

**Секция «Межкультурная коммуникация в сфере профессионального образования»,  
научный руководитель – Воробец Л.В., канд. культурологии**

**RECONCEPTUALIZATION OF SUBCULTURES**

Bun'kov V.A., Chibisova O.V.

*Komsomolsk-on-Amur State Technical University,  
Komsomolsk-on-Amur, Russia*

Modern society is characterized by a variety of social behavior practices. On the one hand, it gives a person a variety of options for self-identification. On the other hand, it prevents him from maintaining a subjective integrity. Besides it makes it impossible to oppose mass culture to elite one as the society is not longer divided into two classes. In our view, all current cultural space can be depicted as a set of subcultural phenomena that coexist with each other. Each subculture represents a certain social element, which differs from other elements by its values and norms. Mass culture created models and standards which then were spread over the whole society [1]. Today the mainstream has lost its centrality: in fact, there is no main stream, there are many streams. People live in a world of coincident groups, a great abundance of possibilities. Single human culture is made up of many different subcultures that clearly contribute to it. Common standard is modified in the mass of secondary standards designed for different social categories. The essential idea here is that people produce their subcultures while receiving images and models from mass culture. They perceive the concepts that are transmitted via the media, adopt them through a creative process and produce a new product. Besides, there is a wide interchange of codes and artifacts between subcultures themselves [2]. Moreover, the development of some subcultures may be based on adopting the elements of alien cultures which then assume specific national traits. And vice versa, mass culture may adopt some distinguishing features of subcultures (particularly clothing and music) for commercial purposes. So we can assert that the isolation of various subcultural groups do not give way to an impenetrable partition. The former approach considered subcultures as groups that were in some way non-normative or marginal because of their special interests and practices. They were regarded not only different from a dominating culture, but opposed and resistant to its dominating values. The new way of seeing subcultures is examining them as groups within society which mix and match different elements of different cultures to construct their own identity. Then it will be better to call them not subcultures (as prefix "sub" implies inferiority) but co-cultures.

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**THE USAGE OF SLANG IN NETWORK COMMUNICATION**

Bykovsky D. N., Vorobets L.V.

*Komsomolsk-on-Amur State Technical University, Komsomolsk-on-Amur, Russia*

The Network culture is considered by many scientists as a major historical type of culture, which can be compared only with the Traditional and Creative types of culture (1). It has the tendency to become global as the mass culture (2). One of the problems of the network communication in recent years has been the using of

“American computer slang”. Computer Slang – is a kind of slang used by computer users. Rapid growth of computer technology in the second half of the XX century has created a huge amount of specific words and phrases, rich branched terminology.

The first thing that is impossible not to pay attention to while communicating on the Internet is ignoring the rules of spelling when participants exchange their ideas and thoughts. A huge number of Internet users ignore the letter designation of the sound structure of words, i.e. spelling which occurs on the principle “written as it is heard”.

In the next place one can notice that correct separation, fusion and hyphen spelling is neglected. Capital letters in the words may well be replaced by lowercase letters. In addition, some forms of words can be significantly reduced, as for example, “k” (okay), “u” (you), “coz” (because), etc. The most frequently used phenomenon in online chats is the case when the message is perceived instantly. This is primarily motivated by the desire to save the companion effort to write a message.

Moreover, the interlocutors’ desire to accelerate typing speed closer to the speed of speech leads to the use in the process of networking all kinds of abbreviations and acronyms, such as “pls” (please), “IMHO” (In My Humble Opinion), “rly” (really), “np” (no problem), “EOD” (End of Discussion), etc. This in its turn has created an entirely new “oral-written” form of speech that has its own specific features and presentation.

Thus, when there is insufficient knowledge of the language, the usage of new terms that are suitable only for network communications and interaction in social networks becomes successful for those who have any experience with this kind of slang, especially in intercultural communication.

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**ВОСПРИЯТИЕ ПЕСНИ И СЕМАНТИКА ТЕКСТА**

Васильева Д.Ю., Шунейко А.А.

*Кomsomolsкий-na-Amure государственный технический университет, Кomsomolsk-na-Amure, Россия*

Песня – синтетический речевой жанр, который включает в себя, кроме вербальных элементов, музыку. Соответственно, при восприятии песни, слушатель может отдавать предпочтение либо всему тексту в целом, или какой-либо из его частей [1]. Чтобы выяснить, насколько для современной молодежи важно понимание текста в песнях на иностранных языках, нами было проведено анкетирование. В нем приняли участие 30 парней и 30 девушек, в возрасте 17-21 года, проживающих в Кomsomolsке-na-Amure. Им был задан вопрос: «Насколько важно для вас понимание слов, когда вы слушаете песни на иностранном языке?». В ходе этого анкетирования были получены результаты: из 30 парней самым распространенным ответом стал «частично», на него ответили 14 парней. Из 30 девушек, наиболее распространенный ответ стал также «частично», на него ответили 20 девушек. Девушки: важно – 5, частично – 20, совсем не важно – 5. Парни: важно – 11, частично – 14, совсем не