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ГЛОБАЛИЗАЦИЯ КУЛЬТУРЫ

Нельзя пренебрегать актуальностью культурной глобализации, а тем более глобализации в целом. Эти явления происходят в данный момент, и они касаются непосредственно будущего стран и целых народов. Цель данного исследования заключается в том, чтобы изучить вопрос, касающийся влияния процесса глобализации на современную культуру. Для достижения поставленной цели использованы общетеоретические методы. Результатом данного исследования является подтверждение факта, касающегося культурной глобализации. Выводами статьи могут послужить предложения по замедлению процесса глобализации культуры.

Ключевые слова: глобализация, культура, межкультурная коммуникация, массовая культура, цивилизационная миссия, культурный империализм, языки.

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THE PROBLEM OF INTERCULTURAL RELATIONS IN THE MODERN WORLD

The difference of worldviews is one of the reasons for differences and conflicts in intercultural communication. In some cultures, the purpose of the interaction is more important than communication itself, in others – on the contrary. The term «outlook» is generally used to refer to the concept of reality that divides with respect to a particular culture or ethnic group of people. Firstly, outlook should be referred to the cognitive aspects of culture. Mental organization of each individual reflects the structure of the world. Elements of commonality in outlook of individuals throughout the world form a group of people of a particular culture.

Keywords: culture, mental, outlook, people, intercultural communication, worldview, globalization.

Each individual has their own culture, which forms his outlook. Despite the difference in individuals themselves, the culture in their minds is composed of common elements and the elements, the difference of which is permissible. Rigidity or flexibility of culture defines the relationship of worldviews of individuals with a vision of society.

The difference of worldviews is one of the reasons for differences and conflicts in intercultural communication. But mastering culture of knowledge contributes to the improvement of intercultural communication.

Worldview defines categories such as: humanity, good and evil, a state of mind, the role of time and fate, the properties of physical bodies and natural resources. The interpretation of this definition includes religious beliefs about the various forces associated with the events occurring daily, and observes the rituals. For example, many oriental peoples believe that the unfavorable atmosphere in the family is the result of the activities of the mythical homes. If you do not treat it properly (not to pray, it does not address the sacrifice), the family does not get rid of the problems and hardships.

The fundamental principles that are inherent in the various individuals and society, the greatest impact on intercultural communication and may cause misunderstandings in the categories and concepts.

At Western Kentucky University Masters test was performed, consisting of a single question: «If your half-brother had committed a wrongful act, inform you about this law?» The Americans and the representatives of the

Western European countries answered in the affirmative, considering the notification of law enforcement bodies to their civic duty. Against were the only representative of Russia (ethnic Ossetians) and two Mexicans. One of the Mexicans angered the possibility of raising such a question, which he was not slow to speak. Unlike the Americans and Europeans, the denunciation of the sibling perceived them as the top moral decline. To honor Dr. Cecilia Harmon, conduct tests, the incident was closed. She explained that both the answer is neither bad and nor good in itself. Both of them should be taken in the context of the culture, which is in charge.

In the Caucasus, for example, if a member of the traditional family (family or genus) makes unseemly act, responsibility for his actions is the whole family or clan, which can total up to several hundred people. The problem is solved collectively, and the conflict with the law is not considered to be the only guilty. According to the tradition, all his family shares his blame. In this case, the whole family suffers reputation, and its representatives do everything possible to bring back a good name.

A question of reputation is reflected in the so-called scale wine – repentance rates, which are different for different cultures. In some countries, the Middle East, Africa and Asia the participants in communication (even guilty) in an awkward position cannot put any, since cultures started there, attach particular importance to the quality of relationships. It is impossible to display publicly an aversion to anyone or to show lack of interest in the subject or the other party in the communication process.

In some cultures, the purpose of the interaction is more important than communication itself, in others – on the contrary. First one has a specific outlook, which reduces all questions to action. A man who has reached a certain goal at the cost of hard work, stands not only in his own eyes, but also in public opinion. In such cultures, goal justifies means. In others, where priority is always a man, relationships are valued higher than any result. In this case, «there are many means of expression structure representing deeper informative value selected values compared to human problem to be solved». Ultimately, there may be cultures in which no purpose, even the most overriding, cannot rise above a man.

Any outlook prevailing in a particular culture, autonomy and adequate in the sense that is the link between opinion and reality, revealing view of reality as something experienced and accepted. Outlook contains a set of beliefs, concepts, orderly understanding of social structures and moral values, and this complex is unique and specific in comparison with other similar complexes of other socio-cultural associations. Limit of acceptable changes, world culture always adequately due to its principles despite the acceptability of modifications in the culture and the possibility of varying.

Problem of modifications and variation in culture, and, consequently, in the outlook with particular acuteness confronts emigrants, whose number is constantly increasing due to regional wars, ethnic conflicts, with the collapse of the economies of the Third World, etc. This process inevitably poses arrived extremely complex issue of forced adaptation. The need for adaptation to a foreign culture arises when different cultures come into contact with a group of people of the dominant culture. The experience of such interaction may occur in travelers, tourists, temporarily living in a foreign environment, due to the voluntary movement of individuals or specific groups and, finally, as a result of forced migration.

For example, representatives of different cultures, while in the process of interaction, experience inevitably some psychological discomfort. A driving force of adaptation is interaction of at least two groups of people: a dominant group, which has great influence, and an adaptable group that undergoes a process of learning and adaptation. A dominant group intentionally or unintentionally imposes changes, while another group voluntarily or not accept them.

It is useful to note that an adaptable group has no effect on adapted. Influence or challenge that is experienced by an adaptable group, carry a psychological context, depending on the policy of the authorities, the economic and social characteristics of this group. Levels between groups tend to be more significant compared with the level of the individuals themselves.

Adapting to cultural norms of a dominant group entails inevitably a psychological stress in a group of representatives of an adaptable group. As a result, understanding the insignificance of their own culture, awareness of dependence of their position, powerlessness, loneliness, a feeling of hostility of the world and the hostility of the response, as well as the status of foreigner permanently wraps discrimination – these are aspects of the psychological state of adaptable group. This phenomenon in anthropology, social and intercultural psychology is called stress adaptation.

Penetrating into a different culture, a foreigner feels insecure and anxious. This is a natural reaction to the concerns of their status and place in a strange society can develop into overwhelming fear, distrust, and in extreme cases, as a last resort self-defense, could trigger a return to their homeland. Most immigrants feel the so-called culture shock when they start a life in «a new home». Culture shock occurs during the transition period, the symptoms of fear and anxiety accompany a person, usually at an early stage of implementation in a different structure.

You cannot blame a man for what he experiences and does not experience culture shock. It happens to millions of people around the world, but has different effects, depending in each case on the type of nervous system of the individual. When a person knows what to expect and how to act in case of culture shock, the initial period of life in another country and another culture held for him at a lower cost.

An immigrant experiences excitement arriving in another, usually prosperous country. This condition can be treated as meeting the correctness of the decision to move to this beautiful place. A visitor likes literally everything that surrounds him. But after spending some time in a new place, migrants begin to experience culture shock. Every-

body tries to adapt to a new environment, some can do it, and some, especially old people, and this is not so simple. In a desperate situation, such visitors have to live with their compatriots.

Striving to maintain as part of their culture, immigrants, refugees, immigrants form compact settlements in metropolitan areas, such as the Russian Brighton Beach in New York. Withdrawing into their own circle of friends, they continue to speak their native language, English ignoring, evading the influence of the dominant environment and saving as much as possible, attributes of the old way of life. However, the culture of ethnic groups in a foreign environment – this is not the culture of the ethnic group in its pure form, it is something modified, adapted to new conditions and is a kind of raw material for the formation of a more or less stable over time subculture on the principles that form the world, adequate for a new need.

Due to the globalization of the world economy, the process of mutual adaptation of cultures has become more massive character. Certainly, on the one hand, it promotes a more uniform development of economy throughout the world. The whole world is connected to one economic chain, the deterioration of the situation in one country will impress other countries. Each participant of the global economy is interested in the welfare of the whole world. But on the other hand, residents of many closed countries are not ready for such a drastic invasion of other cultures, and the resulting conflicts are inevitable.

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ПРОБЛЕМА МЕЖДУНАРОДНЫХ ОТНОШЕНИЙ В СОВРЕМЕННОМ МИРЕ

Термин «взгляд» обычно используется для отражения понятия реальности, которая с уважением разделяет понимание конкретной культурной и этнической группы. Сначала точка зрения должна быть отражена именно в когнитивных аспектах культуры. Умственная организованность каждого конкретного индивида показывает устройство мира в целом, а элементы общности во взглядах определенных людей на мир формируют их группы, принадлежащие конкретным культурам. Разница взглядов в понимании мира – одна из причин для разногласий и конфликтов в межкультурной коммуникации. В некоторых культурах значение взаимодействия важнее, чем коммуникация сама по себе, а в некоторых – наоборот.

Ключевые слова: культура, ментальность, межкультурная коммуникация, мировоззрение, глобализация.

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DIFFERENCES BETWEEN THE EAST CULTURE AND THE WEST CULTURE

Nowadays no one is surprised to see foreigners in the streets of the city. But few people understand how to communicate with a representative of another country, came to a mutual understanding. The purpose of this study is to consider the main distinctions of culture of the East and West. Theoretical methods have been used to achieve this goal. The result of this research is more in-depth understanding of communication with representatives of the East and West cultures.

Keywords: culture, West, East, distinctions, the main features, difference, peculiarities.

The concepts «culture of the East» and «culture of the West» are very conditional. Figuratively speaking the East (as which usually understand Asia) and the West (presented by Europe and North America) are the two branches of one tree developing everyone in the direction in at one time, in parallel, but differently. Any of them doesn't tower over another. A certain similarity is inherent in them, but also there are enough distinctions. Can they differ? We will try to understand [1].

What is the culture of the East and culture of the West?

Culture of the East – culture of such countries as: China, India, Japan, and also other Asian states differing in stability, traditional character, firmness.