

ПОПУЛЯРНЫЕ АНТРОПОНИМЫ НАЧАЛА XXI ВЕКА

Тихонова А.В., Шунейко А.А.

Комсомольский-на-Амуре государственный технический университет, Комсомольск-на-Амуре, Россия

Все сферы нашей жизни подвержены моде. Не являются исключением имена собственные. В разное время одно и то же имя может быть очень популярным или практически не использоваться [1]. Динамику использования собственных имен рассматривал Владимир Андреевич Никонов. Продолжая исследование в этом направлении, мы выяснили, какие имена являются популярными на сегодняшний день в городе Комсомольске-на-Амуре. Для того чтобы определить наиболее распространенные имена, мы обратились к базе данных автоматизированной системы отдела ЗАГС города Комсомольска-на-Амуре. Были проанализированы имена 778 новорожденных, зарегистрированных в период с 01.04.2013 по 14.12.2013. Получены следующие результаты. Наиболее распространенными мужскими именами являются: Артем (27), Дмитрий (19), Максим (19), Матвей (16), Александр (15), Ярослав (15), Никита (14), Роман (14), Алексей (13), Тимофей (12), Егор (11), Илья (11), Кирилл (11), Владислав (9), Евгений (9), Сергей (8). Женские имена имеют следующий рейтинг: Анастасия (23), Дарья (19), Елизавета (19), Мария (18), Ксения (17), Валерия (15), Виктория (14), Полина (14), Софья (14), Анна (13), Екатерина (11), Алина (10), Алиса (10), Варвара (10), Арина (8), Юлия (8). Есть несколько установленных причин выбора имени: по святым (родители заглядывают в календарь, находят дату рождения ребенка и смотрят, какие имена вписаны в этот день), день памяти (имя человека, оставившего глубокий след в жизни одного из родителей), по этимологии, значению и тайне имени (прежде чем сделать окончательный выбор, родители обязательно заглядывают в словарь имен), эзотерика (нужно сделать астронумерологический анализ имени, его связь с датой рождения), по моде. С нашей точки зрения, на предпочтение в выборе родителями того или иного имени для своего ребенка сейчас особенно влияют средства массовой информации. Так, например, в последние годы очень активно рекламируется детское питание торговой марки «Тёма», чем, вероятно, и определяется популярность мужского имени Артём. Кроме того, известные телеведущие и артисты, олицетворяющие собой успешность, финансовое благополучие, всеобщее признание, также влияют на выбор имени (Дмитрий Нагиев, Максим Галкин, Анастасия Волочкова, Анастасия Заворотнюк, Дарья Мельникова, Елизавета Боярская и др.).

Список литературы

1. Шунейко А.А. ВИР – вариант мира // Ученые записки Комсомольского-на-Амуре государственного технического университета. 2012. Т. 2. № 11. С. 120-121.

PHONETIC SYSTEM OF THE LANGUAGE IN INTERCULTURAL ASPECT

Ustinov A.U., Vorobets L.V.

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

Phonetics is a branch of linguistics studying the speech of sounds and sound structure of language (syllables, sound combinations, patterns of speech sounds in connection string). Organs of speech are arranged among all nations equally, but each language has its own peculiarities in the structure of sound, its methods of pronunciation of sounds and phrases (1).

The first thing that anyone comes across when starting to learn a foreign language is reading and pronouncing of the sounds and words. However, many Russians, who begin to learn the English language, face such a problem as a complex sound composition and the sounds that do not exist in the Russian phonetic and articulation systems. Mispronunciation can lead to confusion and, in some cases, to conflicts with a native speaker.

In the short frames of our research we interviewed 25 bachelor linguist students of the Humanitarian Faculty of Komsomolsk-on-Amur State Technical University. The aim of our interview was to find out the most difficult sounds in the process of learning of the English pronunciation and the ways of eliminating these difficulties. Having conducted this experiment we received the following results.

According to the results of the interview the most difficult sounds in pronunciation are:

- 1) [ð - θ] - in case of replacement of the sounds into [z] or [s] the words change their meanings that leads to misunderstanding – bathe – base; think – sink – 57 %.
- 2) [r] - r in case of replacement of the English sound [r] into the Russian [p] smooth pronunciation of the word ‘rabbit’ [ræbit] is lost, resulting in communication complexity – 14%.
- 3) [w] - w in case of replacement of the sound into the sound [v] the word ‘wine’ [wine] turns out into ‘vine’ [vine] – 9%.

The remaining 20% of the respondents stated they have no sound difficulties in pronunciation. Similarly, to eliminate these problems 80% of the students practice a lot, and 20% of them use audio and video to solve the difficulties they have in the process of learning.

Список литературы

1. Макарова Е.Н. Позиция интонационного центра высказывания и коммуникативное намерение говорящего (на материале американского варианта английского языка) // Ученые записки Комсомольского-на-Амуре государственного технического университета. 2011. Т. 2. № 8. С. 32-38.

NORTHEAST ASIA: INTERCULTURAL COMMUNICATION PROBLEMS

Chugunova O.L., Chibisova O.V.

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

In today's globalized world, all states are getting more closely interconnected on the economic basis. Therefore, communications between them are crucial in their impact on the economic development of any country. The shift of the world economic development center to the Asia-Pacific region gives an air of importance to mutually beneficial cooperation of NEA countries and Russia. But dynamic development of economic cooperation is impossible without trust between partners [1], which, in its turn, is determined by their ability to communicate regardless of the cultural barriers. In today's communication space when dealing with another culture carrier, one must consider all factors and follow the rules and norms of behavior. However, the process of self-identification makes some nations aspire for cultural self-assertion, which manifests itself both as a passive rejection of the values of other cultures and as an active opposition of their manifestation [2]. A striking example of such cross-cultural conflict between NEA countries was the visit of Yasukuni war shrine by Japanese Prime Minister Abe, December 26, 2013. According to Japanese legend, it rests the souls of Japanese military killed in the fighting. The shrine keeps more than 2.4 million names of all Japanese that died in the fields of military battles from the middle of the XIX century. Among them there are the

names of those who were found guilty of war crimes by a Tokyo military tribunal in 1945. So, a 30-minute visit to a controversial shrine ignited a predictable firestorm of criticism and condemnation from China South Korea. These countries suffered under Japan's military aggression in World War II. The Chinese foreign ministry issued a statement that Beijing expresses strongest anger for this heavily offending act. To honor the shrine is to embellish and falsely beautify Japan's military incursion and colonization. South Korean Minister of Culture, Sports and Tourism said that he deplores and expresses indignation. He also urged Japan to stop embellishing its invasion. Though Abe explained he only wanted to pray for the souls of the war dead, not honor war criminals, trampling on the neighbors' sensitivities about their shared past will exacerbate tensions in Northeast Asia.

Список литературы

1. Петрунина Ж.В. Китайско-северокорейское сотрудничество на рубеже XX-XXI вв // Ученые записки Комсомольского-на-Амуре государственного технического университета. 2012. Т. 2. № 9. С. 19-23.
2. Чибисова О.В. Взаимодействие молодежных субкультур Хабаровского края: диссертация на соискание ученой степени кандидата культурологии / Комсомольск-на-Амуре государственный технический университет. Комсомольск-на-Амуре, 2011

THE PROBLEM OF POLITICAL CORRECTNESS IN THE FIELD OF MEDICINE IN ENGLISH AND RUSSIAN CULTURES

Shumailova E.S., Vorobets L.V.

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

Nowadays, the problem of political correctness is very relevant for different cultures (1). It touches upon not only usual citizens but celebrities and politicians from all over the world (2). However, not all the cultures in this regard are in step with one another. The study analyzed the politically correct lexicon of English and Russian cultures which are used in various fields (religion, ethnicity, people physiology etc.), but in this article we would like to pay attention to the comparative analysis of the politically correct synonyms in the field of medicine.

Comparative analysis of these two cultures allows to track which of them is increasingly resorted to the use of politically correct vocabulary, and where the phenomenon is more common. Thus, there were found the following expressions:

English culture	Russian culture
insane asylum - mental home, mental hospital, mental health clinic; patient's death - terminal episode, therapeutic misadventure, negative patient care outcome; cancerous growth - formation, neoplasm, new growth; deaf - a person with hearing impairment, visually oriented person; pass over to the other side - die.	психиатрическая больница - пристанище для душевно-больных; смерть пациента - летальный исход больного; опухоль - новообразование, объемное образование; глухой - слабослышащий. умереть - перейти в мир иной.

We can see that politically correct English expressions are aimed to minimize a traumatic effect of each medical term for a patient more. It might be explained by the fact that the English belong to the individualistic culture but the Russians to the collectivistic one so the perception of the individual and collective values are different. Nevertheless, the analyzed phenomenon plays one of the major roles in effective and productive intercultural communication and contributes to the dialogue of cultures.

Список литературы

1. Воробец Л.В., Проблема политкорректности в аспекте межкультурной коммуникации // Вестник Костромского Государственного университета им. Н. А. Некрасова 2012, Основной выпуск, Т.18, № 2, с. 57-60.
2. Кузнецова Н.В., Выражение категории политкорректности/неполиткорректности в политическом дискурсе политических деятелей Франции // Ученые записки Комсомольского-на-Амуре государственного технического университета. 2012. Т. 2. № 11. С. 51-56.

RUSSIAN-JAPANESE DIALOG: NEW AREAS OF DISCUSSION

Eyubova S.Z., Chibisova O.V.

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

The relations between Russia and Japan are characterized by a mutual interest in bilateral and international cooperation. Though Japan is mostly interested in Russia as an energy supply source [1], this partnership extends other areas as well. Among them one can name trade, information technology; transportation; space exploration, research and environmental protection. Economic cooperation is one of the key areas of Russian-Japan collaboration. In 2012 the trade volume reached 33.5 billion U.S. dollars. In the external trade turnover of Russia Japan's share accounts for 3.6%, Russia's share in that of Japan is about 2%. Main Russian exports to Japan are crude oil and oil products; black coal; unprocessed

palladium, aluminum and platinum; and ferrous alloy. Principal imports from Japan are construction equipment; automobiles; printing, radio and television equipment; and lift-and-carry machinery. Japanese and Russian scientists are working together on such international projects as the International Thermonuclear Experimental Reactor; the International Space Station; and the Large Hadron Collider. Japan and Russia are engaged in cultural exchange programs with one another; they include annual culture and film festivals, art exhibitions. There continues to develop vigorously educational exchange between Russia and Japan; and ties between members of the public are deepening as well. The image of Japan for Russian youth is becoming more personalized [2]. Speaking at the Sino-Russian forum in April 2013, Japanese Prime Minister Shinzo Abe outlined three new areas in which Tokyo would be willing to share their experiences with Russia: improving urban infrastructure, medicine, foodstuffs. Towns in Russia are rapidly growing. It is necessary to ensure quality housing for people to solve problems with transport and waste. He also noted that Japan is ready to advance a low-calorie seafood on the Russian market. He added, he wished Russia could use Japanese technology in the field of prevention, diagnosis and treatment of diseases such as cancer. Prime Minister of Japan attaches great importance to Russia-Japanese relations. Under conditions of serious changes in the strategic environment in the Asia-Pacific region, trust relationship and mutually beneficial cooperation between our countries are becoming increasingly important.

Список литературы

1. Кибя Д.В. Решение проблемы продовольственной безопасности в рамках АТЭС // Ученые записки Комсомольского-на-Амуре государственного технического университета. 2013. Т. 2. № 1 (13). С. 10-13.
2. Мирошниченко М.Г., Чибисова О.В. Культурный образ Японии в межкультурной коммуникации // Успехи современного естествознания. 2012. № 5. С. 33.