

Disadvantages:

- The cable breaks, lost the opportunity to receive information and manage not one but multiple devices (depending on the break and the network topology remains the possibility of autonomous operation of the network segment and the control circuit).

- To improve the reliability necessary to reserve the communication channels or use a ring topology network.

Daylight fieldbus-technology promises to improve quality, lower costs and improve the efficiency of a finite system. These promises are based on the fact that the receive or transmit information encoded in digital form. Each device can function as management, maintenance and diagnostics. In particular, it may report errors that occur and to provide bootstrapping functions. This greatly increases the efficiency of the overall system and reducing its cost of maintenance. Serious price gain is obtained by conductors and installation works: analog communication technology requires that each device has its own set of wires and their own point of connection. Fieldbus eliminates the need for this, since it uses only one twisted pair wires for combining active (controllers) and passive (sensors) devices.

In addition, the overall quantitative reduction equipment makes the whole system is not only easier to use, but also the reliability by reducing potential hardware failures.

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THE IMPACT OF POP MUSIC ON THE BRITISH YOUTH

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Pop music is understood as a music genre derived from rock and roll in the 1950s, including short to medium-length songs of typical verse-chorus structure, with the application of repeated choruses, music tunes and hooks. With the diversity of genres, which includes rock and roll, rock, R&B, soul, disco, funk and a number of others [7. С. 1224], pop-music is a vast area for research.

Nowadays pop music genres are overwhelmed by self-repeating lyrics and unsophisticated music patterns. It makes many people nostalgic for the times when the world created a lot of inspiring music. In this paper we would like to focus on the development of rock music in Great Britain in the 20th century and comment on its influence on the British youth.

Rock music is the phenomenon of youth subculture that emerged in Britain and the US in the 1960s, gradually forming a new musical style. In musical terms what

has been specified about the rock music is that “the main distinguishing feature is a driving rhythm based on eighth notes of equal duration. The meter is frequently 4/4, with accents on the second and fourth beats of the measure, instead of the traditional first and third beats . . .” [1], hence is its characteristic syncopated beat. The magazine *The Rolling Stones* wrote in the first half of the 1960s that rock was more than just music; and called it “the energy center of the new culture and youth revolution”. The core of rock culture is the counterculture. Primarily rock was associated with defiance and the protest against the mainstream. The rock is not art, not an ideology, but a system of values and a way of life. Rock music was the banner of protest against the Vietnam War like organizations *Rock Against War*, *Rock Against Racism*.

Unfortunately, social orientation of a large number of rock artists found its expression in the shocking triad: pansexualism - drugs – music, and many parents tried to secure their from listening and playing rock. There was a lot of propaganda against rock music in terms of its morality. It should be also noted that it has been found by psychologists that rock music degrades the performance of mental processes, such as thinking and attention [4. C.18], which can be a serious argument against accessive listening to rock. Rock music has spawned several phenomena: language (slang) and clothing style, rock and periodicals (*The Rolling Stones*), a rock encyclopedia, a rock concert, etc.

In the early 1960s the "British invasion" of the British group began, inspired by Elvis Presley, Chuck Berry and other Americans, literally captured the American and global pop market. At the head of this invasion were *The Beatles* and *the Rolling Stones*. What *The Beatles* did cannot be called otherwise than magic. Their songs drove crazy the whole generation of young people making the entire planet forget about technology, sports, science and pick up the electric guitar. In 1963 the Beatlemania phenomenon became the official UK - in the sense that it was recognized national newspapers and added it to the public life by huge headlines on the front pages. The success of the Beatles gave confidence to quite a number of performers and songwriters in England in just one year. After that, London producers are beginning to show great interest in the peripheral groups and original groups from remote Britain.

In 1964, there were a number of groups, predetermining the diversity beginning to develop in the British rock music. In this regard, first of all we should mention *Kinks*, *Small Faces* and *The Who*. The group *Kinks* entered the history of rock music as a social and ironic, and typical representative of the modern urban folklore. Musically, this team was a precursor of heavy metal style. *Small Faces*, focused on soul, the music style originally performed by black people, in its essence, that later would be classified as street punk.

The British rock band *Joy Division*, formed in Salford, Greater Manchester, in 1976 was among the first, "who did not focus on hatred and energy, they clearing the way for melancholic alternative music of the 1980s" [5]. Their music has rapidly progressed from primitive straight punk rock to a more refined, with gloomy sound, doomed song visions. "While punk rock shocked the world in the late 1970s the quiet storm music of *Joy Division*, enclosed in restraint and emotional power, was no less important for independent music," - wrote the encyclopedia [6]. Lasting for only about

three years and releasing two albums, the band broke up in 1980 after the suicide of the vocalist and songwriter Ian Curtis. The remaining members of *Joy Division* formed the group *New Order* a few months later, which was a commercial success. *New Order* pioneered synth-pop that filled the minds of young people in 1970s-1980s.

Using synthesizers began in the early 1970s. Basically, they were used by the bands playing glam rock, but they still had guitars and drums. With the advent of the German band *Kraftwerk*, whose members played only on synthesizers and looked superficially very different from a rock band, the situation began to change.

At this time in the UK, there have been changes as well. The architecture of the Victorian era gave way to the modern high-rise buildings and highways. People under the influence of literature and cinema became more interested in the future, and performers belonging to the post-punk, increasingly began to experiment with electronic music. The world of the future needed a new type of music.

The pioneers included such groups as *Cabaret Voltaire*, *OMD*, *New Order* and *the Human League*. Back in the mid-1970s a good synthesizer cost as a good car or a small house, and it was not an easy time for the groups who wanted to play the synth. We can't say that this was an organized, cohesive community, with hobbies related to futurism and the music of the future. However, in different cities in different parts of the UK, whether Manchester or Liverpool, at the same time, the bands tried to create something new, not as typical as guitar music of the 1960s and the 1970s. Thus, the youth fell in love with electronic music.

The turning point came in 1979. When in the charts "Top of the Pop" a guy from London named Gary Numan appeared. He actually became a trail-blazer of electronic music business, being able to connect the experimental electronic pop rhythms and lyrics.

Then came the era of the British 80s, which was dominated by synth-pop music. Many groups of the 1970s either resigned from the stage, or altered their styles to a more commercial music.

Depeche Mode is a British rock band formed in 1980 in Basildon. This group has created its own style in the genres of electronic and rock music and it is one of the most successful groups in the world.

The work of *Depeche Mode* was influenced by the German electronic music pioneers *Kraftwerk*. Later *Depeche Mode* themselves had a significant influence on many artists, mainly due to the recording technique and innovative use of sampling. Many musicians and artists who later gained world fame, such as *Pet Shop Boys*, *The Killers*, *Linkin Park*, *Deftones*, *The Crystal Method*, *Fear Factory*, *Scooter*, *Coldplay*, *Muse*, *Rammstein*, *A-Ha*, *Nine Inch Nails* were inspired and commented on the contribution. Among the Russian artists of *Depeche Mode*, as a source of inspiration, the band members started *Televisor*.

Pop music has produced a powerful effect on the young people of many generations in Great Britain and all over the world. It has urged the youth to self-expression through song and music writing, encouraged the search for new creative decisions, thanks to which the world has seen many wonderful pieces of work enjoyed by millions of listeners of different generations. It happens so that pop music, and rock

in particular, has made such a big progress and become so diverse that any listener is sure to find a number of works to his or her taste with the regard to the emotional state at a given time. However, debating on the effect of rock music we should not forget that it is also viewed as a powerful instrument controlling the minds and activities of large groups, as “it furnishes a nonverbal persuasion not only to act—but to act together” [3. С.140]. In spite of the fact that pop music can be a routine part of our lives, we should not underestimate its positive and negative effects on our personalities.

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МЕЖКУЛЬТУРНЫЕ ОСОБЕННОСТИ ПРОКСЕМИКИ КАК НЕВЕРБАЛЬНОГО КОМПОНЕНТА ДЕЛОВЫХ ПЕРЕГОВОРОВ

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В условиях глобализации стираются границы между государствами. Страны становятся более открытыми, налаживают взаимовыгодные контакты, сотрудничают для решения общезначимых проблемы. Данные взаимоотношения стран сильно влияют на сферу бизнеса. В условиях глобализации экономических процессов предприниматели находят новых партнеров по всему миру. Кроме того, компаниям приходится вести различную политику делового общения в отношении представителей разных культур.

Деловое общение – процесс взаимосвязи и взаимодействия, в котором происходит обмен деятельностью, информацией и опытом в коммерческой и некоммерческой сферах деятельности. Особенность делового общения выражается в том, что в его процессе ставятся цель и конкретные задачи. Для их решения предприниматели переходят к деловым переговорам. Деловые переговоры – это вид совместной деятельности деловых партнеров, направленный на решение проблемы и включающий в себя элемент торга [1]. Они всегда предполагают наличие, как минимум, двух сторон, интересы