

mass media of the language are formed. The modern people often see the world through the eyes of the media. The media are beginning to claim a normative role in the Russian language culture.

To sum up, having carried out the research, I have been convinced that to a large extent the media negatively affect the speech of the person, in particular schoolchildren and students. Because of the illiterate speech of the announcers, journalists, TV presenters, we ourselves do not speak correctly.

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VOLUNTEERING IS ONE OF THE BEST WAYS OF IMPROVING ENGLISH

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When we hear the word “volunteer” for the first time, we think about people who spend their free time working in hospitals and trying to help sick people or picking up clothes and food for disaster victims. We call people “volunteers” if we know them to go to the poorest countries in Africa to fight poverty and to teach children to read and write in these countries. But now we know that it is not quite so because volunteering covers a lot of areas.

The name “voluntaries” comes from the Latin word meaning “willingly” because people were supposed to do something of their own free will. And at present time Wikipedia says that “volunteering is generally considered an altruistic activity where an individual or group provides services for no financial or social gain “to benefit another person, group or organization”. [4] It is known that volunteering is renowned for skill development, and it is intended to promote goodness or to improve human quality of life.

Volunteering is considered to go back to the beginning of XX century. This is explained by the fact that after the First World War a lot of people appeared who were ready to help victims of war. The first volunteer organizations were developed after World War I.

At present time volunteering is a powerful social movement, having its organizations all over the world. Every person can be a volunteer if he/she wants to devote his/her free time to voluntary labour, and if he/she is a very responsible. As it is said before, volunteering is a charity work. In point of fact, volunteers don't make money working a lot, but they get moral satisfaction because they understand that they do something great and useful.

It is known that volunteering can be uncoordinated. Everybody can do something that other people didn't do: for example, to put the fire out, to scrape the litter left by picnickers, to feed squirrels and birds in the parks, to clean the bottom of the lake, to plant trees, and so on.

Nowadays it is beyond argument that volunteering is developed in a student community. The question that has to be answered is why a student wants to be a volunteer. There are a lot of reasons to explain the student's decision to be a volunteer: for example, some students want to help people without compensation, others try to get additional knowledge and skills. Some students are known to want to be a volunteer because they want to extend a circle of friends and acquaintances.

It has been proved that students are strongly motivated to be a volunteer if they deal with the volunteer's field of activity which they like best of all: for example, sport (so long as a student is a sportsman). That's why a student can be a volunteer at the international sports competitions. Working as a volunteer at such kind of sport competitions, a student has got a great opportunity not only to practice English but to improve English.

It must be conceded that student community is a specific social group. A word “student” derived from Latin means a hardworking person mastering knowledge. Students are usually girls and boys of 18-22, that's why they are active, energetic and communicative.

Working as a volunteer at the international sport competitions, students meet sportsmen from different countries (English-speaking countries and non-English-speaking countries). It should be noted that it is easy to speak to the sportsmen from non-English-speaking countries because English for them is not the native language. They make English sentences as Russian students do. Therefore, Russian volunteers communicating with the sportsmen from non-English-speaking countries overcome a language barrier easily. It helps volunteers to practice English and add an active vocabulary. At the same time the volunteers, communicating with sportsmen from English-speaking countries, will be able to enrich their active vocabulary.

So long as sportsmen who take part in the competition are young people, they can't live without their mobile phones. That is why both athletes and volunteers can use their mobile phones to organize their life during the competition.

To understand sportsmen from different countries (especially native speakers) is to know type of slang which deals with SMS. [1] It is rather difficult but it is possible to study youth slang communicating with native speakers. [3]

During the competition athletes and volunteers can make friends, they can spend a lot of time together singing songs, watching and discussing films, playing different games. New words which volunteers can hear will enrich their vocabulary, and they can make a good progress in pronunciation, singing songs or repeating words after native speakers. There are a lot of difficulties in pronunciation in the English language. It is rather difficult, for instance, to pronounce

*СЕКЦИЯ 19. ГЕОЛОГИЯ, ГОРНОЕ И НЕФТЕГАЗОВОЕ ДЕЛО. ПОДСЕКЦИЯ 1.
ПРОБЛЕМЫ МЕЖЪЯЗЫКОВОЙ ПРОФЕССИОНАЛЬНОЙ КОММУНИКАЦИИ
В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ*

bilabial, labiodental and interdental. Communicating with the native speakers, a volunteer will be able to improve her/his English pronunciation. For example, the volunteer can practice tongue-twisters:

1. William always wears a very warm woolen vest in winter;
Victor, however, will never wear woolen underwear, even in the Wild West.
2. William was not very willing to wait.
3. Didn't this waiter work in Washington last winter?
4. No sweet without some sweat.
5. Where there is a will there is a way.
6. Everywhere we saw the white snow.
7. Wealth is nothing without health.
8. First think then speak.
9. These are three brothers,
these are their father and mother,
this is their other brother.
10. Thirty-three thousand three hundred and thirty-three.
11. Three things on this side and six things on that side.
12. That fish has a fat fin,
this fish is a fish that has a thinner fin than that fish.

Sportsmen are known to be very superstitious. If volunteers go in for sport themselves, in the process of communication they can find out rituals and superstitions of athletes from different countries, and compare them with the rituals and superstitions in our country.

Every athlete believes that if they perform a specific ritual before the competition, it will improve a performance. There are a lot of rituals: they range from the foods which sportsmen eat or drink to the clothes which the athletes wear or the music which sportsmen listen to. And if sportsmen have an excellent performance, they usually attribute their success to those unusual circumstances and soon they attempt to recreate it before their every competition.

Communicating with the athletes from different countries, volunteers can find out a lot of interesting and funny superstitions, and they can compare them with the superstitions in our country and say which superstitions are similar to those in Russia. For example, people in Great Britain and Russia are known to believe in black cat, but in Russia if a black cat crosses your path, it is bad luck; whereas in England if you meet a black cat, it is good luck. To spill salt is one of the traditional superstitions both in Russia and England and it is bad luck, but if you spill salt in England, you should throw it over the shoulder to counteract the bad luck. As for Russia no one will throw salt over the shoulder. There are a lot of similarities in superstitions in Russia and other English-speaking countries, and learning them we get to know customs and traditions of these countries.

Therefore, working as a volunteer at the international sport competitions, and communicating with athletes from different countries, you will be able not only to make friends, get to know a lot of interesting things about these countries, but you will improve English having enriched your vocabulary.

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CYBERSPORT AS A LINK OF HUMANITY

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I would like to submit to your attention to the project on the subject "cybersport as communication of mankind".

The purpose of our work is to study communicative properties of cybersport. To realize its nature, it is necessary to understand what communicativeness.

Communication is the purposeful process of information exchange between two and more participants by means of language, nonverbal means and components of other sign systems generated by requirements of joint activity in which there is a coordination of meanings and actions.

Let us dwell on the types of communications:

Intra personal — a communication arising in the individual as the person tells it with himself.

Inter personal — a communication with other person.

Communication is small group — a communication of people in-group, taking into account opinion of everyone.

Public communication — a communicativeness of too big group that the opinion of everyone was considered.

Personal — a casual exchange of information between people at a meeting [1].

What is cybersport?