

research in addressing problems faced in everyday life as well as global challenges. Citizen science can therefore positively influence society by providing opportunities for learning, empowerment, enjoyment of nature, social engagement or enhanced scientific capital.” [3]

Some notable examples that show the potential of citizen science are:

- Community Snow Observations (CSO) has requested the help of travelers to gather samples and take pictures of snow in remote areas, with the help of a smartphone application. Analyzing the chemical composition of these snow deposits is very important since they become sources of potable water during the summer [1].

- The city of Vienna, Austria, has employed the help of citizens and schools to identify the breeding sites of a bird species known as the Common Swift, which are particularly hard to locate. This is done in order to avoid starting new constructions near those sites and endangering the species. It is, therefore, a nature preservation initiative. However, it could only work as a citizen science project, since “the Common Swift breeds in hidden places and the breeding sites cannot be found easily. Often only with the knowledge of residents and neighbors it is possible to identify the breeding sites at all” [6].

- Finally, the Flint Water Study is a remarkable example of how citizen science can empower marginalized groups [4]. After the claims by residents that the water supply was contaminated were ignored by the authorities, students from the Virginia Polytechnic Institute and State University implemented a project in which they provided toolkits and training to the citizens of Flint so that they could gather and analyze water samples. This way, it was proven that the water had dangerously high levels of lead, which finally caused the government to address the problem.

In conclusion, citizen science is an approach that has a lot of potential as tool that is able to provide timely and relevant data for policy-making. As smart cities become more data-driven, citizen science can help ensure that the various urban subsystems do not become alienated from the interests of the common people, as well as contributing to keep communities engaged and informed. Its shortcomings should not deter from exploring its potential, since no technique is perfect, and it can be a powerful instrument for fostering the welfare of smart cities.

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THE PROBLEM OF USING FOREIGN WORDS IN RUSSIAN LANGUAGE

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For our scientific and practical work, we chose the topic “The use of foreign words in the Russian language”. Words borrowed from other languages affect our language, and therefore our entire life, our quality of life.

This topic is relevant, as the borrowing of foreign words occurs constantly. We are increasingly feeling the emergence of new concepts and foreign words, synonyms that replace our Russian words. We feel the ebb of true Russian concepts, automatically replace them with foreign ones. This happens because a person is constantly growing need for something new, in particular in new words.

The problem is that, preferring foreign words, we are moving away from using our own Russian words. We easily introduce new concepts and definitions into our lexicon, which sometimes we cannot even explain. On the one hand, using borrowed words, we enrich our speech; we can communicate with other countries and peoples. But on the other hand, we lose the wealth, the ease that defines the uniqueness of our language.

The aim of our work is to find out the reason for borrowing foreign words in the Russian language and the conditions for their existence.

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

To achieve the goal, we determine the following **tasks**, namely: we must figure out how words are borrowed and mastered in our language; explain the reasons why people use foreign words; find out the sources of borrowed words; to study the influence of foreign words on the Russian language.

In each language, along with the original words, there is a large number of borrowings. Communicating, people "change words." According to the research of the scientists borrowed words in the vocabulary of modern Russian make up 10% of its total vocabulary.

Foreign words penetrated the language in different ways and from different countries. Suffice it to recall historical events. At the time of the Tatar-Mongolian yoke, a large number of words penetrated into Russian, denoting both household items, and weapons, and the names of dishes and much more. During the reign of Peter the Great, when a window was opened to Europe, words from Holland, Germany and a number of other countries began to penetrate the Russian language. The borrowing process never stops. As a result of any contact, be it colonial conquest or trade, foreign words flow into the language and become part of it [1].

People treat foreign words differently in our language. Some consider it a clogging of the Russian language and even a manifestation of disrespect for it. They believe that practically any borrowed word can be replaced by a Russian word, which is more understandable to every native speaker.

Others believe that due to the rapid development of science and technology, as well as the open information space, it is impossible to do without foreign words.

The optimum is considered moderate use of foreign words. If there is no synonym in our language for this word, we use a foreign one. If our language has such a synonym, it is better to use it.

But does this mean that foreign words should always be avoided in Russian, replacing them with Russians? After all, many borrowings have Russian synonyms: contour - outline, liquidation - termination, passive - inactive, personal - personal, etc. No not always. In the book and especially in scientific speech, they are usually relevant and necessary as special terms. For example, in a journalistic article, the Latin word "actual" can hardly be replaced by the Russian word "important," since "actual" is "very important for the present, responding to the most important questions of our time [2].

In general, foreign words belonging to the Russian language have a positive and negative side. On the one hand, the emergence of new words expands the vocabulary of speakers of the Russian language, and on the other, its identity and unique beauty is lost.

Research work with borrowed words.

In the course of our work, it was found out, firstly, that the language from which a huge number of words were borrowed into the Russian language is Latin. Although Latin is a dead language, it is the international language of medical terms. We use in our speech such words of Latin origin as the donor, drugs, procedure, appendicitis, surgery, etc. Latin is the main language of the names of many diseases, names of medicines. Latin is the language of medical terminology [3].

Secondly, we were able to distribute foreign words into groups.

{We found out that Greek is the basis of legal, legal, political concepts. In our speech, we use such concepts of Greek origin as anarchism, democracy, ochlocracy, charter, and organ [4].

The results of our work showed that French is the cultural, artistic basis of Russian words. We use such French words as menus, carnival, necklaces, blinds, dessert, masterpiece, fashion shows, presents, etc. It's no secret that France is a trendsetter. Therefore, from the French language into the Russian language a lot of words, meaning items of clothing: French, jacket, jackboots were borrowed [5].

Now let's consider a group of English words. Borrowing from the English language is the basis of sports terminology and computer technology terminology. We actively use such words as basketball, match, volleyball, badminton, hockey, bobsleigh, boxing, golf, website, banner, browser [1].

As for the words of the Italian language, they are the basis of musical concepts, for example, operetta, trio, quartet, maestro. There are very few words of Italian origin in Russian.

There are borrowings from other languages, for example, from Arabic (almanac, sheikh), Persian (Shah), Spanish (Eldorado, Armada), Dutch (steering wheel, storm), Czech (costume jewelry), etc. But, according to our research, borrowing from these languages are very minor [4].

Conclusion

Borrowing foreign words is the basis of communication between countries and people. In the process of their communication, countries and nations adopt each other's words and rebuild them according to the internal rules of their language.

Our work led us to the following conclusions: the reasons for borrowing foreign words are political, cultural, and economic ties between countries. More often than not, we don't even think about what word we pronounce - borrowed or Russian. Borrowing is so easily incorporated into our lives that we perceive them as our own words. If we use borrowed words, then at least we must clearly understand its meaning.

Borrowed words are needed only if they better express the main meaning of this concept or if they cannot be replaced by a Russian concept. But if the Russian language already has a synonymous word, it is not necessary to replace it with a foreign language. We, as native Russian speakers, should pay more attention to our Russian words and use the vocabulary that our Russian language is rich in.

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PHENOMEN OF CULTURE SHOCK AND WAYS OF ITS OVERCOMING

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Today, in the age of international relations development, as a result of academic exchange programs in the sphere of education, people inevitably encounter with such a phenomenon as culture shock. The aim of the article is to analyze the specific nature of culture shock and reveal the key ways of its overcoming.

The term "culture shock" was introduced by the American researcher Kalervo Oberg in 1960. In his opinion, culture shock is "a consequence of anxiety, which appears as a result of the loss of all the common signs and symbols of social interaction," moreover, when entering a new culture, a person has very unpleasant feelings" [3].

The essence of culture shock may be understood as a conflict between old and new cultural traditions; the old ones are inherent to the individual as a representative of society in which he has lived, and the new rules represent the society in which he has to interact abroad. In other words, it is a conflict of two cultures on the level of their individual consciousness

Iceberg concept

Probably, one of the most famous metaphor which describes "culture shock" is Iceberg concept. It means that culture consists of not only what we see, hear (language, art, literature, architecture, music, dancing, cuisine, national dress) but also what is beyond our perception (perception of beauty, attitude to the elderly, teamwork, notion of sin, justice, body language, facial expressions). The bottom line is that culture can be imagined as an iceberg where above water surface there is a small part of visible culture and under water there is the most significant part which is not visible but it influences on our sense of culture. In case of collision invisible parts often arise in the form of culture shock [1].

American researcher R. Weaver compares culture shock with a collision of two icebergs: under water collision of values and mentality happens. He approves that collision of two icebergs is a part of culture perception which has been unconscious earlier, presently goes to the level of conscious ideas and a person begins to pay more attention to both native and alien culture. A person with surprise recognizes this hidden system only when he experiences this situation himself. The result of it is psychological and often implies physical discomfort or culture shock [1].

Possible reasons

There are a lot of reasons for culture shock

1. Residence in a new geographical location causes reaction of lament, expression of grief about lost connections
2. Moreover, the reason for culture shock can be negative events and disruption of the daily routine. However, it is rather complicated to evaluate events and determine the reasons: on the one hand, a person himself can be guilty of these negative events but on the other hand, negative events make these people suffer;
3. Culture shock is caused by discrepancy of values due to lack of understanding
4. Culture shock is associated with a lack of social skills, owing to the fact that socially inadequate or inexperienced people have more difficult period of adaptation
5. Lack of social support

Basically, a person experiences culture shock when he arrives in another country, which differs from the country where he comes from. He may encounter with similar difficult situations in his own country because of the social change.

When a person starts living in a new country a conflict of old and new cultural rules takes place; old cultural practices demonstrate values of his native country while new ones characterize a new society.

People experience culture shock differently, without equal awareness of its impact. It depends on their individual characteristics, degree of similarity or differences between cultures.

In addition to this, a number of other significant factors can intensify culture shock, for example, climate, clothes, food, language, religion, level of education, wealth, family values, customs, etc.

Factors affecting the intensity of culture shock

The intensity of culture shock and the duration of intercultural adaptation depend on a number of factors that can be divided into two groups: internal (individual) and external (social).

According to researchers, the age of a person is a basic and critical element of adaptation to another culture. With age, a person is more difficult to integrate into a new cultural system, he experiences culture shock in more significant way, and perceives values and behavior patterns of a new culture much slowly.

Besides, a very important factor in the process of adaptation is the level of human education: the higher it is, the more successful adaptation occurs. Due to the fact that education expands human inner potential, it improves his perception of the environment, and makes him more tolerant of changes and innovations.

It is also possible to say about universal characteristics of people, who are planning to live in a foreign country. Such characteristics include professional competence, high self-esteem, interpersonal skills, openness to different opinions and points of view, interest to the environment and people, ability to cooperate, internal self-control, courage and perseverance.

The group of external factors includes cultural distance, which refers to the degree of differences between "our own" and "alien" culture. It should be understood that adaptation is not influenced by the cultural distance, but by the human perception of it [4].