

TRADITIONS

This article gives the definition of the word «tradition» and explains the role of traditions in a contemporary culture. The attention is focused on the differences in various peoples' traditions that are demonstrated by the example of wedding traditions of Great Britain, Japan and Brazil.

Keywords: traditions, wedding traditions, wedding ceremonies, peoples, culture.

Traditions in culture

Cultural traditions are social and cultural heritage, transmitted from generation to generation. Tradition is the way of transmitting the culture of the people. While getting to know them, people deepen into the cultural roots and learn to take care of the identity of the people.

Traditions appeared long ago. In ancient times, they determined public and private life of a person. The basis of the tradition is a long history of social groups. The rules, symbols and folklore create a peculiar scenario of human behavior in certain situations. The meaning founded in them guarantees correct actions, warns against the wrong actions, provides the reliability of behavior.

Knowledge of traditions organizes experience, provides the necessary values and helps to perpetuate the authority. Therefore, cultural practices are also important for pedagogical science and educational practice as a whole.

Tradition is a key tool of transmission and development of cultural heritage, and must be handled carefully and skillfully. The historic mission of the peoples of the world is in a constant cultural inclusion of all new generations, enrichment and replenishment the treasury of world culture.

Currently, there are traditions in the most ordinary things. We often don't notice that cultural traditions of our people are reflected in our actions and deeds. For example, somewhere in the East, women still hide their faces and bodies under the ridiculous shapeless clothes. But nowadays many Africans believe that a short apron is the top of what they can afford to put on to the disadvantage of the old customs, implying full nakedness. Welcoming a friend a Chinese asks: «Have you eaten?», an Iranian wishes: «Be cheerful!», a Zulu says: «I see you.»

Wedding traditions of the peoples of the world are very diverse and interesting. Some ceremonies are fascinating because of their beauty and romance, the others impress with originality and practicality, but they characterize the country and make it peculiar from other countries and peoples.

Wedding traditions in Great Britain

English is a nation that observes its traditions faithfully. Perhaps, changes in England are slower than in the other countries.

The wedding ceremony is an important ritual in the life for everyone. Young couples while preparing and holding of the ceremony are the most superstitious and keep many ancient beliefs to ensure a happy family life. In the past, marriage was considered to be a special moment in life when people became extremely sensitive to the influence of the evil spirits. The wedding dress, made in order to protect bride from the evil spirits, has been saved to the present day and is common in many countries.

Shoes also play a significant role in brides' costumes. British women put coins in wedding shoes to provide wealthy family life. The bride's father had to pass a pair of his daughter's shoes to the groom as a sign of her transfer to the groom's family.

The young go out from the church under the sound of organ, where their relatives sprinkle them not with the crumbs of wedding cake as it was in the old days, but with hearts, bows and stars which are the symbols of prosperity and good luck.

There is a church marriage in England, along with civil one and has the same legal force. But, you see, a wedding in the church makes you feel the depth and importance of the moment of marriage.

The question of spouses' belief is a serious obstacle on the way of free issue marriage in England. People with different religions rarely married as their relatives and friends could turn away from them.

Conservative British are still thrifty to their traditions and respect it.

A traditional Japanese wedding ceremony

Ancestors' testament is everything for Japanese: the wedding ceremony did not change during the past centuries.

Weddings in Japan are usually celebrated in summer, when the weather is good and it is not hot and not cold at the same time. They are tolerant to other religions and beliefs; the main thing is that ceremony should be luxurious and beautiful.

Ritual gifts exchanged between a bride and a groom and their families, which called *yuino* play an important role in the engagement. Groom's family presents a set of five, seven or nine special envelopes to bride's mother. One of these envelopes is for investing money to pay wedding expenses. The remaining envelopes were previously filled with ritual foods (dried squid or seaweed) now they are left empty, they symbolize a wish for a long married life, happiness and prosperity. Sometimes the list of wedding costs and/or expenses associated with the improvement of young people's life is put into the envelope. Groom's parents pay these costs. The bride's family presents about half the cost.

Recently, this ritual has been replaced by the European one, when a man gives a woman an engagement ring and asks for her arm, and the woman gives him gifts in response. A diamond, which is traditional for this ring, is often replaced by a stone according to the bride's month of birth.

The wedding menu is prepared in advance and so is the list of invitees. The menu may include food of any known cuisine. Dressing up the cars with the balls, ribbons and other «things», as we do, is not accepted in Japan. The plenty of guests go by subway or another public transport. Also dancing at weddings is not accepted: toastmaster entertains the company, musicians play different tunes, young people can sing karaoke, but nobody dance.

Brides' dress is a kimono. Before the ceremony, bride dresses up for a long time and makes a special haircut that is covered by a special «hat» during the ceremony.

When the wedding ceremony starts, the bride and groom exchange with three cups of special sacred sake to get married. And only after that they can exchange rings.

Banquet is arranged immediately after the wedding ceremony, or newly married may additionally be married according to Christian traditions. At the beginning of the banquet everybody watches a so called «Love Story» – a film made from photographs. During the movie, couples' friends tell about the newlyweds. A bride changes her dress during the banquet. She wears a beautiful evening gown. A groom dresses up to match his young wife. Perhaps the biggest difference between a Japanese wedding and our is a registration of marriage. It takes place only when newlyweds return from the honeymoon. Registration is held without congratulations and toasts.

Although the wedding is a meaningful and solemn occasion, it is an expensive event. So more and more couples prefer to get married abroad, firstly, it is exotic and beautiful, and secondly, they can not invite anyone and save money.

Wedding traditions in Brazil

Wedding in Brazil is a large-scale event with songs, dances, music, a large feast and lots of guests. A bride and a groom are the most beautiful and majestic people on this day. A bride necessarily wears a beautiful wedding dress, which has been hand tailored. A groom and grooms' friends wear small Brazilian flag instead of the button-holes. It indicates the patriotism of a nation.

All of Brazilian couples are required to register their marriage at the registry office before the wedding in the church.

A wedding usually begins with a ceremony in the church. The bride's father leads a bride to the altar while guests welcome them standing. The best men are selected at the ceremony, not in advance, as it is customary in Russia. The best men are usually three pairs from each side. A bride stands beside the groom and the best men are on each side. The religious ceremony is held according to the classical canons of the Catholic or Protestant Church. A solemn ritual is necessarily accompanied by live music, the priest reads a prayer in Portuguese. The newlyweds exchange rings, putting them on the left hand, as it is closer to the heart. The bride and groom do this very carefully, because there is a sign that the ring fallen during the ceremony foretells a short marriage. Afterwards, marriage license must be signed. It is a Brazilian analogue of a marriage certificate. Then, a traditional wedding song is sung or a national anthem is performed. Then the ceremony is complete.

According to the tradition, a bride must necessarily be late for church for 10 minutes, but if a groom and guests have to wait for a woman more than an hour, she can get a letter from the police with the form to pay the fine after the wedding.

Food and dance should follow the official ceremony. Brazilians give music a special significance. It must be loud, energetic and groovy. It may be a specially invited musical group or just a DJ, but a drum set for beating samba rhythms is a must. Tango, salsa, samba – almost everyone in the country knows all these dances, so everybody has a tremendous time. Loud lively music subsides at the festival only once, when the newlyweds are going to dance their first waltz.

Tables during the festive feast are not numbered, but there are nameplates with the cities of Brazil on each table.

Wedding in Brazil is a very important event, and so everyone spares neither strength nor money on it. After all, Brazilians most often marry once in their lifetime - the divorce rate in the country is very low.

Well, are people's customs different? This is not quite true.

Although traditions characterize each country and distinguish it from others, but in many cases there are also similarities. After all, there are so many customs same for the peoples living in different parts of the world.

For example, the inhabitants of Tierra del Fuego and New Zealand, Sweden and India, Central Africa and any other corner of the world feel the need to say something good to a person sneezing in their presence. But every nation has to say its own in this case. Greetings when meeting are different but such greetings are obligatory for all the peoples. No wonder the Italians have an old saying: «The whole world is one country».

Traditions are the characteristic features of people, but they are created in order to bring people together. Traditions of the people unite people; they unite its members in a family.

Traditions and values must be kept, their role in preserving people's culture is invaluable. The more traditions and the more clearly they are kept up, the more clearly the nature of the community is seen.

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ТРАДИЦИИ

В статье раскрывается понятие «традиции», поясняется роль традиций в современной культуре; акцентируется внимание на отличиях в традициях различных народов, что показано на примере свадебных традиций Великобритании, Японии и Бразилии.

Ключевые слова: традиции, свадебные традиции, свадебные церемонии, народы, культура.

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ВЛИЯНИЕ САЙНС-СЛЭМА, ОСНОВАННОГО НА АНГЛОЯЗЫЧНОМ СЛЕНГЕ, НА ПОВЫШЕНИЕ ИНТЕРЕСА НАСЕЛЕНИЯ К НАУКЕ

Цель работы – установить влияние сайнс-слэма, основанного на англоязычном сленге, на повышение интереса людей к науке. Для достижения цели были поставлены следующие задачи: представить научную работу в формате сайнс-слэма на основе англоязычного сленга; провести социальный опрос, показывающий влияние сленга на восприятие научно-образовательной информации. Для проведения социального опроса были написаны статьи, основанные на проведенных научных исследованиях, в стиле сайнс-слэма. Данные статьи были представлены общественности. Из проведенного опроса было выявлено, что сайнс-слэм является эффективным методом привлечения общества к науке, но для людей, не вовлеченных ранее в научную сферу. На данный момент это направление является наиболее популярным и эффективным способом популяризации науки.

Ключевые слова: сленг, сайнс-слэм, наука, речь, культура.

В настоящее время наш словарный запас всё больше и больше пополняется заимствованными словами. Весомый процент этих слов приходится на сленг. Безусловно, всё это имеет свои плюсы: речь человека становится более яркой и выразительной, более точно передается эмоциональная окраска и повышается уровень общего развития человека. Но существует и другое мнение. Некоторые люди считают, что заимствования и сленг только вредят языку, уничтожают его индивидуальность и снижают интерес к более глубокому ознакомлению с родной речью. В научной сфере многие из этих слов вообще считаются «паразитами», несмотря на то, что в последнее время становится всё более популярно такое направление, как сайнс-слэм (Science Slam).

Стоит вспомнить слова, сказанные создателем сайнс-слэма – Грегором Бенингом: «Мы бы хотели наладить обмен знаний между российскими и немецкими учеными. И Science Slam – это как раз отличная возможность, чтобы это реализовать. Другой интересный момент для России: кажется, что наука в вашей стране обсуждается за закрытыми дверями и не дает шанса публике поучаствовать в обсуждении и составить представление о том, что происходит в этой сфере».

Если вдуматься в слова столь изобретательного немца, то всё встаёт на свои места, и определение слова сайнс-слэма становится более логичным и понятным [1]. Science Slam – это международный проект популяризации науки, направленный на создание благоприятного образа молодых ученых и исследователей. Каждое мероприятие проекта состоит из серии 10-минутных выступлений ученых, в которых они представляют результаты своих исследований и разработок. Лучшего слэмера публика определяет при помощи аплодисментов.

Наибольшее развитие проект получил в Германии, России и в ряде других европейских стран [2]. На самом деле, сайнс-слэм конкурсы представляют собой сбор молодых ученых, имеющих весомые результаты исследований в какой-либо научной сфере, в довольно необычном для них месте: ночном клубе или баре. Слышать это немного странно, ведь для большинства ученых такие места особого интереса не представляют. Участники собираются далеко не для отдыха. Несколько дней усиленной подготовки необходимы для участия в сайнс-слэме. Ученые пишут доклад по своей работе на не характерном для их основной сферы деятельности языке – разговорном. И всё лишь для того, чтобы донести науку в люди, показать, что всё на самом деле просто, если это просто объяснить. Десятиминутное выступление в разговорном жанре и есть плоды их творчества. Всё проводится, чтобы показать, что наука не стоит на месте, что при желании можно объяснить что-то безумно сложное даже ребенку, чтобы показать, что ученые не забыли язык простых смертных.