or physical strength. This is a hobby where the main role is played by contact between a person and an animal.

There are **many breeds** of horses in the world but some of them are known to almost everyone, even those who are not fond of them.

Perhaps the most famous horse breed is the **Arabian Steed**. Their unusual skeleton structure attracts any equestrian and their peculiar gait with a raised tail is very elegant and light. It is believed that the Arabs are one of the most ancient breeds of horses; they were bred in the 4th-6th century AD. It was advantageous to keep such animals in deserts, as they are hardy and require little drinking. Every day they can

cover 160 km, so if you start an Arab, you need to provide a good load [3]. Everyone knows and has seen the champions of racing, beautiful and slender horses, ready to run many kilometers and not get tired at all. These hardy animals are called thoroughbred riding horses. It seems that such horses have no disadvantages, but still there is one – it is their complex character. They are difficult to train, they are ready to throw off the rider for the sake of leadership, so riding them is not for beginners and amateurs, but their beauty will always attract you.

Mustang. Many children and adults have watched the cartoon “Spirit – the Soul of the Prairies”, and do you know why the main character wanted to be free so much? Yes, because mustangs are created for fields, huge meadows and mountains. Their unpretentiousness is needed in the wild. The suit is completely different, since such a breed is a mixture of some others. Although it seems that they are very ancient, since they are so in love with freedom, but their history began not so long ago in the 16-17th centuries in America [4].

Among the heavy ones, the most popular are **Frisian horses** or simply **Frieses**. Stately, powerful and at the same time graceful creatures are very often used in our time in the photo because from one look at them you’ll fall in love with the whole breed. Unfortunately, you will not go to show jumping with them, since it is not possible to take large heights but dressage is quite a feasible idea. Thanks to their friendly and easy-going nature, Frisians get along easily with children [5].

Everyone is used to seeing big horses; they are beautiful, graceful, strong, hardy and almost always go next to a person, helping him in everything. Horse breeders can travel all over the world to get a good horse for their collection. Today there are many breeds of horses that differ from each other in color, grace, height and strength. But among these you can find a mini-copy that resembles a toy. The main task of small horses is to treat people. In Europe, these animals are used to treat children and adults. Also, these small animals help people to calm down, treat the nervous system; after communicating with the pony you can get a charge of positive emotions.

I can talk about horses a lot and for a long time, let’s return to our question: “Why do people choose equestrian sports?”

No matter what you choose: show jumping, dressage, horse racing or just horse riding, I can assure you 100 % that each of your training sessions will be interesting and unforgettable, at each meeting you will be fueled with positive emotions and learn something new about these beautiful animals. They will give you warmth and reciprocate any treat and your attention.

I can answer for myself, why I love horses and equestrian sports. I’ve been riding since I was seven years old. Once I came to equestrian sports, I did not even realize that my hobby could become a part of my life. I didn’t know that in two weeks – the horse will become a part of my heart, and the life without it is not a life. But now I realize what a good fate I have. The stable became my home and the horse became the part of my family.

Many people think that equestrian sport is easy and fun; you don’t run yourself, a horse do. But they didn’t think they had to find contact with the most unpredictable animal, which is ten times bigger than us! They do not know that you need to be able

to fly easily and quickly into the saddle, so that the horse feels an experienced rider, otherwise you can fall at a speed of 70 kilometers per hour. I had blunders, mistakes; I fell and got back in the saddle. I am glad that my friends are smart and brave people, we all share our love for big and strong animals – horses. Now the horse has become my friend and partner on whom I can always rely.

I would like to end my speech with a quotation from a poem:

Your horse – souls and bodies continue,

You feel him, and he feels you...

Our whole life is a rhythmic movement

But the main thing is to live it loving (Unknown author).

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FEATURES OF TRANSLATION ANCIENT ANTHROPONYMS FROM ENGLISH TO RUSSIAN

Abstract. This article discusses methods of translation proper nouns from Latin into Russian. The study shows that it is necessary to know the basics of Latin to make a competent translation.

Keywords: proper nouns, anthroponyms, Latin language, Russian language, linguistics.

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ОСОБЕННОСТИ ПЕРЕДАЧИ С АНГЛИЙСКОГО НА РУССКИЙ ЯЗЫК ДРЕВНЕРИМСКИХ АНТРОПОНИМОВ

Аннотация. В статье рассматриваются особенности передачи имен собственных латинского происхождения с английского на русский язык. Исследование показало, что для грамотного перевода подобного рода лексики необходимо знание основ латинской грамматики.

Ключевые слова: имя собственное, антропоним, латынь, русский язык, лингвистика.

The course of ancient languages has always been included in the curriculum of university trainings for linguists. There was no time when philologists and linguists did not receive knowledge of classical languages. The need of a classical education for researchers dealing with fundamental issues of linguistic science. But does the knowledge of classical languages, primarily Latin, have an applied meaning, and is it necessary for translators nowadays?

Recent publications about Latin in the modern world show that it is mostly used in the narrow circles of contemporary musicians, the media, advertising, etc. However, these works are devoted to the question of today's "life" of the Latin language per se. The examples given in these works are examples of a kind of elite

fun and rarely touch the scope of wide practical application. This article offers some examples from the experience of practical translation that required knowledge of the Latin language. A translator can face situations required to know the Latin language while working with texts about ancient history and culture which contain proper nouns. Traditional methods of translation (transcription, transliteration, transposition) in this case can't be applied because of the different nature of borrowing vocabulary in English and European languages. A wide range of such cases is provided in the books of the modern British scientist Mary Beard, an author, actively translated into different languages. In her book "SPQR: A History of Ancient Rome" [1] we can see such anthroponyms as: Lucius Sergius Catilina, Marcus Tullius Cicero, Marcus Licinius Crassus, Publius Vergilius Maro, Aeneas etc. Generally, the text contains approximately 72 % of Latin proper nouns. English borrows them without changing their graphic appearance. But not phonetic! Therefore, these names cannot be transmitted using traditional methods. If we read them according to the rules of English phonetics, and then transfer them using transcription or using transliteration, we get the results, represented in the table 1.

Table 1

Proper name in English	Transcription	Translation by transcription method	Translation by transliteration method
Lucius Sergius Catilina	'lu:ʃjəs 'sɜ:dʒiəs 'kætəlɪn	Люшиас Серджиас Кэталайн	Луциус Сергиус Катилина
Marcus Tullius Cicero	'mɑ:kəs 'tʊliəs 'sɪsərəʊ	Маркас Тулиас Сисэроу	Маркус Туллиус Цицеро
Marcus Licinius Crassus	'mɑ:kəs laɪ'si:niəs 'kræsəs	Маркас Лайсиниас Крэсас	Маркус Луциниус Крассус
Aeneas	ɪ'ni:əs	Иниас	Энеас
Publius Vergilius Maro	'pʌbliəs vɜ:'dʒi:lɪəs 'mæɾəʊ	Паблиас Верджилиас Мэроу	Публиус Вергилиус Маро

The translation of proper names into Russian is carried out by transcription, transliteration and transposition. Let's have a closer look at each of them.

1) Transliteration is "a formal letter-by-letter reconstruction of the original lexical unit using the alphabet of the translating language, literal imitation of the form of the original word" [2; 225].

Transliteration is normally used when languages use different graphic systems (for example, English, Russian, Greek), but the letters of these languages can be put in some correspondence with each other, and, according to these correspondences, an interlanguage transfer of proper names occurs ... Since, for example, the Latin alphabet, the Greek alphabet and the Cyrillic alphabet have a common base, most of

the letters of these two alphabets can be assigned to each other, taking into account the sounds they denote.

2) Transcription is “a formal phonemic reconstruction of the original lexical unit using the phonemes of the translating language, a phonetic imitation of the original word” [2; 227]. In this case, the original word in the translated text is presented in a form adapted to the pronunciation characteristics of the translating language.

The absence of a unified transcriptional system makes it difficult to understand texts, identify persons and objects. Obviously, not everything in transcription can be formalized – much is left to the artistic flair of the translator and editor.

Transcription of proper names from English is often difficult due to a number of circumstances. Firstly, the reason for these difficulties is that the historical development of English spelling has led to its significant discrepancy with pronunciation, many unpronounceable or pronounced different letters and combinations of letters in different words. The second difficulty, essential for the transcription of English names and titles, is the absence of a number of phonemes available in English.

3) Transposition is “the reproduction of not sound, but the combinatorial composition of a word or phrase, when the constituent parts of a word (morpheme) or phrase (lexeme) are translated by the corresponding elements of the translating language” [2; 229]. Transposition, as a translation technique, served as the basis for a large number of different kinds of borrowings in intercultural communication in cases where transliteration was unacceptable for aesthetic, semantic or other reasons.

However, the translation of Latin proper nouns cannot be done in these ways. For the correct translation of that type vocabulary, the translator must read Latin proper names correctly according to these rules:

1) Correctly restore the original phonetic appearance of a Latin proper name, which is different in English.

2) Determine the place of the name in the paradigm of Latin declensions.

3) Use the laws of grammar adaptation of Latin vocabulary in Russian depending on the type of declension [3; 36]:

I declension nouns with *-a* ending leave without changes;

II declension nouns and I declension with *-as* ending (masculine) – with the ending cut off; if the ending is preceded by a vowel, *-ŭ* is added at the end of the name;

III declension nouns – by transferring a productive Word stem.

And then we get the correct Russian equivalents, represented in the table 2.

Table 2

Proper name in English	Translation by transcription method (wrong)	Translation by transliteration method (wrong)	Correct translation
Lucius Sergius Catilina	Люшиас Серджиас Кэталайн	Луциус Сергиус Катилина	Луций Сергий Катилина
Marcus Tullius Cicero	Маркас Тулиас Сисэроу	Маркус Туллиус Цицеро	Марк Туллий Цицерон
Marcus Licinius Crassus	Маркас Лайсиниас Крэсас	Маркус Луциниус Крассус	Марк Лициний Красс
Aeneas	Иниас	Энеас	Эней
Publius Vergilius Maro	Паблиас Верджилиас Мэроу	Публиус Вергилиус Маро	Публий Вергилий Марон

Knowing the basics of Latin is an essential part of any kind of translating practice. Without this knowledge, it is impossible to translate originally Latin anthroponyms in a proper way.

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CREATION OF INNOVATED PUBLIC SPACES

Abstract. The article offers a solution of the problem of a city territory improper improvement by providing it the elements which do not suit the overall concept of the city environment. The idea is illustrated with new models of public dumpsters, public flowerbeds and public benches.

Keywords: benches, public dumpsters, city territory, public flowerbeds, landscaping, urban environment.

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СОЗДАНИЕ ИННОВАЦИОННОГО БЛАГОУСТРОЙСТВА ОБЩЕСТВЕННЫХ ПРОСТРАНСТВ

Аннотация. В статье предлагается решение проблемы ненадлежащего благоустройства территории города путем включения в неё элементов, не соответствующих общей концепции городской среды. Идея иллюстрируется новыми моделями общественных мусорных контейнеров, общественных клумб и скамеек.

Ключевые слова: скамейки, общественные мусорные контейнеры, городская территория, общественные клумбы, ландшафтный дизайн, городская среда.

The appearance of the city is made up of details. Recognizable and characteristic objects of a particular city make it unique, organically built landscaping promotes the city and its inhabitants to a new social level. If the residents of the city like urban improvement, then they get new social interests and new communication

groups form. Urban landscaping starts from little things – public urns, benches, and flower beds. Let's consider each component in detail.

The existence of urns in urban spaces is necessary for preserving the cleanliness of the streets. For the city it is more profitable to accumulate the garbage in one place than to sweep up abandoned cigarette butts, wrappers and other waste from the streets. Properly inscribed in the public environment, the urn may become a visit card of the city. Criteria for the selection of the urn: optimal capacity; integration into the public environment; service life of the urn [1]. The city urn must meet all three requirements.

In article by The Wall Street Journal, an innovative urban urn model, the proposed type continues the idea of a “smart city”, taking a step into the future [2].

Benches.

Benches are an important visual part of the city, acting as decoration of the streets, at the same time acting as a convenience for citizens, covering their basic need for rest, psychological and physical comfort. A good bench is a center of attraction for citizens, a place where people want to get together and communicate. There are different types of benches, they are classified by location, material, and so on. Like the urns, the benches have criteria for selection – it is a convenient location, comfort, optimal length of the bench and integration into the public environment. The concept of comfort includes the material of the manufactured bench. The most optimal is wood, it is a natural material that does not heat up in the summer and does not become dangerous to health in the winter, such as metal. An important detail is that the bars of such a bench should be tightly positioned to each other and not form cracks, otherwise it will be impossible to sit on such a bench.

Flower beds.

We must not forget about the importance of flower beds in the urban environment. They enliven the city, the seasonality of landscaping makes the city a truly living organism. According to the scientific article “Problems of modern approaches to the creation of landscape flower gardens in the modern urban environment on the example of the city of Minsk. “The development of flower decoration of a modern city is accompanied by such obvious negative factors as the deterioration of the ecological situation in the city, the presence of numerous communications, the lack of free land areas, high recreational load on existing green spaces.” [3]. The ideal flowerbed will be a product made of natural material, such as wood, but, unfortunately, wood for a flowerbed is not a durable material, so you should either plant flower beds directly on the ground and design them using progressive ideas of flower bed design, or use stone in the design of flowerbeds.

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MUSIC CAN CHANGE THE WORLD BECAUSE IT CAN CHANGE PEOPLE

Abstract. This article considers the role of music in the modern world and assesses the impact of different styles of music on a human psychological state. Scientific data are analyzed and a conclusion is made about the impact of music on human life in general.

Keywords: music, human, psychology, sound, pop, rap, rock and roll, classical music.

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МУЗЫКА МОЖЕТ ИЗМЕНИТЬ МИР, ПОТОМУ ЧТО ОНА МОЖЕТ ИЗМЕНИТЬ ЛЮДЕЙ

Аннотация. Данная статья рассматривает роль музыки в современном мире и оценивает влияние различных стилей музыки на психологическое состояние человека. В результате анализа научных данных, сделан вывод о воздействии музыки на жизнь человека в целом.

Ключевые слова: музыка, человек, психология, звук, поп, рэп, рок-н-ролл, классическая музыка.

Music consistently went through all stages of development, like a human. It has evolved, discovered new boundaries for the vision of the world, served as an expression of the feelings and emotions of people throughout its existence. Many of the most ancient teachings contain the experience of the impact of music on people, accumulated over thousands of years.

In ancient times, there were 3 directions of the influence of music on a human: 1) on the spiritual essence; 2) on the intelligence; 3) on the physical body. It is believed that music can enhance any joy, soothe any sorrow, reduce any pain, and even banish disease.

Pythagoras and his students studied mathematics to music, noting that it has a beneficial effect on the intellect. Aristotle believed that with the help of music, one can influence the formation of a human's personality in a certain way. Avicenna called the melody a "non-drug" treatment along with diet, smells and laughter.

It has long been known that the sounds of a bell, containing resonant ultrasonic radiation, kill typhoid sticks, causative agents of jaundice and influenza viruses in a matter of seconds. The use of certain musical sounds is also used to treat diabetes. The sounds of the piccolo flute and clarinet improve blood circulation while the slow and quiet melody of stringed instruments lowers blood pressure. Playing the piano and grand piano harmonizes the psyche, cleanses the thyroid gland, and normalizes the genitourinary system. Organ sounds normalize energy flows in the spine and stimulate brain activity. Wind instruments cleanse the bronchi and improve the functioning of the respiratory system, as well as they have a positive effect on blood circulation. In turn, percussion instruments heal the liver and circulatory system. Some experts are convinced that not only the genre, rhythm and tonality of the composition matter, but also the exact musical instrument the melody was played on is important. The sound of a single musical instrument affects a specific organ of the human body. For example, stringed instruments (violin, guitar, harp and cello) have a healing effect on the functioning of the cardiovascular system. In addition, the sound

of stringed instruments evokes feelings of gratitude, compassion and sacrifice in people.

Classical music has a comprehensive influence on a human. Scientists often attribute a miraculous effect to classical works. Most of the talk is around the creations of such recognized geniuses as Vivaldi, Mozart, Beethoven, Tchaikovsky, Schubert, Grieg and Schumann [1; 228]. Scientists have found that Mozart's music increases attention and concentration. Mozart's music helps to improve memory significantly and activate neural connections that affect cognitive performance. According to psychologists, classical music is ideal for the human psyche. Numerous studies have shown that it activates almost all parts of the cerebral cortex, while increasing the intellectual level, facilitating the rapid assimilation of information, affects mental performance, improves attention, memory and mathematical abilities, sharpens hearing and vision. There is even a special term "Mozart effect" [2; 13] which denotes the beneficial effect of music on the mental and physical abilities of people.

It has a beneficial effect on the general condition of a human, puts in order emotions, feelings and sensations. Classical music is able to eliminate depression and stress, helps to run sadness off.

For example, Liszt's Hungarian Rhapsody, Oginsky's Polonaise and Beethoven's Fidelio will help relieve migraines; plays by Sibelius, Grieg and Tchaikovsky are considered to be the best cure for insomnia. If you do not know what to do with a bad memory, periodic listening to the works included in Vivaldi's Seasons cycle should help you.

Music affects areas of the brain associated with concentration and memory development, according to a report from Stanford University Medical Center. At the same time, peak brain activity occurs during periods of silence between sounds – a relaxed brain is instantly involved in work [3; 37].

Music, like, perhaps, no other art, can influence the mood, create it. Listening to the music you like activates the brain's reward system as well as eating sugary, fatty foods or socializing with loved ones.

All pieces of music can be roughly divided into energizing and relaxing.

Rock is one of the types of energizing music. Rock music has been wrongly accused of contributing to suicidal tendencies in adolescents. But in fact, this behavior is not caused by listening to music, but rather the opposite. Some problems of a teenager and his parents, such as gaps in upbringing, lack of the necessary attention of parents, unwillingness to put oneself on a par with their peers for internal reasons, all this leads the immature psychologically young body of a teenager to rock music. And the music of this style itself has an exciting and energizing effect, and, as it seems to a teenager, fills in the gaps that need to be filled.

In the genre of heavy metal music, a study at the University of Queensland in Australia confirmed that this kind of music triggers a surge rather than an accumulation of aggression. The experiment involved 39 people to whom punk rock, scream and metal were played. The researchers asked the participants questions that might anger them. At the same time, the music was played for the first half of the interview, and then it was turned off. While listening to the tracks, people calmed

down faster. According to scientists, their attention was switched to another object, which made it possible to throw out aggression not on the interlocutor, but into musical perception.

Sad music, which can be presented in any genre, has a general relaxing effect on a person. Music psychologist Stefan Kelsch of the Free University in Germany has come to the conclusion that listening to sad music has a positive effect on empathic qualities and helps a human cope with problems. In his opinion, the listener associates himself with the performer, empathizes with him, and at this time the brain regulates emotions, allowing to throw out unnecessary negativity. At the same time, such sadness does not cause consequences on a par with real sadness that arises in difficult situations. Thus, sad music promotes the experience of pain without harming psychological health [4; 7].

Another example of relaxing music is jazz – a very unique and distinctive style. It does not have any negative impact on the psyche. To the sounds of jazz, a people simply relax and enjoy the music, which, like the waves of the ocean, rolls onto the shore and has a positive effect. This kind of music is considered unsurpassed for getting rid of depression [5]. It gives a sense of lightness and serenity, helps to become more sociable and develops a sense of humor. Figuratively speaking, one can dissolve without a trace in jazz melodies only if this style is close to the listener. Scientists at one of the medical institutes have conducted research on the influence of jazz on the musician himself, performing the melody, in particular the improvised playing. When a jazzman improvises, his brain turns off some areas, and on the contrary activates some, along the way the musician plunges into a kind of trance, in which he easily creates music that he has never heard or played before. So, jazz has an impact not only on the psyche of the listener, but also on the musician himself, performing some kind of improvisation.

As mentioned above, music can be very diverse and what kind of listening a human chooses based on his personal preferences. Hence the conclusion that the influence of music on the human psyche depends on the listener himself first of all, on his character, personal qualities and, of course, temperament. So, you need to choose and listen to music that is more to your liking, and not the one that is imposed or presented as necessary or useful.

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REGRESSION OF THE CULTURE OF MODERN SOCIETY ON THE EXAMPLE OF ART

Abstract. The work considers the problems of the decline of cultural development based on the analysis of the features of various forms of art.

Keywords: regress, art, analysis, society.

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РЕГРЕСС КУЛЬТУРЫ СОВРЕМЕННОГО ОБЩЕСТВА НА ПРИМЕРЕ ИСКУССТВА

Аннотация. В работе рассматриваются проблемы упадка культурного развития на основе анализа особенностей различных форм искусства.

Ключевые слова: регресс, искусство, анализ, общество.

Nowadays, technological progress does not stand still. Modern society is throwing almost all the forces and resources of humanity on the development of the material component of our society – we are trying in all ways to achieve evolution and maximum results in medicine, technology and production. However, many people keep questioning this progress: are we developing culturally at the same pace as we are developing technically? Let us examine the development or, on the contrary, the regression of modern society on the example of creativity – music, art and book industry.

The debate about whether the modern music industry is regressing has been going on for a long time. According to “Habr” project [1], in 2012, scientists from the Research Institute of Artificial Intelligence in Barcelona conducted an unusual study – they analyzed the changes in popular European and American music in the period from 1955 to 2010, taking as parameters the harmonic complexity, as well as the volume, “depth” and “richness” of the tracks. According to the results of the research, scientists came to disappointing conclusions – after running about 500 thousand musical compositions, they found that the diversity in music has significantly decreased over the past decades. In addition, the complexity of poetry similarly decreased. The repetition of the same words has increased significantly, and the texts of the works themselves have become shorter and more primitive – the researchers, based on the Flash-Kincaid readability index, found this out. Based on these studies and on my personal observations, we came to two main conclusions. First, the regression of the mass segment of the music industry exists, and it is impossible to deny it. However, we can explain it by the fact that the global devaluation has led to an increase in the cost of any projects, including media projects, so labels are trying to recoup as much as possible invested in the creation of the final project, that is, the song, and focus on what is easy to sell. It is worth noting that despite this, the Internet allows any artist in the field of independent music to show their work to millions of users, which was previously almost impossible.

Consider contemporary art – that is, paintings, sculptures and exhibitions. On August 6, 2019, “Vechernyaya Moskva” magazine published an article [2] that examines the main question: is contemporary art a way to a new level, or a rapid fall

into the abyss? It is difficult to answer this question objectively – there are no statistical analyses in relation to the works of contemporary artists and sculptors, and it would be quite problematic to conduct them. Despite that, according to the deputy of the State Duma of Russia Vitaly Milonov, art remains the same as it was before. Main problem is that many art works are now declared under the title of “art” are far from it. Moreover, he states that he sees an obvious development, and says the following: “And if you look from the point of view of art, it has evolved and continues to do so. The problem of contemporary art is not in itself, but in the deformed, worthless criteria for evaluating art”. However, the authors of the article disagree with the deputy, and say that “this is a tragedy” – they feel like “Russian landowners who watch as the Red Army soldiers tear up a picture of Aivazovsky with bayonets”. This article and the confrontation of the two opinions fully reflect the answer to the previously voiced question, and once again confirm that the development of art is ambiguous and subjective.

Let us move on to the final part of the analysis – the modern book industry. Similarly, to other creative artists, the book industry is experiencing a crisis. Since 2009, when the global crisis affected all countries, there has been an issue of the monopoly of publishers, which does not allow independent authors to break through.

At the same time, industry faced a problem of betting on entertainment mass literature and the general disinterest of the public in reading in the era of interactive and media entertainment. In the report of Rospechat, “The book market of Russia. The state, trends and prospects of development” [3], provides data that over the past year, the total drop in circulation is about 20 %. In addition, experts predict a further drop in sales by another 8-12 %. The rapid increase in prices for printed and electronic publications are explaining this. Moreover, this data affects not only the Russian book society.

The book industry around the world is facing a paradigm shift caused by the arrival of electronic media and the Internet in all areas of life. In total, the young and even the older generation will prefer any other form of entertainment, than books, for example, movies, TV-series or video games, considering, that it is cheaper, more accessible and much more diverse.

In conclusion, it is worth saying that starting from the facts and the modern model of consumer society, the conclusion is obvious – we are retreating in the development of culture back. The focus of a large percentage of the media output is meeting these needs and increasing sales, which is detrimental to the original goals of art. Yet, the famous writer Stephen King once commented on the decline of modern cultural development as follows: “Cinema will not win books. Everyone <...> is constantly saying: the books are dead, society is sliding into a quagmire, culture is destroyed <...> and then suddenly there is Harry Potter on 734 pages, which sells five million copies in twelve hours”. Therefore, do not forget that everything depends on us.

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THE HIKIKOMORI PHENOMENON AS THE JAPANESE PLAGUE

Abstract. This paper discusses the issue of the Japanese phenomenon which is called hikikomori and its influence on the social and economic life of the state. As a result of the analysis, we can see the influence and the danger of the issue that affects even other countries.

Keywords: hikikomori, hika, kadakusi (kadakushi), lonely death, non-social behavior.

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ФЕНОМЕН ХИКИКОМОРИ КАК ЯПОНСКАЯ ЧУМА

Аннотация. В работе рассматривается японское явление, которое носит название Хикикомори, а также его влияние на социальную и экономическую жизнь государства. В результате анализа представлены последствия и угрозы рассматриваемой проблемы, которые влияют и на другие страны мира.

Ключевые слова: Хикикомори, хика, Кадакуши, одинокая смерть, антисоциальное поведение.

The issue of Hikikomori is becoming more and more significant every day. Youngsters and teens are getting addicted to a non-social behavior incarcerating themselves in their houses and breaking all the connections with social world. Let us shed the light on the problem and look at the situation according to the social and economic points [1].

According to National Geographic: “Known as hikikomori, these are people, mainly men, who haven’t participated in society, or shown a desire to do so, for at least a year. They rely instead on their parents to take care of them” [2]. And this is an absolutely true interpretation of the issue. The “hikas”, as they call themselves, do not work or study, they just force their parents and then the government to give them money for food, which they order on-line, and in-door entertainment. So, having everything that is needed, they do not have to go outside and care about something that is valuable for others.

“Hikikomori” is a Japanese term that literally means “to be alone” and is generally used to refer to those who make the decision to withdraw from social life for long periods of time (ranging from some months to several years), locking themselves in their own bedrooms, without any direct contact with the outside world. It’s a phenomenon that affects mainly young males between the ages of 14 and 30, although the number of isolated females might have been underestimated by the surveys that have been carried out so far.

Currently there are over 500.000 confirmed cases in Japan, but according to the relevant authorities the number might even reach one million people (1 % of the entire Japanese population). It is therefore an incredibly vast phenomenon, yet not many have heard speak of it, especially outside of Japan. Even in Italy, there is growing attention being paid to the phenomenon. In fact, the hikikomori doesn’t even

seem to be an exclusively Japanese cultural syndrome, as was initially thought, but a social unease that affects all economically developed nations on the planet.

Of course, the hikkas are real monsters for social and economic development of the country. Firstly, as they stay at home and have no education, they are unable to work and help the economy of the country to prosper. Secondly, the government of Japan spends a lot of money on doles and dependent's allowances for them which is not rational at all. Speaking about social life, due to anti-social behavior the hikkas do not have any friends or just acquaintances that are be there for them if it is needed. Their parents will pass away one day, and a lonely Japanese person will be taken care of by no one.

Here comes another issue that cannot be but mentioned and discussed – the Kodokushi (or Kodokusi) phenomenon which is translated from the Japanese as a lonely death. Actually, it means a liquid that is left after the dead body which is not found for some days or even months. It sounds horrifying and unbelievable but what if I say that there are hundreds of companies that clean this kodokushi and the houses or flats after they find a person dead. Moreover, the number of unaccompanied deaths reaches up to 30.000 every year and it is speedily increasing [3].

Unfortunately, the phenomenon is spreading around the globe, especially among Asian countries. The scientists point on the fact that regions with overpopulation struggle from it the most and the government of the countries are desperately fighting this problem for making lives of their people happy and fulfilled [4].

What can we do here, in Russia, to prevent this “plague”? Personally, we guess, we must take care about each other all the time. We must care about our relatives, friends and people who we interact with to make them feel that they are needed. Teens must be loved by their parents, secured by the government and respected by their friends because each of us has a right for a sophisticated and prosperous life.

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JUNK ART AS A MODERN TREND IN ART

Abstract. The work examines the history of the direction of art “junk art” and its adaptation in the modern world. The “99 Recycle” brand of secondary use of plastic in Saint Petersburg and use of manufactured products in the home is analyzed.

Keywords: junk art, trash art, recyclable, contemporary art, plastic.

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ДЖАНК-АРТ КАК СОВРЕМЕННОЕ НАПРАВЛЕНИЕ В ИСКУССТВЕ

Аннотация. В работе рассматривается история направления в искусстве «джанк-арт» и его адаптация в современном мире. Анализируется бренд «99 Recycle» вторичного использования пластика в Санкт-Петербурге и применение произведенных изделий в быту.

Ключевые слова: джанк-арт, треш-арт, вторичное использование, современное искусство, пластик.

The origins of Jank art date back to the early 20th century. Artists Marcel Duchamp and Kurt Schwitters are pioneers in this field of art. Examples of Duchamp’s finished products include: Bicycle wheel (1913, finished product, metal, painted wood, Pompidou Center), “Forefeeling of broken arm” (1915, Yale University Art Gallery) and “Fontan” (1917, Replica, Tate Gallery). Kurt Schwitters made collages of empty matchboxes, ropes, empty cans. The new direction was named the Business Painting (from the scrap of advertising of the Commercial und Bank). The term “thrash art” was first used by the English critic Lawrence Alloway in 1961 to describe the city’s art in which objects found or finished and mechanical debris were transformed into paintings, sculptures and the environment by welding, collage or other means [1].

Tresh art quickly gained popularity in the United States and in the United Kingdom, but the new direction was not associated with the term “secondary use” as a contribution to improving environmental conditions. In that sense, progressive art only began to grow today.

Due to its multifaceted nature, junk art successfully adapts to the modern world, but with a new environmental subtext. On the example of production “99 Recycle” in Saint Petersburg we will consider the process and application of modern art products in everyday life.

Used in production are devices: 3D printer, built on the basis of industrial manipulator Hyundai (focused on FGF printing, i.e., raw material – crushed secondary plastic); 2 Thermometers; CNC Fraser, Industrial Sewing Machine. It is worth mentioning that 3D-printer and 2 thermoplastics are developed by the team.

The raw materials for production are: secondary polyvinyl chloride (hereinafter PVC) – trimmings from the production of trampolines, boats, tents; polyethylene film – packets; ground cap HDPE; granules of secondary polystyrene.

PVC bags, backpacks, shoppers (fig. 1).



Figure 1. PVC articles: 1 backpack; 2 – lap bag; 3 – shopper

Polyethylene film fanny bags and cosmetics bags (fig. 2).



Figure 2. Polyethylene film products: 1 – lap bags; 2 – makeup bags

From HDPE grinding caps and secondary polystyrene granules: skateboards and badges (fig. 3).

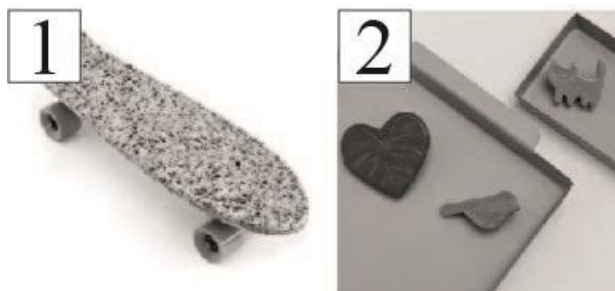


Figure 3. Articles from HDPE grinding caps and secondary polystyrene granules: 1 – skateboards; 2 – badges

But the most interesting thing is that the shop produces designer furniture (fig. 4).

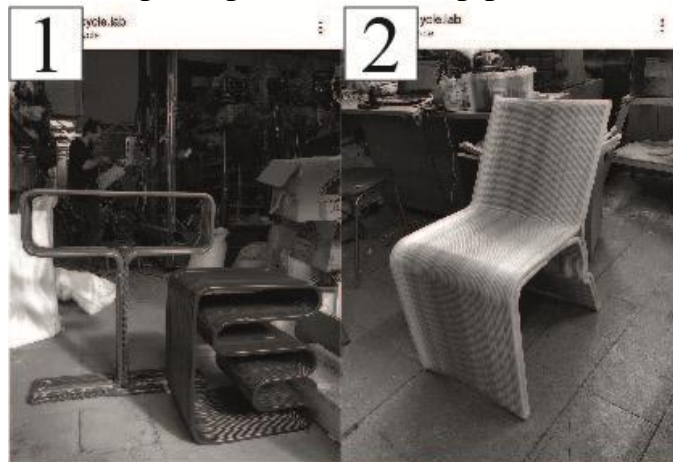


Figure 4. HDPE grinding caps and secondary polystyrene granules made from 3D printer printing: 1 – functional table with table chair; 2 – chair

It is important to believe that everyone can contribute to modern-day trash art. Yes, there is no thermoplastic or 3D printer at home, but there are household analogues. For example, at home I was able to create a composition (fig. 5) of plastic bottles, tubes and an aluminum jar. In the role of the thermoplastic was the iron and parchment, with the help of them the bottles became flat and then the burner on a tree made “waves”. A “whale” made from an aluminum jar with a pen engraved.

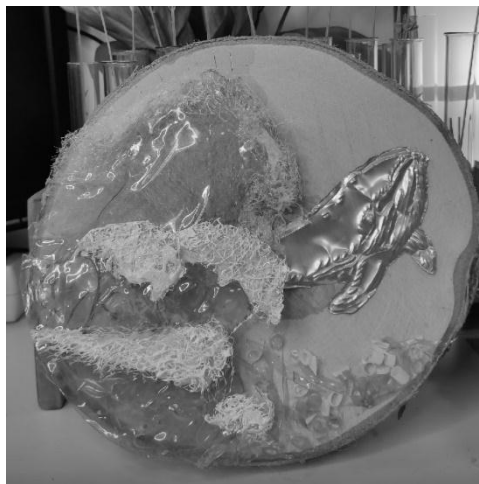


Figure 5. Composition “Sea of Plastics”

Also, anyone, not only creative, can make a notebook out of unwanted booklet (fig. 6). It is necessary to cut the sheets in the same way, to make holes in the right places and to combine the sheets with rings or ropes.



Figure 6. Notebook made of packaging

Thus, tresh art with environmental subtext successfully adapts in Saint Petersburg. Products made of secondary material are not only available, but can be made without certain skills. Junk art is available to everyone!

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RECYCLING AS A TREND

Abstract. The paper examines the recycling of waste at home and the ubiquitous spread of the trend in the world.

Keywords: recycled, plastic, paper, trend, glass.

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ВТОРИЧНОЕ ИСПОЛЬЗОВАНИЕ КАК СОВРЕМЕННЫЙ ТРЕНД

Аннотация. В работе рассматривается вторичная переработка отходов в домашних условиях и повсеместное распространение тренда в мире.

Ключевые слова: переработка, пластик, бумага, тренд, стекло.

The problem of waste is global, because every year its amount is growing. According to Rosprirodnadzor, Russian landfills occupy 4 million hectares, which is equal to the area of the Netherlands or Switzerland. The area occupied by waste is increasing by 400 thousand hectares annually. If these rates continue, then by 2050 landfills will occupy 1 % of Russia's area. [1]

The average Russian produces about two cubic meters of waste per year – about 400 kg. This is about 1.1 kg per day. If you believe the statistics of the World Bank, Russia does not look so bad against the global background: in the whole planet, this figure is 1 kg. Most of the waste is generated by the inhabitants of Iceland: 4.3 kg per day. Least of all – the citizens of Lesotho: only 100 g [1].

More than a quarter of the volume of the trash can of a Russian is occupied by food waste, almost 20 % – paper and cardboard, 17 % – glass. In different countries, these proportions vary greatly: in China and Brazil, food waste is mainly sent to the trash, in the USA – paper, and in the UK – plastic [1].

With the increase in the amount of waste generated by humans, the question of what is to be done with it becomes more and more acute? After all, if we continue to take it to landfills and landfills, then ultimately our planet will turn into one dump. But waste not only occupies vast territories, but also causes climate change, pollutes

soil, air, and water. And small waste from various materials is eaten by animals and birds, which often leads to their death.

Already now people are aware of this problem and are looking for ways to solve it. A trend of conscious consumption is forming, people are starting to abandon disposable bags, straws, glasses in coffee shops, sorting waste, and some are turning garbage into their business and manifestation of their hobby.

This is how UNIQLO clothing brand recycles clothes that cannot be reused. Solid fuels used for industrial purposes, such as boilers in papermaking, and soundproofing materials used for cars (fig. 1).



Figure 1. Fuels and soundproofing material

Adidas uses recycled plastic waste from coastal areas for the outer material of its shoes. So, on average, 11 plastic bottles are used for one pair of sneakers.

But not only big brands use waste to produce their goods, but also various influencers. The social network TikTok has been trending for several months to recycle what an ordinary person would just throw in the trash.

This is how the user franka.uk on his blog shows how he makes various decorations for his store from bottle caps (fig. 2). And at the moment she has more than 50 thousand subscribers who are interested in her idea.



Figure 2. Earrings made of plastic caps

And the user Natalia_Veretelnik in his blog for almost 40 thousand people talks about his various products from glass bottles. This is how various vases, clocks and even dishes of various depths are made from bottles (fig. 3).



Figure 3. Bottle dishes

Also, on the vastness of this social network, you can see a lot of people who recycle their unnecessary paper notes. When grinding, many add dyes and, as a result, get new paper from which they make business cards, brochures or even whole notebooks for themselves.

Looking at the formation of a trend of recycling and reasonable consumption, it can be argued that by developing these areas, humanity will be able to overcome the problem of waste in our lives.

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