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CULTURE EXCHANGE – FROM CULTURE SHOCK TO DELIGHT

Today we have lots of opportunities to travel. Various countries annually receive thousands of tourists. The majority of people prefer to visit some well-known places, another people choose their own travelling routes. But what waits for us in other countries and why is it so fascinating?

While traveling, the person feels a set of various emotions, but the purpose of travel is positive emotions, aspiration to learn more and to remember places which he happened to visit.

There is rich variety of customs around the world. Each country has its unique traditions which can differ from ours. If you come to others country with interesting traditions and customs, to accept these traditions means to show respect for history and culture of these people. Some customs can shock us, some of them may cause our delight. In such situations appears a concept which is well-known as «*Cultural shock*».

Cultural shock is the feeling of emotional or physical discomfort, the disorientation of the individual caused by other cultural environment, collision with other culture, an unfamiliar place. Accustoming to a new environment can be exciting, amusing, stressful, can deceive expectations, or simply confuse [1].

The person has a conflict of old and new cultural norms and orientations; old to which he got used, and new, characterizing society new to him. It is the conflict of two cultures at the level of own consciousness. Cultural shock arises when familiar psychological factors which helped the person to adapt to some society, disappear, and instead appear unknown and unclear ones, coming from other cultural environment [2]. Such experience of new culture is unpleasant. Within someone's own culture permanent illusion of peculiar vision of the world, a way of life, certain mentality as unique and the only one admissible is created. The overwhelming number of people doesn't realize themselves as a product of separate culture, even in those

exceptional cases when they understand that the behavior of representatives of other cultures is defined by their own culture.

People endure cultural shock in different ways, unequally realizing sharpness of its influence. It depends on their specific features, degree of similarity or a difference of cultures [3].

Coming to other country it is necessary to us to get used at the same time to many things – from communication language to national cuisine.

During travel we see a lot of new to ourselves. Each country has its own traditions and rules. Some of them are familiar to us, some are accepted in our home region to some extension. The others have absolutely specific character.

All people of the world have traditions and customs. Through culture the features people's life, their habits and human relations are displayed. Traditions originate in the ancient time, pass from father to son and are carefully observed by all members of society. Customs and traditions can be connected with natural phenomena, spirits and other moments which can affect life of people somehow. Violation of traditions was considered inadmissible and was strictly punished.

As we can see now, the main reason why culture shock happens is customs difference. However, customs are not always distinct, you would say. Many countries have similar traditions, caused by religion or region.

New Year / Christmas

If you decide to travel at Christmas time your culture shock might be stronger than at usual time.

Don't you mind to visit old relatives on a cemetery at Christmas night? You won't be surprised if it happens in Finland. Closer by the night all family gathers and goes to a cemetery. At Christmas night a large number of people gathers there, they joyfully congratulate each other on a holiday, light candles and put them on graves [4]. Therefore if you arrived to Finland on Christmas eve, and you're suggested to go to a cemetery, you shouldn't be surprised and refuse.

During New Year it is better not to walk under windows. You might get under rain. Rain of water in Cuba or rain of old furniture in Italy.

Italians with arrival of New Year throw out all unnecessary old things from windows of the dwellings. Many get rid even of furniture, throwing it out on the street. The more old things will be thrown out by a person, the more successful coming year will be for him [5].

In Cuba on the eve of New year, fill with water all containers in the house, and at midnight start pouring water out of windows. This way

all people wish the coming year to be light and pure, as water ways to New Year.

Feast

In Korea to show that the feast turned out to be good, and that everything is very tasty, it is necessary to champ loudly.

In east countries the host will always pour to the guest an incomplete cup of tea, and then add it all the time. But if the guest bothers owners, he will be poured a full cup of tea. When the visitor drinks up the tea, he has to leave.

If you happen to visit some Greek's house, don't extol his possession because in this case he has to present everything that was pleasant to you.

Tips

You can ask, what is wrong with tips? Usually it is fine to give 10-15 % from check. However, in some countries like Japan or Norway it might be a bad tone to give a tip. In Japan you can present something, equivalent to the sum.

Hospitality

Australians will show a positive, excellent mood, and eternal aspiration to treat you at least with a coffee cup if you come to them on a visit.

For Georgians to receive guests with all heart is not simply rules of etiquette, but also a holy duty.

In Kazakhstan there is a custom to meet kindly each traveler, who needs a shelter.

There are plenty of traditions around the world. Culture of each nation is unique. Customs can be odd, pleasant or funny. At any place you go to, it is a lot to be surprised at. Studying each other's customs is turning into international culture, where people can communicate easily, without any barriers.

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LEARNING ENGLISH IN A TECHNICAL UNIVERSITY AS THE QUESTION OF CURRENT INTEREST

Innovations in the field of electronics and widespread electronic media as the most rapid means of information served as an incentive for the expansion of the English language. Mass media such as the Internet, television and the press give unlimited access to getting new information and new spheres of knowledge. And the most important thing is that 80 % of the overall information is published in English. In modern conditions it plays a crucial role in the internationalization and integration of research, generating new knowledge, innovative ideas and the creation of more productive technologies.

The reasons for the popularity of the English language can be easily explained by the historical processes and patterns of science development in England and the United States. War actions of England in the 18-th century were designed to meet commercial and colonial interests of the British bourgeoisie. England was able to oust Spain, Holland and France from many of their domains and to create the British colonial empire. England brought India and other colonies under control. That fact created agreeable conditions for accumulating capital and played a significant role in the preparation of the industrial revolution. Cultural achievements of the colonized peoples and the availability of cheap labor, the dominance of the world market and the monopoly of sales sphere of low-quality goods at inflated prices accelerated the industrialization. As a result the development of science in England and the English-speaking countries had been provided.

The growth of the number of English-speaking population became natural, especially among the nations having been colonized by the former British Empire. Currently English is the mother tongue of 322 million people and the second language for 180 million people. The English language allows you to feel the world culture better than any other language [1].

Knowledge of English will help you find a common language with foreigners while being abroad. During your trips abroad and excursions