

cultural differences. It is necessary to ensure that the communication does not cause negative emotions among communicants. It is only possible in the case of considering the peculiarities of each culture [2].

The companies "Schlumberger" and "Shell" are known as the world's leading oil companies. Both companies have a special program to recruit young professionals who do not have work experience or just graduated from university.

The main criterion for both companies is a good knowledge of the English language. At "Schlumberger" there is a division of the English language at different levels for different specialties such as the intermediate or upper-intermediate levels. Also, the employee must be sociable, able to cope with stressful situations, be a leader by nature.

The company "Schlumberger", cooperating greatly with leading technical universities, accepts graduates without work experience and actively uses opportunities of summer practice for students. Any new recruited engineer goes through a number of technical and non-technical courses. The ongoing training and professional development are the credo of "Schlumberger". The basis for employee motivation is an interesting job and real career growth. Usually the initial, starting position in the company for young professionals is the position of a field engineer. After 3-5 years of working, a person can choose any other business direction. The company management attracts to work unique young professionals who have shown themselves as leaders and organizers during their student years. Different criteria are used for different positions. But, the knowledge of the English language is an obligatory condition. At the first stages the career ladder is the same for all field engineers both for Russian and foreign ones. This means that the first three-five years they have to work in the field. The company's policy in relation to field engineers consists in the constant personnel rotation. They don't accept to the job the most intelligent, but the most enduring people who have great experience in the adaptation to new and not always loyal teams. During the interview the ability to work in a multinational company and culture shock resistance are assessed. The whole system of the selection of young engineers is based on the principle: "You must prove that you are the best for this position" [3].

The company "Shell" also has a program of recruitment and development of graduates and young professionals. This is a perfect start in the oil and gas industry for them.

The company "Shell" is looking for:

- graduates of technical and commercial oil and gas specialties with experience less than three years,
- persons with a good knowledge of the English language,
- persons who are winners by nature, good communicators with analytical mind.

The job in "Shell" is a complex of studies, training and real work. You work and develop in specially created conditions for you. You train and apply immediately the knowledge in practice. You can get a unique experience in various divisions of "Shell". The main objective of the company is to let you become a world-class professional in this sector within a short period. The internship in Shell is an individual training program, personal tutor, variety of serious problems, trips around the world, worthy salary and employee benefits as well. The participants are trained at the head office in Moscow, regional enterprises of the company (in Tyumen and Tver) as well as abroad. The company compensates travel and accommodation costs for participants from other cities [4].

Until recently, the problems of intercultural communication have been the subject of discussions mainly in the field of teaching foreign languages. Today there are some significant reasons to consider these problems in a broader educational context. In the modern world it is becoming increasingly evident that the humanity develops ways to expand the relationship and interdependence among countries, peoples and cultures. This process has covered various spheres of public life in all countries of the world. This problem is solved in such big companies as "Schlumberger" and "Shell", where the knowledge of the English language and culture are obligatory conditions to be accepted for the job and considered an important factor along with professional knowledge.

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FORMATION OF STUDENTS' COMMUNICATIVE AND INTERCULTURAL COMPETENCE VIA THE INTERNET

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The problem of intercultural competence has become more and more important during the past years. Globalization and worldwide contacts between companies, organizations and individuals need the ability to communicate in a successful way. It requires the understanding of behaviors and thoughts of other people as well as the ability to express one's own point of view in a transparent way with the aim to be understood and respected by staying flexible where it is possible, and being clear and transparent where it is necessary. The intercultural competence can be understood as the ability for successful communication with people of other cultures. It can be grown at the young age, and later be developed and improved thanks to willpower and competence. The bases for a successful intercultural

communication are the emotional competence together with intercultural sensitivity. Cultures can be different not only between continents or nations, but also within the same company or even a family. It means every human being has his own history, his own life as well as his own culture in a certain extent [3].

In interactions with people from foreign countries, a person who is interculturally competent understands the culture-specific concepts of perception, thinking, feeling, and acting. The intercultural competence is needed as the basic ability for any interaction. It is not only necessary to have social skills, but also to improve the sensitivity and understanding for other values, views, ways of living and thinking, as well as be self-conscious in transferring one's own values and views in a clear, but appropriate way. Intercultural competence helps understanding others and achieving goals.

The communicative competence can be presented by communication skills and abilities, the formation of adequate skills in the new social structures, knowledge of the cultural norms and limitations in communication, knowledge of customs, traditions, etiquette in the field of communication, respect for decorum, manners, orientation in communication means inherent in the national, caste mentality and expressed in the framework of the profession. The communicative competence generalizes the communicative properties of a person, who have these communication skills, knowledge, abilities and skills, and social experience in the field of business communication [6]. For many young people the lack of well-developed communication and interactive skills causes a real panic if necessary to speak in public, such as answer the exam questions, address the audience with a speech, make a self-presentation or be the leader of discussion. The communicative competence creates the conditions for a young person's career success and allows him to become competitive.

As it can be seen from the above, the intercultural and communicative competences have much in common with each other. For example, for people living in other countries the problem, concerning the culture they should follow, exists. The question is to choose their native culture or the culture which exists in their new surroundings. International students also face such a problem. They have a possibility to modify their cultural boundaries and adapt to the culture around them or hold on to their native culture and surround themselves with people from their own country. The students who decide to hold on to their native culture are those who experience the most problems in their university life and who encounter frequent culture shocks. But international students who adapt themselves to the culture surrounding them (and who interact more with domestic students) will increase their knowledge of the domestic culture, which may help them to "blend in" more. In this example we can see that foreign students face not only with the lack of understanding of cultural characteristics of the country in which they are located, but also with the language barrier, which prevents them from developing their communication skills. The intercultural communication between peoples is an integral attribute of the human society development.

Not a single country, even the one considered to be the most powerful in political and economic aspect, can meet cultural and aesthetic requests and needs of the humankind without applying to the world cultural heritage, spiritual heritage of other countries and peoples [2].

The modern world is developing towards globalization. In this regard, the problems about the role and place of the international communication become an integral part of life both for the humankind in general, as well as for the individual. Under conditions of the globalization of the modern world, there is a possibility for students, right at home sitting at the computer, to gain knowledge about another culture or practice in learning a foreign language with a native speaker. The today's generation is very lucky, because it has such an opportunity. At any time they can be online and find the information they need. They can communicate with the native speakers, watch movies and read books in the original languages, not relying on the accuracy of the translation. All of these capabilities broaden their mind. It can be concluded with confidence that the establishment of the communicative and intercultural competencies in a globalized society forms closer relations between different cultures. Different nations make it easier to understand one another, because there are many opportunities for the intercultural dialogue [4].

As it has been said, to improve the communication skills in a foreign language or to learn about the features of other cultures it can be done in many ways. But it seems that the most effective way is to communicate with speakers of other languages by using web chats or blogs, and Skype.

Modern technologies allow communicating outside the temporal and spatial framework. One of the most modern and popular methods of communication between people around the world via the Internet is a blog. Blogs have an important influence on various aspects of society, at the same time reflecting the changes in the socio-cultural and global environment. The language of blogs, as an indicator of the changes taking place, immediately captures the latest trends in the field of human interaction. No single definition of the term «blog» exists today. Blog is a website, the main content of which is a regularly added data that contain text, images and multimedia. Blogs are characterized by rather short recording time value. Currently, the scope of Internet communication has a huge impact on the functioning of languages and their productive components (vocabulary, grammar, syntax and style) in both the everyday and professional, educational and scientific spheres of life. Moreover the blogosphere reflects the range of biosocial human consciousness. The shape of the bloggers' language has certain distinctive features. This language is well caught on in the users' mind. Some units have been widely consumed and become a part of everyday language. This language is also characterized by the presence of slang, euphemisms, neologisms, metaphors, metonymy, foreign borrowings, abbreviations, colloquialisms, dialecticisms, vulgarisms and professionalisms [5].

The other way to communicate via the Internet is Skype. Skype may be the answer to a lot of things you've always wanted but didn't know were possible. It is a way to talk to family members in different parts of the country or to call people abroad. Skype is for doing things together, whenever you're apart. Skype's text, voice and video make it simple to share experiences with the people that matter to you, wherever they are. With Skype, you can share a story, learn a language, hold a meeting, work with colleagues – just about anything you need to do together every day. You

can use Skype on whatever works best for you - on your phone or computer or a TV with Skype on it [1]. Skype lets you not be shy to communicate with a stranger. It will help you develop communication skills. Therefore, this way of communication is very effective, because while communicating, you can see the face of your interlocutor and hear the tone of his voice. In any case, if you want to learn quickly a foreign language, you should surround yourself with a foreign speech. Also, using such means of communication via the Internet, you get the skills of the spoken foreign language. Such skills are useful. Besides, when you learn the foreign language, you will acquaint involuntarily with the culture of this nation.

In conclusion, in today's modern world people especially students have an invaluable opportunity to broaden their mind. The today's generation can get the unlimited amount of available information in a couple of seconds. The formation of intercultural and communicative competences of every person has a great importance in the context of globalization of modern society. With the knowledge about other cultures and nations it is easier to communicate with people, understand them as well as be understood.

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INTERNATIONALIZATION OF HIGHER EDUCATION IN THE CONTEXT OF GLOBALIZATION

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The basic tasks of the higher education system are to train high-quality human resources and provide opportunities for self-learning and lifelong learning. In today's era with new challenges and opportunities of the globalization process, along with the development of the knowledge economy, higher education takes an increasingly important position as an integral part of cultural, social, economic and political development. At the same time, higher education is also considered as a pillar for building and developing internal resources, sustainable development, peace and prosperity of each country and of the whole world.

Governments have acknowledged that higher education is a part of the national infrastructure and the responsibility of the state. However, the general trend of international integration and exporting education services has developed rapidly, creating a fundamental change in the policy making and quality management. In particular, the issue of education, especially, higher education is included in the negotiations of the World Trade Organization (WTO), these problems have arisen beyond the control of the country. To restrict to a minimum the harmful effects of this process and maximize the effectiveness of the higher education system, we need to develop mechanisms for transboundary cooperation based on the principle of equal partnership, mutual respect and mutual benefit.

In the first years of the 21st century, humanity is witnessing great changes in economy, politics, culture, society, and science and technology. In the past decade, they say much about globalization as an irreversible trend in the evolution of the world, dreaming of a "global village", in which humans live in equality nowadays than it has little chance of becoming a reality due to the ethnic conflict, prolonged culture, the wealth gap widened, environmental destruction, resource depletion, especially, risk of being left behind and marginalized in no small part by poor countries. Advanced technology development has brought human civilization to a new - civilization knowledge and knowledge-based economy. It includes the creation and use of knowledge and keeps leading an important role in economic development enhancing economic and social life. In the new era, knowledge is not simply a product of the human mind, but also it plays an important role in enhancing the value in all areas: commercial production, management and public organizations. People will not stop at the effective use of knowledge, but also they have created new knowledge. Knowledge-based economy in the 21st century will operate the completely different principles than the traditional economy, primarily focused on industries with high levels of intelligence and enhance organizational capabilities to market access.

In the current development process, it has been found that the gap in the level of information and knowledge between industrialized countries and developing countries is growing, and even bigger than the income gap. This is particularly serious when the knowledge economy, only knowledge of technology and new skills are a comparative advantage. The phenomenon of "brain drain" due to the appeal of the modern economy continues to increase profoundly affect education developing country. Besides, poor infrastructure, the ability to exploit the limited resources and the economic conditions are developing new era entering.

To overcome the enormous challenges due to globalization and the knowledge economy in place, countries, especially, the developing countries need to be prepared carefully for qualified human resources demand, and be able to