



ПРОСПЕКТ СВОБОДНЫЙ-2015

МЕЖДУНАРОДНАЯ КОНФЕРЕНЦИЯ СТУДЕНТОВ,
АСПИРАНТОВ И МОЛОДЫХ УЧЕНЫХ

ЭЛЕКТРОННЫЙ СБОРНИК МАТЕРИАЛОВ
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HOLIDAYS OF GREAT BRITAIN AND ITS FORMER COLONIES

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During 16th-20th centuries Britain was the largest colonial empire. By 1920s the empire occupied about a quarter of world terrestrial land (37.2 million sq.km) and included more than a quarter (462.6 million people) of the planet population. Britain was called a super-power state and "a world workshop". A high international status of Britain, certainly, gave it the chance to influence the development of the world.

The most significant inheritance of the British Empire is distribution of the English language which became the second one in the world as well as the language of the international communication. The British heritage could be clearly noticed in the legal, military, economic, educational sphere and a management system. Its image remained in sport (cricket, rugby, soccer). Britain greatly affected the culture of other countries. For example, making acquaintance with British holidays we come to a very interesting conclusion: British customs are similar to customs in other countries. This work is devoted to the analysis of consequences that appeared due to the British culture influence on the customs and traditions of the territories which were Britain's colonies.

The settlement of Jamestown formed in 1607 in the territory of North America became the first permanent colony of Britain. Later the colonies in Europe and the Mediterranean, Latin America and on islands of the Caribbean Region and the Southern Atlantic, in North America, in Africa and Asia, in Australia, Oceania and even in Antarctic were settled. These territories remained under Britain's control until the end of the XIX and the beginning of the XX centuries when colonies started to be self-governed, and then became independent. The empire was renamed into the British Commonwealth which in 1949 was renamed into the British Commonwealth of Nations. Some former colonies became the Kingdoms of Commonwealth, with the British monarch at the head of state. Other colonies became the republics; however they recognized Queen Elizabeth II as the head of the Commonwealth.

Undoubtedly, the colonies having been settled in the territory of the modern USA, Australia and Canada were the most significant. The influence of the British culture is especially noticeable here.

Comparing holidays in Britain and the USA, it is easy to understand that the list of the most widespread holidays practically coincides. One of the factors which promoted distribution of the British traditions in the territory of this colonial state was immigrants from Britain that constituted the biggest part of the population there. In 1780 each three of four Americans had English or Irish origin. A hundred and fifty years of Britain's presence which had passed from the foundation of the first British settlements in America to revolutionary liberation movement were enough for the immigrants not to lose the main traditions. The culture of the local population could not affect traditions of immigrants since the level of a civilization of Indians was far from being high. Moreover, as a result of colonization they were forced out from the lands and most of them disappeared.

At the moment the list of the main holidays in Britain and the USA includes: New Year's Eve, Christmas, St. Valentine's Day, St. Patrick's Day, April Fools' Day, Halloween, Easter. Traditional celebrations are very similar in both countries but there are some nuances. For example, the main winter holiday in America is not the New Year's Eve, but Christmas. British spend New Year in the bosom of the family at the holiday table while in the USA they love noisy parties in clubs, restaurants or theatres. In America for St. Valentine's Day



school students cut out figures in the form of heart from paper, paint them and do inscriptions. Then these hearts are given to lonely, unfortunate and sick people. But the British give each other the Valentine's Day cards in addition to a gift. On the Halloween the Americans have a tradition to cut out festive lamps from pumpkin and to put a candle inside. In the history of Britain and the USA relationship there were difficult periods which consequences can also be tracked through a prism of the existing holidays. The brightest reflection is the Independence Day. It has been celebrated since July 4, 1776 when the Declaration of Independence giving the country the sovereignty from Britain was signed.

The closest ties of Australia with Britain also promoted strengthening of the British traditions on the Australian continent. In 1770 the eastern coast of the continent was discovered by the English seaman J. Cook. He called these lands the colony New South Wales and declared them the property of the British crown. The continent seemed fruitless and was considerably removed from the mother country therefore originally it was only considered as a place of penal servitude and banishment for criminals. In 1788 Sydney which became the first colony for the condemned was founded. Since 1829 people from different countries have been coming to Australia. In 1967 the Australian natives acquired full civil rights. In 1986 as a result of the Australian Act issued by the British Parliament the colonial power was eliminated.

Therefore, speaking about Australia it is necessary to say that the most important holiday of this country is the Day of Australia, which takes place on January 26. This date symbolizes the arrival of the first fleet in a harbor of Sydney in 1788 and the declaration of the sovereignty. On this day concerts, festivals, sports events, charitable barbecues and fireworks take place in the streets of all large cities. Many people put on national clothes. Also annually on this day many new residents of the country obtain the Australian citizenship. Celebration of New Year's Eve in Australia is the middle of summer therefore all actions take place open-air that distinguishes it from Great Britain. At midnight the ring of bells and automobile horns sound everywhere. One more national important event is Easter and the holidays connected with it: Passionate Friday and Easter Sunday. Australians organize picnics, large fairs and shows in the streets. The greatest performance takes place in Sydney. It is called "The Royal Easter Show". The symbols of the Australian Easter are chocolate eggs and a marsupial badger from Bilboa – unlike an Easter rabbit in Great Britain. And the last national holiday is Catholic Christmas. In Australia as well as in many other countries Christmas is celebrated on December 25, and officially is the day off. The tradition to celebrate Christmas in the bosom of the family is an important feature of this holiday. The next day after Christmas, on December 26, the country celebrates the Day of Gifts.

While speaking about the mixture of cultures, first of all it is worth to talk about Canada. It was a former English colony though it was exposed to different European colonization, for example, French. Here they celebrate holidays of different countries, which vary according to the district and the community: the Chinese New Year, African festival, and Christian Christmas.

The USA, Australia, Canada are not the only countries which have historical connection with Britain. For example, Hong Kong had been under the power of the British crown for more than one and a half centuries. The British influence could be noticed as soon as you come to Hong Kong. British like nobody else were able to impart their way of life to the population of the huge colonial empire. Distribution of Christianity among Hongkongers also promoted distribution of the British traditions. For example, a plenty of Christian Hongkongers with Chinese surnames have English names: Charles Li, or John Kuok. Besides, an undoubted proof of the British culture penetration into Hongkongers' life is the celebration of Christmas. However, now it's a mix of traditions of the different peoples.



On Bahamas, as well as in many former English colonies, they still celebrate Boxing Day. That is the next day after Christmas when they open gifts and thank people who do life more convenient – from mail carriers to maids. Although here celebration is not just a home sit-round gathering as in England. There is an influence of the Caribbean mentality and a way of life. The population appreciated the idea of a holiday, but changed the form using their own attributes which were more habitual for them. On Bahamas Christmas is a true Caribbean street fun – rum, dressed up black-skinned girls and carnival in surrealistic suits. The most magnificent carnival takes place in Nassau though other islands do not remain behind.

Malta had been an English colony for a long time and absorbed Britain's traditions very quickly. The majority Maltese are Catholics, therefore their New Year's holidays begin with Christmas. On the night of December 25, in churches of Malta there is a solemn mass where a large number of people come to. Then all gather at a solemn table in the bosom of the family or at friends'. They cook meat, chicken, and of course, a turkey. There are also special dishes, for example traditional English dessert pudding.

Barbados remained the British colony up to 1966. Inhabitants of the island Barbados, known as Small England, adopted many traditions of the British Empire: from the well-known after-dinner tea given in many hotels to the islanders' love to golf, polo and cricket. Popular holidays here include: New Year's Eve, the Kind Friday, the Second day after Easter, the Labor Day (on May 1), the Whit Monday, the Day of gifts, the Independence Day, Christmas.

The Culture of India was made of various eras, customs, traditions and ideas belonging both to invaders and immigrants. In India some holidays are ranked as national holidays: Independence Day of India and The first of May, celebrated on a grand scope all over India. Being the third largest religion in India Christianity brought many Christian holidays to this country, for example, Christmas and Good Friday.

Holidays and traditions play a big role in people's life. The British Empire greatly promoted formation of different customs and traditions in various countries of all continents. Some holidays appeared as a result of direct influence of Great Britain, such as the Independence Day in the USA and Day of Australia. Other holidays are celebrated in the former colonies and in Britain in one and the same dates but they differ in traditions and customs. This list includes New Year, Christmas, Easter, Day of gifts, etc. Each country values its customs keeping them carefully and it is possible to study a country history through holidays.

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KONGLISH: THE INFLUENCE OF ENGLISH ON THE KOREAN LANGUAGE

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On this planet there is no single language, among the words that would not have been borrowed from other languages. The share of loanwords may vary very widely: from about 10% to 80-90%.

Nowadays English is generally accepted means of international communication. Acting in this function, it interacts with other languages, providing them some effect. For example, in Korea, "cocktail" of English and Korean words and phrases implanted into the social and linguistic system, became known as KONGLISH (Korean + eNGLISH). Konglish is a typical result of mutations that can occur with any language in the country, and today Konglish became an integral part of the vocabulary of Korean language (like Pidgin in China).

English was first used in Korea in the 16th century. Due to an accident, the vessel of Hendrick Hamel from Netherlands was got wrecked at Jeju Island in Korea in 1653. A carpenter from Scotland was with Hamel, and their interaction with the local people was an opportunity for Koreans to get exposed to English. Koreans were wary of the English language because Korea was the last East Asian country to get in contact with the West. However, by 1882, Koreans had signed a treaty with the United States, fostering the arrival of missionaries, advisors, traders, and teachers who brought the English language with them, and who soon began teaching it to Korean children via English-only classes.

In the face of the then increasing Japanese expansion, English became a site of resistance for Korean intellectuals hoping to further associate themselves with the Americans. For that reason, in 1896, a group called the Independence Club founded the first English language newspaper. English was still taught as a mandatory subject during the period of Japanese rule in Korea which began in 1910, and Japanese colonizers published annual reports in English on the ways they contributed to "Korean life". After the Korean War, use of English developed in South.

Korea due to international trade, especially trade with the US. And in the 1960's, South Korean teachers were being trained to teach English and by the 1970's and 80's, the language was already associated with middle class and cosmopolitan values. The government intentionally associated English with globalization, both culturally and economically after the 1988 Seoul Olympics, and began to promote the English language education to foster international competitiveness. The Kim, Young Sam administration sponsored this by initiating a program known as Segyehwa, a major component of which was the development of English instruction. Within the following decades, with aims for a more developed country, more and more people have gradually become interested in learning English as it has hugely influenced trade and commerce.

At present, it is seen how English plays a huge role in globalizing society, not just in terms of trade and commerce. It also plays a very important part in diplomatic and international relations, education, career-making or choosing a profession, and it basically affects all aspects of the globalizing society.

And since the universal spread of the Internet and globalization, English has become part of the of perspective development of the Korean language. According to studies, the maximum percentage of Anglicisms in the field of computer technology, as well as



Americanisms almost completely dominate in the sport and European fashion. For example, Computer [khomphyutho], Prorgam [phyrogyrem], Joystick [zhdoisythik], System [sisythem], Show [schoy], Wedding Dress [uedindyresy], Time [thaim], Goal in [golin].

Originally dictionary borrowing is primarily concerned with the professional field, but also the conversational speech soon became intensely enriched by new words.

Also important is the fact that the majority of the population of Korea has not experienced, and still does not feel the need for it in good English. Need of Korean society in the English language is high, but it does not mean a good language training. Emphasis is placed on teaching English grammar, reading and writing rules. Also, in teaching in general dominated a formal approach, and it is, in fact, does not provide the student activity.

Cultural and linguistic factors are leave its mark on the level of English. In Korean society, that is traditionally closed, oriented to internal values, the incentive to the knowledge of a foreign culture is not determinative. This also influences on the interest of the English language. It is powered mainly only a practical necessity.

What does happen with the phonetic form English loan words when they get into the Korean language? This question applies only to the Anglicisms and other borrowings from European languages. Such sounds as [m], [n], [s] are pronounced Koreans, almost without changing the phonetic form, but there are a lot of sounds that doesn't exist in the Korean language. For example, there is no Korean English sounds [f], [v], both [th], the initial [l]. Sound [f] Koreans regularly pronounced as [phw].

Because the new words, like all the others in Korea's English vocabulary, are changed into the Korean-version pronunciations and meanings that are totally alien to their English origins. When one Korean speaker says ``bi-jun" or ``pi-ja" to another Korean, the listener easily and instantly understands those words to mean ``vision" and ``pizza" (taking ``pizza" as an American-English word). It is unlikely that anyone recognizes that the words they are used incorrectly. On the other hand, if the Korean speaker (because he learned correct English) tried to say ``vi-sion" or ``pi-zza" properly, this correct usage of English would be perceived by the listener as incomprehensible, and hence as incorrect, words. In the land of the blind, those with sight are handicapped. In the land of the dead, the living are in trouble. In the land of incorrect English used as correct English, those who use it properly are likely to fail to be understood. According to opinions of English-speaking tourists, knowledge of English in Korea is not enough to communicate. If you ask a Korean in English "How to get to ...?" or "Where is ...?" it is a high probability that he will not understand you.

Depending on morphology, semantics and syntax, pronunciation, pragmatics and discourse, there are some categories of Konglish. It should be noted that these partly overlap, so that the identified categories are not to be considered as divided necessarily by clear-cut boundaries.

Provided below is a categorization of the Korean lexicon:

1) DirectLoanWords

Direct loan words carry the same semantic signification from the language that it is borrowed. The signifier and signified are retained from English as there is no substitute available in the Korean language. In the example provided above, words such as coffee, screen, computer are direct English words that have not changed meaning.

| KoreanTerm | Meaning |
|-------------------|----------------|
| 커피 [Ko-pi] | Coffee |
| 인터넷 [In-to-neth] | Internet |



2) Fabrications

Fabrications – a case in which the signifier may be derived from English but the signifier and semantic meaning are changed within the particular term. For example, the term sel-ca is derived from the English words self camera, although it means to take a picture of oneself. Another example is Dutch pay, a popular term that means to split the bill evenly.

| Korean Term | Meaning |
|---------------------------------------|----------------|
| 백 넘버 [Back nom-bo] (back + number) | Jersey number |
| 셀카 [Sel-ca] | Self camera |

3) Clipping

In the case of clipping, the signifier (word sourced from English) is altered by shortening or abbreviation while the signification and concept is still retained. For example, ri-mot-con comes from the full word remote control and still carries the same meaning, although it has been shortened. The same goes for a-pa-teu (apart) meaning apartment.

| Korean Term | Meaning |
|----------------------------|-----------------|
| 오티 [O-ti] (Orientation) | Orientation |
| 에어컨 [eeokeon] (Air con) | Air conditioner |

4) Hybrid Terms/Blending

A hybrid term means that there are elements of both the English and Korean language in the particular term. For example, gam-ja in Korean means potato, and in blending gam-ja with the direct loan word chip, the term gam-ja-chip now carries the meaning of potato chips.

| Korean Term | Meaning |
|---------------------------------------|----------------|
| Vinyl + 봉투 = 비닐봉투 [Bi-nil bon-tu] | Plastic bag |
| 몰래 + camera = 몰래카메라 [Moll kha-mae-ra] | Hidden camera |

5) Substitution

Substitution is a case where the Korean word is available for the given word, but people decide instead to use the borrowed English word as a preference or substitution. For example, in the Korean language the word wife is Bu-in, yet people prefer to go by the term wa-i-pu as it carries a more endearing and personal sentiment.

| Korean Term | Meaning |
|--------------------|----------------|
| 와이프 [Wa-i-pu] | Wife |
| 파킹 [Pa-king] | Parking |

6) Semantic Shifts

Semantic shifts are probably one of the most common cases in “Konglish”. While the signifier is retained, the signification and meaning is altered. As such, the semantic meaning



has changed. For example, the term white shirt in Korean carries the meaning of a button up or dress shirt. The term one-piece refers to a dress or skirt.

| Korean Term | Meaning |
|--------------------|----------------|
| 버전 [Boch-jon] | Version |
| 비자 [Bi-jja] | Visa |

One of the most popular words in the lexicon Konglish is ‘fighting’, which in the Korean consciousness is associated not with the battle as such, but is equivalent to «Forward!», «Good luck!» or «Don’t give up!».

By barbarisms adjacent inclusions in Korean foreign-language vocabulary: ‘OK’, ‘one’, ‘two’, ‘three’, ‘perfect’, ‘wonderful’. Many of them are popular not only in Korean, but and in the other languages. In addition, using some of them has a long tradition, for example, ‘alma mater’, ‘ego’, ‘SOS’, ‘curriculum vitae’.

One of the unusual features of Konglish is that Koreans are active use it in the mass market (banners, advertising, television, etc.), transcribing English words by Korean characters. Hangul (Korean alphabet) is quite simple, it consists of 24 letters (14 consonants and 10 vowels), each of which corresponds to one sound. The letters are formed in the characters that will not be difficult to read if you have mastered the alphabet. Thus, English-speaking tourists in Korea that know Hangul, easier to navigate the terrain, because almost all the banners and signs used Konglish as characters.

Social classes that use Konglish is educated urban youth with his desire to impirt and adapt American popular culture. In their slangKonglish used to define non-traditional cultural phenomena where Korean and Sino-Korean vocabulary are helpless. For example, 'meeting' in the Korean language is defined as a blind dinner between girl and boy. 'Bedting' is noun formed in the Korean language from the noun ‘bed’ and end 'ting' (which is formed from the 'ing') and refers night that spent man and a woman at the hotel after they meet. 'Villa' (Lat.) In Korea is the name of apartment houses in affluent areas. 'Netizens' - an abbreviation of 'net citizens' (Citizens Network), which determines the frequent users of the Internet network.

The English language has become Koreanized in Korea and has become just another added part of Korea's cultural arsenal for themselves. Instead of Korea becoming part of the English-speaking world, the English-speaking world must become part of Korea. Koreans are happy as long as their English is understood by other Koreans. Anyone who tries to point out that they are perpetuating incorrect English is the odd man out, which often includes a foreign teacher. In their legendary closed society and tribalism, Koreans close ranks even on the matter concerning the English language.

Exploring Konglish, its role and place in the Korean daily life, we came to the following conclusions.

Konglish is an integral part of modern Korean culture. English language attaches great importance to the country, but rather low percentage of Koreans know English language and, accordingly, it does not mean that any foreigner with knowledge English language can communicate fluently in Korea. Konglish transforms such aspects as morphology, semantics and syntax, pronunciation, pragmatics and discourse of English language. For successful communication tourists and businessmen need to know the basic Korean or need to hire an interpreter.

Relatively autonomous system of modern Korean language are borrowings primarily from the English in its American version. The processes of globalization are so dynamic that can not be estimated. «Konglish» has already established itself as a "dialect" of progressive urban youth.



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COMPARATIVE CHARACTERISTICS OF AUSTRALIAN AND ENGLISH SLANG

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Australian English is created in the process of historical development. The first settlers were convicts in Australia, representatives of the lower classes, political exiles from the UK. They introduced in the Australian version of the urban vernacular language, northern accents, Cockney dialect. Immigrants disseminated a simplified version of the English language, as they had no education. On the other hand the Australian version was developed under the influence of local residents - natives. As a result, a special version of the English language with its pronunciation, atypical for English vocabulary and certain disorders in grammatical structures was created.

Theme: "Comparative characteristics of the Australian slang and English" is relevant today because we see how strongly manifested great interest of many linguists and researchers to study the varieties of English in different countries. So let us talk about the features of the use of English in Australia, in particular about slang.

Slang, being an integral part of the language, is one of the most pressing and controversial issues of modern lexicology. All research on this topic help to solve the problem of the definition, the essence and the main distinguishing features of the phenomenon under study. In any language, there are terms that are not in textbooks, decent books and movies. It is proved: jargon both does exist, at any time, constantly changing and is closely related to the social or age group, where applicable. This is most often the language of youth, because the youth is isolated from the adult world and creates their own world, with its own laws, and even language. But very quickly these words are pulled out of the youth group and become ubiquitous.

Slang - an integral part of the English language, has been actively penetrates into the books and the film industry - not to notice it is simply impossible. A significant part of slang - is the use of charged energy, fun and expressive expressions and words instead of the usual. The modern world is developing dynamically and with it is in constant development language. All events that span a society influence the development of a live conversation, receive a response in the world's languages and added to the lexicon of mankind new phrases and expressions. Political elections, wars, technological progress are examples of constant activity of modern life that affect the appearance of the new slang.

Before the creation of the literary standard of English, slang was not separated from the other layers of the language. Therefore, there are no written documents purely defining slang characters from the early period of language development. There are several lexicographical works devoted to the language of thieves, dated 15-16 centuries. One of the most important works in this field are a dictionary of T. Harman (Harman Th. A caveat of warening for commen cursetors called vagabones. London, 1565) and the work of R. Copeland (Coplend R.he Hye Way to the Spyttel Hous, 1530-1540). Later there were numerous writings in which, along with the jargon used "slang" vocabulary. J. Hotten offers reverse history rhyming slang and slang. In addition, it provides the most complete definition of "slang". Slang is the short-lived vulgar language, constantly changing with fashion and taste, used by people of all levels of life, rich and poor, honest and dishonest ... Sleng is used because of the desire to appear on familiar terms with life, fun, humor, urban, street nicknames and anecdotes ... Sleng is the language of street humor, fast, high and modest



standard of living ... Slang is old as speech itself and unites people in the cities. It is the result of overcrowding, and excitement, and artificial life. It is often full of the most biting satire, and always to the point. [3]

What to talk about the English language, spoken language and slang of Australians, their origins? Speaking of the Australian, media English language is rich in idioms and slang. Australian Slang has four main sources:

- 1) Aboriginal languages;
- 2) native languages of white settlers;
- 3) the effect of mixing languages as a result of migration;
- 4) Slang, formed as a result of this the actual version of the English language. [2,

p.77]

Often difficult to determine whether an avstralizm, slang words or commonly used ones. Many of them are lexical norm for HaVaYaH, though descended from slang or profanity inherent social substrate is formed Australian society. According to the Australian Encyclopedia (1963), the total number of avstralizms reaches 10000. It is noted, however, that in accordance with the understanding of the term the authors of the Encyclopedia include in this number words like boomerang and kangaroo that are avstralizms only by its etymology. On the other hand, outside the scope of the authors of the Encyclopedia there are many terms and terminological combinations of field names of fauna and flora, place names, etc. [1, p.92]. Data on the number of avstralizms can be interpreted in different ways. In the specified number included a significant portion of words relating to professionalism, slang, etc., lexical units that are actually outside the literary vocabulary.

Australian Slang is a very special category of English. "Ozzy is also known as the inhabitants of the island are very fond of puns and use a lot of cuts". Most of these words comes from the British or American English, and acquired its unique shape and sound only in the Green Continent. Many people know that roo - an abbreviation of kangaroo, but often even native speakers of other English-speaking countries can not make out the Australian accent.

Here are 10 interesting Australian slang words:

| | |
|--|--|
| cya this arvo – (see you this afternoon) | I'll see you later. Cya this arvo in class! |
| Daks | Pants. I got some new daks yesterday at the shop. |
| Dunnie | Toilet, bathroom. D'ya know where the dunnie is, mate? |
| Earbashing | Incessant chatter. Her earbashing while I tried to study was driving me crazy! |
| Fair dinkum | Real, genuine. Anna's a fair dinkum Aussie |
| Heaps | Very. Thanks heaps for your help. |
| Hooroo | Goodbye. Hooroo mate, see ya tomorrow. |
| Rellies | Relatives. The rellies are in town this weekend and we're going to the beach. |
| Spiffy | Beautiful, gorgeous. Those blue thongs are pretty spiffy, I think I'll buy them. |
| Thongs | Sandals. I need a new pair of thongs, these are about to break. |



Australian Slang:

| | |
|-------------------------------------|---|
| Sickie- (day off sick) | Sick without sick leave. Tell your boss that you are sick, not to go to work. |
| Bludger- (lazy person) | Just a bummer |
| Flat out- (busy) | Very busy, a lot of work |
| Offsider- (assistant) | A little more than just an assistant. A man who can be relied on work. |
| Stoked- (pleased) | To be absolutely positive with respect someone events. When someone «stoked» in life, there is no limit to its possibilities. |
| Stuffed- (tired) | Tired, in fact «stuffed» has wide use in English slang, the value may vary slightly. |
| Compo- (compensation) | Compensation |
| Smoko-(break) | A break for smokers, and is used in the sense of a break for morning coffee. |
| Hard yakka- (hard work) | Hard work. The term is derived from a very resilient breed plants, yakka. |
| Arvo- (afternoon) | Afternoon |
| Cuppa- (a cup of tea) | A cup of tea. Sometimes used in regard to the coffee cup. |
| She'll be right- (it will be OK) | all will be well! Expression reflects a relaxed attitude to life of Australians, where «she» - life in general. |
| You bewdy- (excellent) | Using this expression, we can keep the thumb up |
| Fair dinkum- (true) | One of the most commonly used expressions. |
| Give it a burl- (try it) | Try to do it |
| Knock- (criticise) | Podvergnut condemnation |
| Mate's rate- (discount for friends) | Discounts for friends, "friendly" prices |
| No worries- | Everything's OK |
| Tee up- (set up an appointment) | To make an appointment, the term has other meanings |
| Bring a plate | Please bring to a party or any other event to celebrate their own food. |
| this machine is cactus | If the equipment is called cactus, means that the equipment has suffered damage beyond repair, or for its restoration requires considerable effort and expense. |
| Spat the dummy | lose control of emotions in a rage or despair, anger erupt. |

There is a lot of anecdotal evidence that are illustrated with articles from newspapers. Caring out this research we have found out some of them. Australians, like Russian, like humor and do not tolerate dry official speeches. If you want to be considered in their society, Australians use Australian slang - slang and lingo. And this applies even to the British and Americans, who, coming to Australia, the first few weeks as the slow-witted turn their heads, trying to understand what the guy says to them in a local pub. It seems to be in their own language. When US President arrived on a visit to Australia some years ago, one of the first



meetings at the government reception in Canberra, he began with Australian slang, saying that already had a good «chin-wag» (light informal conversation) with Julia Gillard and it was not «ear-bashing», that is, non-stop teaching one another, boring.

«G'Day, mate», "No worries» are still known to many from the movie "Crocodile Dundee." But that's not all phrases from the arsenal of simple Australian. If you want to feel at home in Australia, you have to learn a lot of specific Australian "popular" expressions. It is not just the words, but also many of the words that are constantly hear and television (though not in the official news that read well learned speakers), and at work, and in the store, and, especially, in the pub for a beer. Describe all the jargon would not be enough all the newspapers but take the first step. We can continue the list of words and phrases, without which uncomfortable to live in the country.

| Russian | English | Australian |
|--------------|----------|--------------|
| козел, дурак | arsehole | fruit loop |
| болтать | babble | earbashing |
| выпивка | hooch | grog |
| ого | wow | holy dooley! |
| привет | hey | g'day |
| диво | | gobsmacked |
| умничка | good | onya |
| пока | bye | hooroo |

On the basis of the material studied, we can conclude that the vocabulary of the British and Australian languages is basically the same. Differences are in the areas of life that are more important for residents of England and Australia. In addition, differences were observed in terms of professional and names of plants and animals, natural phenomena and landscapes, which are absent in British English. Many words related to the field of jargon or slang, are the literary norm for AuE. It is necessary to outline a strong influence of the American version of the English language on the Australian version. However, much of the vocabulary of the Australian coincides with the vocabulary of the British version. Therefore, at the moment, during the development of cultural and economic relations between Australia and other countries it is better to learn not only English, but also its Australian version.

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СРАВНИТЕЛЬНЫЙ АНАЛИЗ БРИТАНСКОГО И АМЕРИКАНСКОГО ВАРИАНТОВ АНГЛИЙСКОГО ЯЗЫКА

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Английский язык - один из наиболее изучаемых в мире. Знакомство с его разными вариантами положительно скажется на общем лингвистическом развитии обучающихся, позволит повысить их разговорный уровень при практическом использовании языка. Становится совершенно очевидным: необходимо разбираться в вопросах различий между вариантами английского языка.

Типичные отличия на фонетическом уровне

Британская и американская стандартные формы произношения зафиксированы в национальных словарях обеих стран в виде транскрипционных знаков. Более престижным считается британское нормативное произношение, известное как RP (Received Pronunciation). Эту форму произношения можно услышать в речи представителей королевской семьи, в Парламенте, в церкви, в суде. Основная масса образованного населения Великобритании говорит на смеси RP и различных региональных диалектов. Такая форма получила название модифицированного RP. [4]

Фонологические расхождения между британским и американским стандартными вариантами носят как общий (таблицы 1, 2) так и частный характер.

Таблица 1. Гласные звуки

| Буква | В словах типа | Норма в ВЕ | Норма в АЕ |
|----------|--------------------------------------|------------|------------|
| <i>a</i> | <i>Last, ask, aunt</i> | [a:] | [æ] |
| <i>o</i> | <i>Pot, lot</i> | [o] | [ɑ] |
| <i>u</i> | <i>Hurry, current</i> | [ʌ] | [ə] |
| <i>u</i> | <i>Duty, tune new, nude, student</i> | [ju:] | [u:] |

Кроме того, все гласные звуки в американском произношении получают носовой оттенок в позициях до и после [m] и [n].

Таблица 2. Согласные звуки

| Звук | Норма в ВЕ | Норма в АЕ |
|------|-----------------------|---|
| [r] | [ˈri:də] | Произносится во всех позициях: <i>Reader</i> [ˈri:dər] |
| [s] | [iksˈkɜːʃən], [ˈeɪʃə] | [z] в сочетания -sion, -sia: <i>excursion</i> [iksˈkɜːzn], <i>Asia</i> [ˈeɪzə] |
| [t] | [ˈtwenti], [ˈwɒntɪd] | Не произносится после “n”: <i>twenty, wanted</i> |
| [t] | [ˈraɪtə], [ˈbætl] | Приближается к [d] в позиции между гласными: <i>writer</i> [ˈraɪdər] перед <i>l: battle</i> |

Анализ британских и американских частных фонологических расхождений затруднен в виду их многочисленности и разнообразия. Такие случаи являются самыми проблемными в процессе обучения английскому произношению (таблицы 3, 4).



Таблица 3. Отличия в произношении отдельных слов

| Слово | Норма в BE | Норма в AE |
|-----------------|------------|------------|
| <i>Clerk</i> | [kla:k] | [klɜrk] |
| <i>Either</i> | [ˈaɪðə] | [ˈiːðər] |
| <i>Leisure</i> | [ˈleɪzə] | [ˈliːzər] |
| <i>Medicine</i> | [ˈmedsɪn] | [ˈmedɪsən] |

Несмотря на то, что большинство различий направлены именно на упрощение языка, надо помнить, что основная часть этих отличий существуют только в разговорной речи.

Таблица 4. Отличия в ударении

| Норма в BE | Норма в AE |
|----------------|-------------------------|
| <i>address</i> | <i>ˈaddres</i> |
| <i>ˈballet</i> | <i>ˈballet, bɑːllet</i> |
| <i>ˈgarage</i> | <i>gɑːrage</i> |
| <i>weekend</i> | <i>ˈweekend</i> |

Типичные отличия в орфографии

В некотором смысле, орфография отражает разницу в произношении. Например, американцы используют слово «*airplane*» для обозначения воздушного транспорта. В Великобритании, слово «*aeroplane*», и оно произносится со звуком «о». Другая распространенная разница в правописании касается слова «*aluminium*», которое именно так пишется в британском варианте, но в AE слово выглядит так: «*aluminum*».

Американский языковед Ной Вебстер (1758-1843) в своем учебнике по английской орфографии, изданном в 1783 году, впервые реформировал правописание целого ряда слов. Новая орфография приобрела статус стандарта после опубликования им в 1828 году словаря «*An American Dictionary of the English Language*», который в последующих изданиях стал именоваться словарем Вебстера. Он, в частности, предложил измененное правописание таких слов как *color* (BE: *colour*), *center* (BE: *centre*), *defense* (BE: *defence*), *traveler* (BE: *traveller*).[4] В таблице 5 представлены наиболее продуктивные случаи расхождения в системах орфографии.

Таблица 5. Типичные орфографические отличия

| Норма в BE | Норма в AE |
|----------------------------|--------------------------|
| <i>Glamour</i> | <i>Glamor</i> |
| <i>Catalogue</i> | <i>Catalog</i> |
| <i>Marvellous, Enrol</i> | <i>Marvelous, Enroll</i> |
| <i>Tyre</i> | <i>Tire</i> |
| <i>Apologise</i> | <i>Apologize</i> |
| <i>Make-up, Break-down</i> | <i>Makeup, Breakdown</i> |

В целом, в американском варианте зачастую наблюдается упрощение написания слов по сравнению с британским вариантом английского языка, например: *draught* (BE) – *draft* (AE); *plough* (BE) – *plow* (AE).



Типичные грамматические отличия

Большинство лингвистов отмечают незначительные расхождения между британским и американским стандартами на грамматическом уровне, и они не могут создавать помехи при коммуникации между носителями разных вариантов языка. Например, в Англии совершенно приемлемым является использование собирательных существительных (*army*) для множественного числа слова («*the army are coming*» – армия идет), тогда как в США собирательное существительное почти всегда в единственном числе («*the army is coming*»). Основными причинами возникновения грамматических расхождений являются унификация и тенденция к упрощению языка в американском варианте. Одна из главных причин, почему англичане считают американцев небрежными по отношению к языку, это то, что последние в разговорной речи Perfect практически не употребляют, а используют взамен время группы Simple (Indefinite).

В области морфологии расхождения наблюдаются чаще в парадигмах некоторых глаголов и существительных, а также в частотности употребления отдельных временных форм, форм причастия и конъюнктива. В таблице 6 даны примеры типичных морфологических расхождений, отмеченных Майклом Своном (1948).

Таблица 6. Типичные морфологические расхождения

| Норма в ВЕ | Норма в АЕ |
|---|---|
| <i>Love isn't as bad as toothache.</i> | <i>Love isn't as bad as a toothache.</i> |
| <i>This team is/are going to lose.</i> | <i>This team is going to lose.</i> |
| <i>One should always be polite to one's bank manager.</i> | <i>One should always be polite to his bank manager.</i> |
| <i>I've never really got to know her.</i> | <i>I've never really gotten to know her.</i> |
| <i>I can see Susan coming.</i> | <i>I (can) see Susan coming.</i> |
| <i>Have you got a meeting today?</i> | <i>Have you got a meeting today?/Do you have a meeting today?</i> |

Можно найти некоторые различия в использовании предлогов:

| Норма в ВЕ | Норма в АЕ |
|-----------------------------------|--------------------------------------|
| <i>In the street</i> | <i>On the street</i> |
| <i>Nervous of doing something</i> | <i>Nervous about doing something</i> |
| <i>Membership of</i> | <i>Membership in</i> |
| <i>Chat to</i> | <i>Chat with</i> |
| <i>To call on neighbours</i> | <i>To visit with neighbors</i> |
| <i>Mad on</i> | <i>Mad about</i> |
| <i>A week on Tuesday</i> | <i>A week from Tuesday</i> |
| <i>In the circumstances</i> | <i>To visit with neighbors</i> |

Синтаксические особенности стандартного американского варианта относятся к построению словосочетаний и структуре предложений и носят, в основном, распределительный характер. В таблице 7 приведены случаи, которые М. Свон отмечает как достаточно типичные.



Таблица 7. Типичные синтаксические расхождения

| Норма в ВЕ | Норма в АЕ |
|--|--|
| <i>He probably has arrived by now.</i> (выразительное употребление). <i>He has probably arrived by now.</i> (обычное употребление) | <i>He probably has arrived by now.</i> (обычное употребление) |
| <i>I haven't seen her for years.</i> | <i>I haven't seen her in/for years.</i> |
| <i>Both (of) my parents like riding.</i> | <i>Both of my parents like riding.</i> |
| <i>One cannot (help) but admire his courage</i> | <i>One cannot help but admire his courage</i> |
| <i>He looked at me really strange.</i> | <i>He looked at me real strange.</i> (в неформальном стиле) |

Типичные лексические отличия

В процессе автономного развития американского варианта английского языка в его лексико-семантической системе сформировалось значительное количество специфических единиц, которые принято называть американизмами.[4] Их классифицируют по двум категориям: стандартные (литературные) и нестандартные (диалектизмы, сленгизмы, жаргонизмы.). Такие примеры представлены в таблице 8.

Таблица 8. Стандартные американизмы

| Источник заимствования | Пример |
|-------------------------------------|--|
| Датский | <i>yankee, boss, cookie</i> |
| Французский | <i>prairie, saloon</i> |
| Немецкий | <i>kindergarten</i> |
| Языки местного индейского населения | <i>moccasin, opossum, skunk, tomahawk, totem, wigwam</i> |
| Английские, либо латинские основы | <i>to belittle, cent(ценн) om centum(сто)</i> |
| Архаичные формы ВЕ | <i>township</i> |

Особо следует сказать о выражении, которое сейчас входит во все учебники английского языка, являясь по происхождению американской сленговой идиомой. Это выражение ОК – разговорная аббревиатура словосочетания *all correct*. М.А. Голденков [2] перечисляет следующие значения этого слова: «пожалуйста» (ответ на выражение благодарности), «здоров», «здоровы» (ответ на вопрос типа «How are you?»), «правильно», «все в порядке», «хорошо», «ладно» (синоним «all right»).

Выделяют два основных типа отличий между лексическими единицами американской и британской систем: различия в плане выражения и различия в плане содержания. В таблицах 9, 10 представлены примеры этих различий.

Таблица 9. – Лексико-семантические различия в плане выражения

| Слово | ВЕ | АЕ |
|-------------|-----------------|--------------------|
| Автоприцеп | <i>Caravan</i> | <i>Trailer</i> |
| Автостоянка | <i>Car park</i> | <i>Parking lot</i> |
| Бензин | <i>Petrol</i> | <i>Gas</i> |
| Грузовик | <i>Lorry</i> | <i>Truck</i> |



| | | |
|--------------------|---------------------------|------------------|
| Пешеходный переход | <i>Zebra crossing</i> | <i>Crosswalk</i> |
| Метрополитен | <i>Underground</i> | <i>Subway</i> |
| Тротуар | <i>Footpath, pavement</i> | <i>Sidewalk</i> |

Члены противопоставлений первого типа именуются лексико-семантическими аналогами (таблица 9), а члены противопоставлений второго типа – лексико-семантическими дивергентами (таблица 10). [4]

Таблица 10. – Лексико-семантические различия в плане содержания

| Слово | Значение в ВЕ | Значение в АЕ |
|-----------------|-----------------|---|
| <i>Asphalt</i> | Нефтяной битум | Смесь асфальтового материала с минеральным наполнителем |
| <i>Barge</i> | Баржа, баркас | 1) Баржа, баркас; 2) Автобус для экскурсий |
| <i>Pavement</i> | Панель, тротуар | Мостовая |

Помимо расхождений общего характера, наблюдаются частные отличия:

– Случаи, когда слова с одинаковой семантической структурой имеют разные характеристики. Например, в британском варианте глагол *ride* комбинируется с такими существительными, как *a horse, a bicycle*. Британцы почти не употребляют такие словосочетания, как *to ride on a bus / on a train / in a boat*, типичные для жителей США.

– Случаи, когда одни и те же формы отличаются частностью употребления. Например, существительное *time-table* чаще встречается в британском варианте, а его синоним *schedule* – в американском.

Итак, несмотря на то, что в стандартных вариантах обнаруживаются многочисленные несоответствия, их характер не затрагивает систему английского в целом, что дает основание считать американский и британский английский вариантами одного языка. Американский язык обладает более простой для понимания грамматикой, поэтому он завоевывает все больший круг своих носителей. Но человек с хорошим классическим английским легко сможет привыкнуть к новой модификации. Все это говорит в пользу британского варианта для изучения в учебном заведении. Но преподавателю нужно разъяснять обучающимся основные различия между вариантами языка. На данном этапе можно говорить о появлении некоего усредненного английского, вобравшего в себя особенности и британского, и американского вариантов. Многие издатели учебников, понимая эту тенденцию, указывают на различие вариантов, тем самым привлекая внимание на обе модификации языка.

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THE CANONS OF BEAUTY

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Introduction

Every woman is beautiful in her own way, but there is such term as the canons of beauty. This article will answer on the certain questions: What are the canons of beauty nowadays? And who are creating them?

Let me turn now to the historical facts. Everything in the world is so changeable that even the canons of beauty are changing over time. To prove this point of view let's look at the most famous countries of the past.

Firstly, the ideal of beauty of Ancient Egypt was a slender and graceful woman with delicate features, high forehead, straight nose, full lips and almond-shaped eyes. The most beautiful eye color was considered green, as it was a rare color for ancient Egypt. In Ancient Egypt women were summing eyebrows black lines of mascara, obtained from a mixture of ash, soot. Egyptians were convinced that they prevent diseases and misfortunes and to protect the eyes from the bright sun. Black, smooth hair was of great value. But the acme of elegance and grace was updo, which emphasized the long neck. Ancient Egyptians were painting the nails on the hands and feet in green color so that to complete the image.

Secondly, Mayan women were painting their bodies with red ointment, which was sticky and odorous. Different paints were used for the faces as well.

Thirdly, the ideal of beauty in Ancient China was the creation of a fragile Constitution, long hair in a beautiful braid, thin long fingers and soft palms, delicate skin and a pale face with high forehead, small ears, black hair and a thin black eyebrows, red lips and a small round mouth. It is the portrait of classic Chinese beauty. Ladies shaved off the part of the hair on the forehead to lengthen the face. Long red nails were the important attribute for the aristocratic woman. Special thimbles were put on the nails. The Breast of girls 10-14 years was pulled a linen bandage. The feet should be tiny, for that purpose the young Chinese women broke all the fingers except the thumb, bandaged with strips of cloth to stop until four little finger is not pressed against the sole. In this case, the standard Chinese beauty reflects the phrase: "Beauty is pain".

Let's turn now to Ancient Rome, where by the cult of light skin and blond hair was dominated. The Romans were the first to master the secret of hair bleaching. The standard Roman beauty was slender and graceful figure. Face features Roman beauties had to be small: large eyes with large eyelids, correct almond shape, high nose, mouth, reminiscent of a hunting bow. Hairstyles were complex, and many women used fake hair, hairpieces, wigs.

Now let's move on to Ancient Greece, where there was a cult of a trained body. The Benchmark of beautiful body among the Greeks was the sculpture of Aphrodite: height - 164 cm, chest circumference - 86 cm, waist 69 cm, hips - 93 cm. Greek canons of beauty beautiful face combined large eyes, straight line of the nose, the chin, the low forehead, framed by curls of hair parted down the middle. The blue eyes, golden-haired hair and a bright, shiny skin we valued.

Giving one more interesting example we should turn to the Middle ages, where the earth beauty was considered sinful. The figure was hidden under a layer of heavy weight fabrics, and the hair under the cap. The ideal of medieval women was blessed virgin Mary with an elongated oval face, big eyes and a small mouth.



To illustrate the beauty of the Renaissance, we should mention beautiful pale complexion, slender Swan-neck and high net forehead. Long oval face ladies shaved front hair and plucked eyebrows, and because of that the neck seemed long. The powerful body with wide hips, a luxurious fullness of the neck and shoulders was popular. A required stroke for the beauties of the Renaissance was thick, curly hair of gold, like gold or honey. The legs should be long and slender. The Renaissance was the return of femininity. Women were painting the eyes, eyelashes, eyebrows, lips, nails and demonstrated underline breasts through her dress.

In the era of Rococo woman reminded fragile porcelain figurine, with smooth rosy cheeks and a little mouth. According to the standard of Rococo beauty the woman should be graceful, light, playful. Beautiful Rococo ladies had narrow shoulders and a thin waist, small bodice contrasted with huge round skirt. The main emphasis was placed on the hair. Expensive pleasure was trying to save as much as possible: for weeks combed her hair and washed down. The Queen of Spain, Isabella of Castile once admitted that over a lifetime, bathed only twice - at birth and the day of the wedding. In fashion were "multi-storey" hair, there were no eyebrows of the face, high foreheads.

The most interesting facts of the Beauty Image History have already been mentioned, so what is the standard of beauty in our time? We will try to answer this question, using the opinions of other people.

Methodology

We carried on a survey on the topic "The standard of beauty of the 21st century". The students 18-20 years were asked. The purpose was to create a portrait of the beauty of the 21st century based on the opinions of interviewees. We used the method of questioning in social networks. The survey took place in March 2015. Respondents answered the question: «How do you see the standard of female beauty of our time»? The respondents had several obligatory criteria for description: the shape of the face, length and hair color, eyebrow shape, form and color of eyes, shape of nose, shape of the mouth and lips, skin color, body type. Some additional criteria descriptions were mentioned as well. 50 people were interviewed.

Based on the data provided, we have compiled a graphical representation of the results of each category describing the beauty and portrait beauty of the 21st century.

Results

The results of our research are following:

Question No. 1: What is the ideal face shape?

The answers to this question showed that **72%** of interviewees consider the oval face to be ideal. **22%** of respondents pointed out the heart-shape face and only **10%** - round.

Question No. 2: What is the ideal hair length for a woman?

The answers were rather predictable: 86% respondents voted for long hair, 14% - medium length, short hair was not mentioned.

Question No. 3: What is the ideal hair color for a woman?

The answers have indicated that blond hair is still on the top – 78%, dark hair is on the second place – only 12%, and 10 % of respondents showed the indifference to the hair color.

Question No. 4: What is the ideal eyebrow shape should for a woman?

The respondents were united in this question – 100% for curved eyebrow.

Question No. 5: What is the ideal eye shape and eye color for a woman?



The results have revealed that all respondents consider almond shape preferable. The largest part of interviewees consider blue almond eyes are the ideal ones – 50%. 40% of respondents pointed out green almond eyes and only 10% of respondents mentioned brown almond eyes.

Question No. 6: What is the ideal nose shape for a woman?

The results have shown that a small strait nose is considered as the perfect by 92% of interviewees. 8% have mentioned snub nose as the most attractive.

Question No. 7: What is the ideal mouth and lips shape for a woman?

Small mouth with full lips was suggested as the ideal by the majority of respondents – 96%. The rest pointed out small mouth with thin lips.

Question No. 8: What is the ideal skin color for a woman?

As we can see 54% of respondents supported light skin, a little bit less respondents – 40% - mentioned dark skin as preferable. And for 6% skin color was not important.

Question No. 9: What is the ideal body shape for a woman?

100% of respondents suggested the slender athletic shape as the perfect one.

Several additional criteria were mentioned:

The average height should be 160-170 cm.

A woman's beauty should be natural.

The inner beauty was mentioned as well.

The ideal woman should be intelligent, kind, sociable, and tidy, with a charming smile.

Conclusion

According to the survey result we tried to create the standard of female beauty. This is a slender woman with an oval face, long blonde hair, arched eyebrows, almond-shaped blue eyes, small straight nose, a small mouth and full lips. A woman has light skin tone. However, such a woman has not only beautiful appearance, but also a rich inner world, which is an important sign of beauty as well.

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УДК 811.92

ESCAPERS THE FORM OF UNREAL REALITY

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Introduction

In the modern world the majority of people feel the constant stress, connecting with the time, responsibility pressure and dissatisfaction with their life and reality. So, this general situation causes the certain terms: to escape, escapism and escaper.

According to the definitions, given in Oxford Advanced Learner`s Dictionary, to escape means to become free, to avoid something unpleasant or undesirable, to be forgotten or not noticed by somebody or something.

Escapism means the habit of trying to forget unpleasant realities by seeking entertainment, imagining oneself in an exciting situation.

Escaper is a person, who escapes from reality to be free for various reasons.

Now I would like to pay your attention to the term escaper. It includes positive and negative points.

Firstly, escapers are people, who try to change their own life for the best. These people create their own world, dream and get enjoyment from that. They can not oppose the real difficulties and problems, because some of them just lost faith in justice and opportunity to change anything. They want to live easier, choosing their own world of illusions, because the real life is more difficult.

Secondly, escapers are pessimists. They do not believe that they can be successful. Escapers prefer to do nothing but to relax and to live for themselves. What is more, some become escapers because of tedium. «We do not have fun!» - they say. Every day is monotonous, all are the same and boring around. You always need money, you hate your job and city, you do not want to communicate with people. That is why escapers leave their homes and move to the other countries in order to relax.

From the point of view of results the escapers can be divided into 3 types:

1. Destructive ➡ computer and star escapers.
2. Neutral ➡ literary, television and traveling escapers.
3. Constructive ➡ creative escapers.

Some examples should be mentioned.

I would like to distinguish Yen Asher among the most well-known neutral escapers. He was 50, when he decided to escape from his awful and boring life. Yen sold his unsuccessful life and began to travel all over the world. After it he bought a small island, built a house by himself and lived there long time.

Salvador Dali, Lev Tolstoy, Ernest Hemingway, Ludwig van Beethoven can be referred to the creative escapers. They devoted their life to creation and lived for the Art sake.

Methodology

We employed questionnaire on the topic and brainstorming activity as the method of our research. The focus group consisted of 28 individuals. The interviewees include the students of the SFU (Residence Hall № 22, Krasnoyarsk, Russia). The purpose was to find out how well the students of our University know about escapers and escapism and how do they prefer to escape from dull reality. The interviews took place in March 2015.



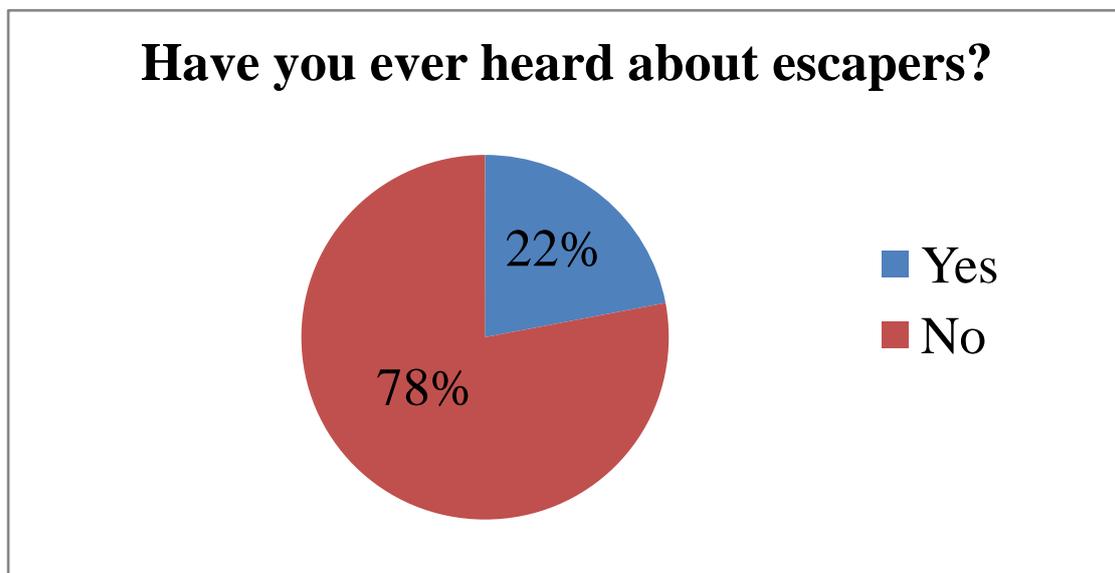
The interview questions started with asking about understanding of the terms escapism and escapers. Then we asked about student`s ways to diversify or to change their life. Finally, we conducted brainstorming activity with the purpose to find out the possible ways to escape the dull reality of our life, suitable for the interviewees.

In our research we used a combined survey method. It consists of collecting data face-to-face in writing with an oral introduction. The questionnaire contains closed and opened questions. The survey consists of two parts: collecting data base and offering the results in a form of recommendations.

Results

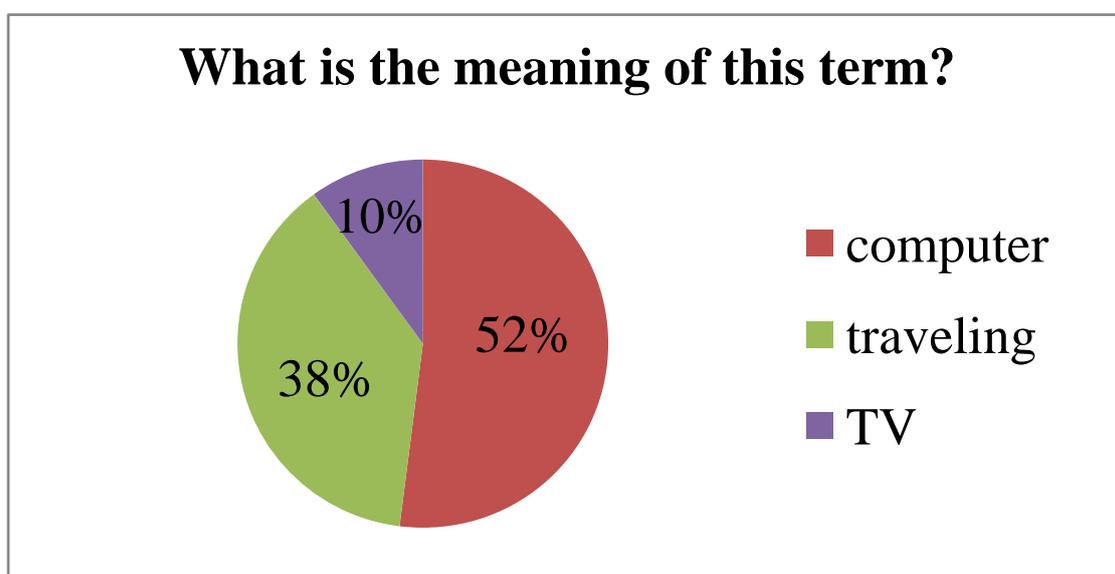
The results of our research are following:

Question No. 1: Have you ever heard about escapers?



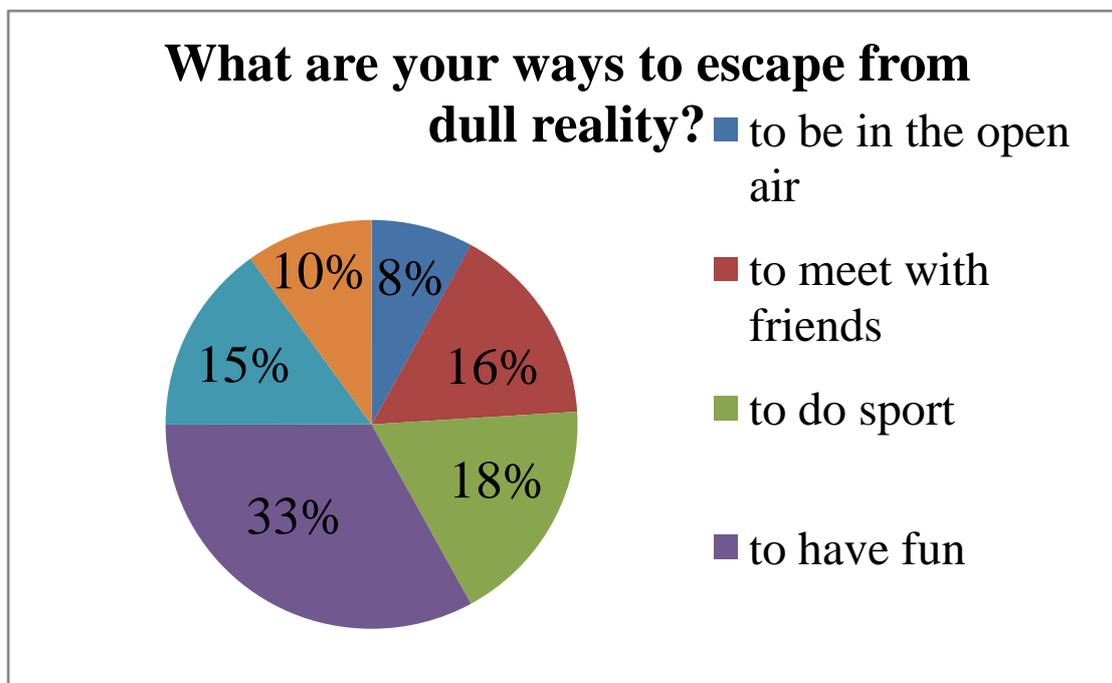
The answers to this typical yes/no question showed that **78%** of interviewees are not familiar with the term escaper and only **22%** of respondents have heard about it.

Question No. 2: What is the meaning of this term?



The answers indicated that the information about ESC mostly contains 3 options: computer escapers, traveling escapers and television escapers. It is important to note that the largest amount of students know about computer escapers through their friends and acquaintances. Traveling escapers are popular due to the Internet. TV escapers were suggested as the possible variant as well.

Question No. 3: What are your ways to escape from dull reality?



The results have revealed that the largest part of interviewees consider fun and sport to be the best ways to escape from dull reality. The same number of respondents mentioned that it is not bad to be in the open air or to go to the picnic, to meet with friends, to do something new and to do some creative activity when you are bored and want to become free. Though our research has shown that nature is the rarest type of escapism among students of our University. It is only 8%.

Conclusion

As a conclusion we can offer 9 ways as a recommendations of escaping.

If you would like to diversify your life or to escape from boring reality without spending a lot of money and imagination, there are the next ways:

To go in for sports. Try to do yoga, to dance, to go to the gym or swimming pool. Also you can do sport at home in your free time. It helps not only to keep fit but to have a good mood.

To visit different circles. Would you like to study English? Would you like to cook very well? Would you like to be a model? So, let`s start right now and visit any circle. Do not worry about your knowledge and skills. The main idea is to change life for the best.

To go away on holidays. Choose a new place, which will give you new impressions. For example, it can be a picturesque lake or valley or just unfamiliar district of your city. You will rest and get enjoyment from views.

To communicate with different people. One of the important thing in our life is a communication. So, you should meet with people to feel that life is so interesting.



To have a definite purpose. A purpose in our life always helps to change the scene around. You should write the desired result and make a plan of your actions to achieve every item of plan.

To do something new. You can start to do skydiving, rock climbing or to be enthusiastic about art or volunteering. It depends on you and your desires. Perhaps some people will do the shopping. It will be new for them.

To start your own project. You should start your own project to relax from reality and to get some result. Try to do in well to be proud of your fulfilled work. This way also will help to get a new experience.

To have fun. Visit clubs, parties, cafe, theatres, galleries, museums, restaurants, birthdays and other places. Walk in the park. Drive a car. Have fun with friends. Do all that you want to be happy. Enjoy every moment your life.

To be in the open air. This way gives you an opportunity to see wonderful views, to rest from bustling city, to breathe fresh air and of course to escape from dull reality. You can go to the picnic or to the camping trip.

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ESSENCE OF ENGLISH LANGUAGE IN GLOBAL WORLD**Litvyakova Y.A., Petushkov A.A.,****scientific supervisor senior instructor Bryzgalova T.M.***Siberian Federal University*

Nowadays it is hard to overestimate the significance of English language in modern world. More than 1 billion people around the world speak English and despite the fact that English is a native language for half of them still it is chosen by 600 million as a second language. English language seems to be indispensable due to variety of options and availability of specific features for different nations that it brings.

Russia is integrating into the world community and the problem of learning English for the purpose of communication is especially urgent today. Learning a foreign language is not such an easy thing. It is a long and slow process that takes a lot of time and patience. That is why learning English in Russian schools, as a rule, starts in elementary classes, 4th grade, and rarely in middle classes. Unfortunately, introduction and development of English as a subject faced many difficulties. Russians have a long history of poor language teaching at school. Actually the Soviet government just was not ever interested in major population understanding English. Many people who have learned English at school, especially in villages or small towns, do not really speak it. Official statistics says that about 145 200 000 people live in Russia and only about 6 947 000 of them can speak English. But in cities with well-developed infrastructure students have got many opportunities for improving their English skills. Nowadays, for instance, there are many schools with advanced English learning. There students have much more English classes than average school students. If students want more profound learning, there are also many schools which are specialized on teaching English. Such schools usually have close collaborations with different international universities such as Oxford University, Kingston University, University of Manchester and Bristol University. In this schools there are also teachers taking part in exchanging programs. It is an interesting and useful experience for russian students bringing cultural exchange experience directly with native speaker, and gives an opportunity to improve speaking fluency and listening skills as well.

As it was mentioned above, there are many international universities. The oldest university among English-speaking countries is Oxford University. One-third of Oxford's student body is international, and sixty-three percent of post-graduate students come from outside of the UK. The university's strength is in research that covers multiple disciplines, from humanities to medicine. Kingston University has also many scholarship opportunities and meet-ups for international students. University of Manchester, With 8,000 international students, has one of the most diverse student populations in the UK. They offer airport pickup for students and host information sessions in countries around the world, including Brunei, Hong Kong, and Thailand.

To demonstrate the attained level of competence in English, there are various examinations, each with their own certificate. Although the institutions providing these examinations all do so on a commercial basis, the certificates are widely recognized by institutions (universities and universities of professional education, organizations and employers) in English-speaking countries.

IELTS, the International English Language Testing System, is designed to assess the language ability of people who want to study or work where English is the language of communication. IELTS is designed to assess English language skills across a wide range of levels. There is no such thing as a pass or fail in IELTS. Results are reported as band scores



on a scale from 1 (the lowest) to 9 (the highest). Test consists of 3 components: listening, writing, speaking and reading. IELTS is the world's proven test. Due to its high quality controls, IELTS is accepted by more than 9,000 organizations in over 145 countries, such as:

- universities, schools, training colleges, tertiary institutes;
- government departments and agencies;
- professional and industry bodies;
- multinational companies and employers.

TOEFL, Test of English as a Foreign Language, is a standardized test of English language proficiency for non-native English language speakers wishing to enroll in U.S. universities. TOEFL is one of the two major English-language tests in the world, the other being the IELTS. The TOEFL iBT test measures your ability to use and understand English at the university level. And it evaluates how well you combine your listening, reading, speaking and writing skills to perform academic tasks. The average English skill level ranges between Intermediate and Advanced. This test suits for:

- students planning to study at a higher education institution;
- English-language learning program admissions and exit;
- scholarship and certification candidates;
- English-language learners who want to track their progress;
- students and workers applying for visas.

More than 9,000 colleges, agencies and other institutions in over 130 countries accept TOEFL scores. Test includes Listening, Reading, Speaking and Writing as well. Test can be paper-based or Internet-based. The difference is in score system. The TOEFL iBT test is scored on a scale of 0 to 120 points and the PBT score ranges between 310 and 677.

Cambridge certificates such as FCE, CAE and CPE are also in great demand as a quotient of English speaking level. Cambridge English exams are accepted by over 15,000 universities, employers and governments around the world.

FCE (First Certificate in English) is an upper-intermediate qualification. It covers use of English in real-life situations and study environments. Learners are expected to understand the main ideas of complex texts taken from a range of sources (such as magazines, news articles and fiction), demonstrate different writing styles (such as emails, essays, letters or short stories), follow a range of spoken materials (such as news programs and public announcements), and keep up in conversations on a wide range of topics, expressing opinions, presenting arguments and producing spontaneous spoken language.

FCE certificate will be accepted as a qualification in upper-intermediate English by thousands of leading businesses and educational institutions around the world. They include:

- employers like American Express, Agfa-Gevaert, Siemens and Procter & Gamble;
- universities and colleges such as the University of Bath and the Universidad de Salamanca.

CAE (the Certificate in Advanced English) is an advanced qualification. At advanced level typical users can be expected to:

- handle a wide range of routine and non-routine situations in which professional services are requested from a colleague or external contacts;
- contribute effectively to meetings and seminars within own area of work and argue for or against a case;
- understand correspondence expressed in non-standard language.

CAE is accepted globally by over 4,000 institutions.

CPE (The Certificate of Proficiency in English) is the most advanced qualification offered by Cambridge English Language Assessment and has been developed to show achievement of an extremely high level of English. It demonstrates that a candidate can



communicate with fluency approaching that of a native English speaker and is accepted worldwide by many businesses and educational institutions as proof that a candidate has mastered English to an exceptional level. Cambridge English: Proficiency certificate will be accepted as a qualification in near-native English by thousands of leading businesses and educational institutions around the world, including:

- employers like Sony, Coca-Cola and Hewlett-Packard (HP);
- universities and colleges such as the University of Cambridge and the University of Toronto.

English is now the global language of business. Every successful entrepreneur willing to enter the international market is supposed to have a high level of English. Knowledge of English is a criterion required for a prosperous career as it is possible that in the nearest future non-speaking job applicants will not even be considered by employer. It is connected with the fact that large companies have foreign partners and coworkers in foreign subsidiaries. Practice shows that negotiations regarding supplying, merger or acquisition are usually held in international language – English. Strong English skill makes it possible to freely communicate with business partners, participate in international conferences and receive valuable business information from foreign resources increasing companies efficiency. Russia is increasingly integrating into the global economy and operating with at least one foreign language becomes the same basic skill as the ability to work on computer. Companies are trying avoid the services of interpreters and tend to recruit competent on business English staff able to translate relevant literature and documentation. General knowledge of foreign language is often insufficient for unhampered orientation in business and professional information. Better language comprehension gives more firsthand information which is vital for good decision making and effective communication with foreign experts in the field of economics and finance. In conditions of globalization of the economy foreign language, especially English, has become an important informational product which helps to assess objectively the situation in the global economy and to extend growth opportunities for business. Leaving university with a good knowledge of foreign languages, the graduate in economics and finance has all chances to get a job in an multinational company in the position of an economist, financial manager, and analyst. Another advantage is a foreign company employment office in Russia as Russian companies have 2/3 foreign partners.

As it is seen, we can hardly imagine the modern world and our lives without English language, it is firmly penetrated into it and completely changed our understanding of communication in general. Learning English language in the modern world is a must for the modern, successful man. Removing the language barrier while traveling, watching movies and reading literature in the original, understanding English songs, the opportunity to make friends from other countries - this is only little that allows knowledge of English. Only fluent English will allow you to apply for positions in the leading Russian and foreign companies, develop or start a business abroad and proceed abroad to study.



PETS AS A VALUE SUBSTITUTE IN COMMON PERCEPTION. DESTROYING MYTHS ABOUT BRITISH

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Our modern society is characterized by falling birth rates in developed countries. This could lead to an economic crisis due to increased unemployed population of retirement age. Deficit of workforce will have happened by 2025 according to the statistics. This will cause the influx of migrants from neighboring countries. And reduced birth rate will reduce the number of educational institutions of all levels - primary, secondary and higher.

Several reasons help to reduce birth rate. Firstly, this is due to the transition from an agrarian society to an industrial society. In traditional society, children are used as workers, that is, the more kids were in the family, the greater the economy was. Now, children have to learn a long time to get a qualification and start working. They became a burden for parents. Second, the falling birth rates are due to the fragile economies. It is more profitable for a modern man to raise 1-2 children, because for raising more he will have to spend more labor and financial costs. And thirdly, the family is not a top priority for the modern man. Spiritual development and growth of the career ladder became defining factors.

At the website "Statistics of the world" [1] you can find a table of the birth rate, which determines the average annual number of births during a year per 1,000 persons in the middle of this year. Thus, we can compare the level of birth rate in some developed countries for 2009 and 2011 in Diagram 1.

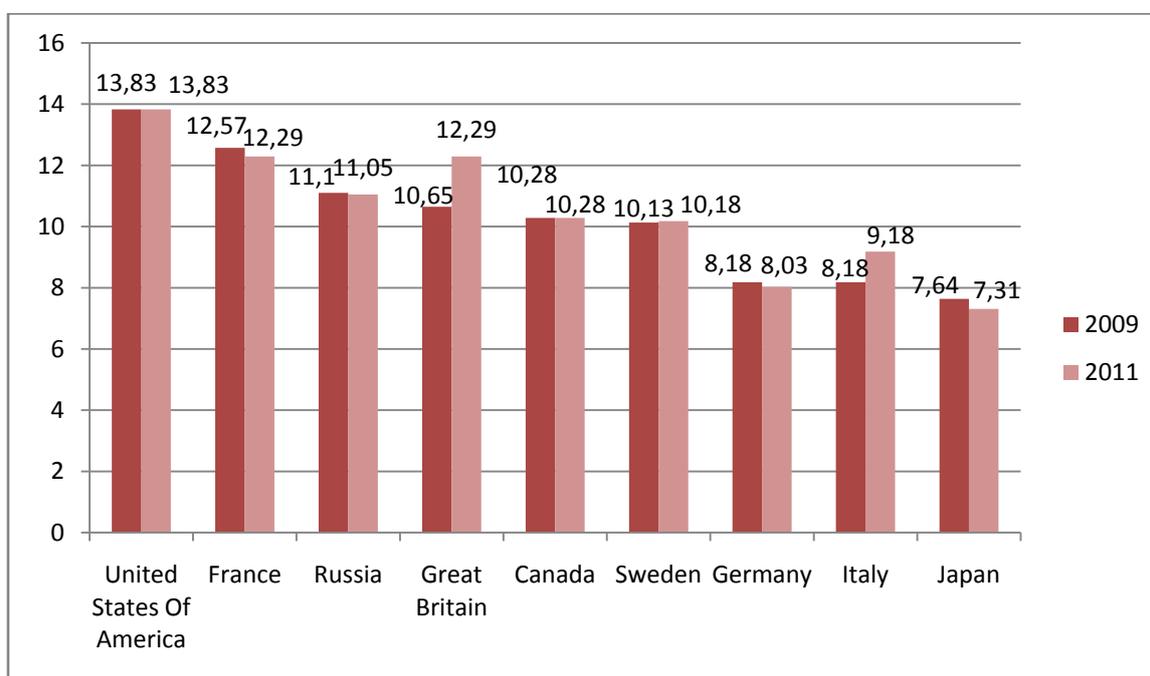


Diagram 1

This chart shows that the birth rate has increased in only two of the leading countries: the United Kingdom and Italy. In Sweden, it increased only by 0.05. In the United States and Canada, the situation has not changed. In other countries, the birth rate presented falls down. From the above reasons, it is concluded that people in developed countries refuse from a large number of children. They are looking for a substitute in pets that require less financial and



psychological costs. A survey which reflects this situation was conducted among different social and age groups in Krasnoyarsk and its suburbs. 40 families were interviewed. The results can be seen in Diagram 2.

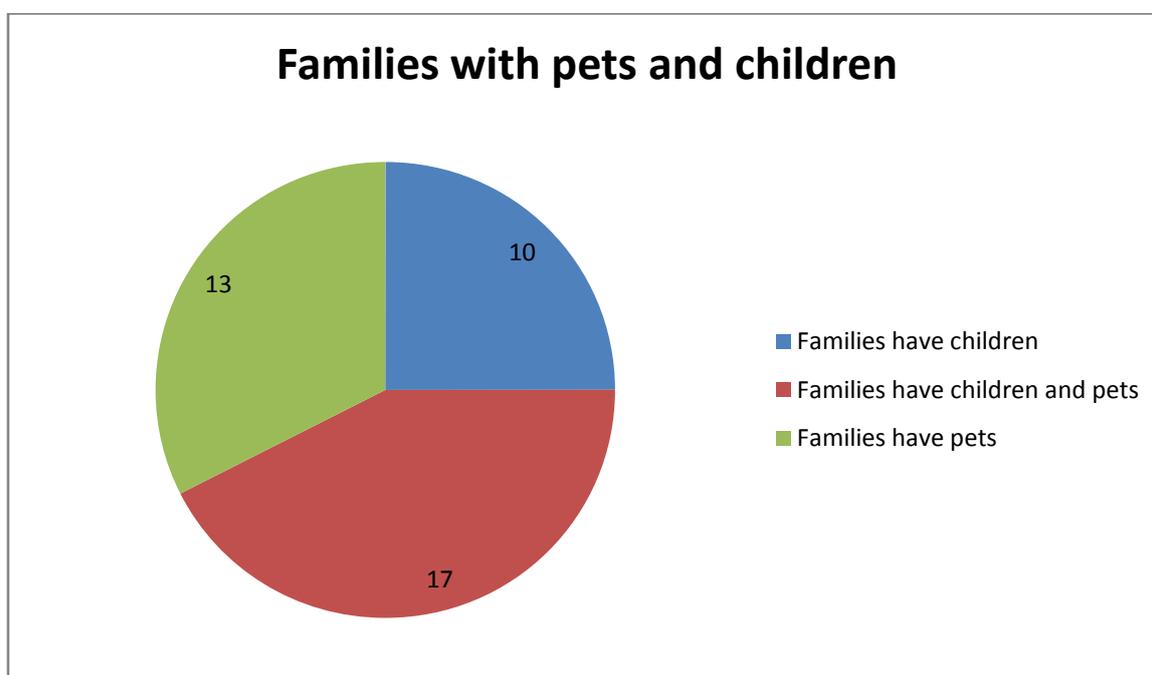


Diagram 2

According to the survey the number of families with children and animals or just animals exceeds the number of families with only children. It is considered to be the result of some changes in social perception in general. In the modern society, the attitude to children and animals changed. For example, in the last century parents raise their children at home giving own example, teaching them domestic duties. Now they send their children to special schools, where teachers teach them. With the development of technology close communication of parents and children has declined. In addition, family members see each other rarely in the morning or late at night because they are busy at work or at school. People began to treat animals as a means of calming. They come home after a hard day's work, and beloved pet meets them. He does not bring much trouble. With it you can comfortably spend the evening without exhausting yourself with complicated upbringing process.

As it was mentioned above the birth rate (2009-2011) has increased in only two of the leading countries. One of them is the United Kingdom. As the main part of the UK is presented with England the attitude to children and pets in England will illustrate the situation as a whole.

England is a country where parents take their children's restraint and cool. The British believe that parental love and tenderness bring harm to the children, and a kiss spoils character. A twig is a good measure of punishment. It isn't harmful to the psyche of children and strengthens it.

It is known that in England a foreign family can be distinguished immediately. They differ in that they are constantly in contact with your child, try to help him, comfort him. British mother never makes comments in public. They teach the child independence from birth. When a child has learned to walk, parents say to him these words: "Pull yourself together!". If the child is dropped or hit, he never goes to the parents, will not cry. For the British tears is unworthy thing. Crying baby causes ridicule from peers and adults discontent.



The average age of a young mother is 35-40 years. The British believe that you must first create a material base, buy a house, and then to have a child. Modern English family has three children, as a rule [2]. British mothers often use the services of nurses to help them to raise and educate the kid.

In England, mothers take their children with them to the cafe, cinema, shops and other public places from a very early age. In such a way, the children quickly adapt to the environment, begin to boldly communicate with their peers.

The British believe that for the parents it is better to be too strict than too soft. The phrase "regret rod- spoil the child" is widespread. In Britain, it is assumed that punishing children is not only the right but also the duty of parents. Pampering children means spoiling them. This causes parents to restrain their feelings, and children are gradually getting used to it.

However, this example doesn't mean that children grow up in an atmosphere of permissiveness. Parents teach children to discipline from an early age. However, children are free from micromanagement and outside interference that teaches them not only to independence, but also to account for their actions. Childhood is full of little Englishman weight requirements that are aimed at creating a purely traditional English habits, attitudes and characteristics and behavior in society.

Parents kept their love, but that does not mean that they love them less than other people.

We can say that the country itself is adapted to children: everywhere there are children's corners, high chairs for babies, comfortable places for wheelchairs, children's playgrounds are safe rubber coating and in cars carrying children only English in a special chair and be sure to buckle up. England therefore considered the safest country for children in Europe. British children are constantly praised and believe that it increases self-esteem and self-confidence that will help in the future emerging victorious from a difficult situation, as befits a true Englishman. And one more feature - British mothers are not allowed to make remarks to someone else's child.

Some families do not have children. Someone can't contain them, someone doesn't like children, and someone dedicates his lifework. This is a personal solution of every human being. But pets live almost every family. They become members of the family. Everyone has their favorite pet: cat, dog, rabbit, guinea pig, fish and etc. We should bring up, love and keep our pets.

Attitude to their home pets is quite different. A dog or a cat for them is a favorite family member, the most loyal friend. When the Englishman calls his dog loved member of the family, it is not an exaggeration. In English families pets occupy a higher position than the children. It is a dog or a cat is the center of everyone cares. British drivers off the road and risk their lives if they don't manage to overtake a dog or other animal. Taking a walk on a rainy day, the Englishman often not holding an umbrella over his head and carries it at arm's length, so that drops didn't fall on the dog.

If you do not like animals, you do not get along with the British. They have a rule. When a guest comes into the house and the dog jumped on him, he must not push away or complain about the soiled suit. This means that he is a welcome guest in the house. If the dog does not like a guest, the owners did not invite him. According to them, the animals are able to recognize good and bad people.

One day social scientists conducted an experiment on the streets of London. They asked various groups of the English question. The traveler meets a beggar with a dog. He has only one piece of bread in a bag, which is not enough for two. Who will give it away: a beggar or a dog? All British responded the same way: "What can I say. Of course, we must first take care of the dog! After all the dumb creature is unable to even ask for myself!"



Requirements for pet owners become tougher in Great Britain every year. For example, owners of thick cats and dogs may well fall under the court charges of animal cruelty.

In the UK, it is difficult to take on the education of a pet. First, you have to go to a special center, where there are pets. Then you choose a liked one. After, you fill out a questionnaire consisting of 60 questions. A special commission has to decide whether you are ready to contain the animal. Then the next cat owner signs a contract where he vows to properly follow the terms of the agreement, grooming, nurture, feed, regularly clean up after your pet, let it out on the courtyard walk. A week later, a special commission will come to your home. It will look at living conditions of the animal. Only after these steps, you will get your pet.

A person can be punished for improper care of the animals. To do this, in the country, there are special courts to treat such cases. There are no homeless animals on the streets of the country. The Englishman will never be able to throw your pet out of the door.

After analyzing the situation in England, we came to the conclusion that modern conditions dictate the rules. The modern society and its perception of traditional values have changed with the development of high technologies. Priorities have changed in humans. Families with 3-4 children are decreasing. These changes are considered to be the general trends.

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REFORMS TO HIGHER EDUCATION IN AUSTRALIA

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Over the last thirty years there has been a sequence of reforms to higher education in Australia. The “Dawkins Revolution” in the 1980s involved a major expansion of higher education with a number of former Colleges of Advanced Education and Institutes of Technology becoming Universities. It was accompanied by the Introduction of the Higher Education Contribution Scheme (HECS) which introduced fees for undergraduate education accompanied by income contingent loans. In the early 2000s, when Brendan Nelson was the Minister for Education, the caps on the HECS fees were lifted. Thus, the last three decades has seen the size of the higher education system expand considerably. Students first started to pay a contribution to their tuition costs and later the fees were increased. These fees and their rise were justified on efficiency and equity grounds on the basis that students received a substantial return on their investment, and as the system expanded students would need to pay a higher share of the costs. Following the Bradley Review (Bradley et al 2008), during the period of the Rudd-Gillard Government, the demand-driven system was introduced which uncapped the number of bachelor degree places that universities could offer, which provided for a further expansion of the system. All of this expansion was driven by the case for expanding the size of the skilled workforce and the need for an increasing number of graduates to enable ongoing technological change and productivity growth. While there was an uncapping of the number of subsidised places in universities under the reforms following the Bradley Review, fees remained regulated, with fee caps in place. All universities charged the caps. Thus we have had a deregulation of quantities but not prices. After the election of the Abbott Government, the new Education Minister, Christopher Pyne, asked David Kemp and Andrew Norton to conduct a review (Kemp and Norton, 2014), of the demand driven model. They concluded that it was a good idea and needed to be expanded by uncapping sub-degree higher education programs and bring non university higher education providers into the subsidized system. Then in the 2014 Budget, the Government announced that it would expand the demand driven system in this way, but due to this expansion and to the need for budget restraint, government subsidies to higher education students would be cut by 20 %. To enable providers to make up for these cuts and to allow them to compete on price, fees for undergraduate courses would be fully deregulated. Thus the fee caps would be removed. The caps on loans would also be removed. This has resulted in a major debate about whether this fee deregulation is in the public interest [1].

The Federal Government’s current proposals for higher education reform include the expansion of the demand driven system, by bringing sub-degree higher education programs into the subsidized system and by bringing non-university higher education providers into the system. At the same time the government has been seeking to achieve budget restraint and as a result proposed to cut the amount of funding per student by an average of 20 %, although there is considerable variation across the disciplines. The government has also proposed to uncap fees, so that universities could at least recoup the lost funds due to the cuts in subsidies. The government’s proposal for full-fee deregulation in higher education stalled in the Senate. It was subjected to criticism from the cross-benchers and from a number of expert commentators that there are serious risks with the proposal including the risk of excessive student fees and excessive debts. What is more, in November 2014 Universities of Australia took the unprecedented step of publishing an open letter to federal senators, urging them to pass the Australian Government’s high education reforms with a number of urgent



amendments. The amendments included scrapping a proposal to cut funding to universities by 20 %, continuing to index student loans to the Consumer Price Index and for an assistance package to be introduced to help regional, remote and disadvantaged students. The open letter, appearing in major national newspapers those days, was designed to ramp up pressure on the Senate crossbench. The Senate showed its disposition in December 2014 when it blocked the Coalition's bill to deregulate fees, cut course subsidies by 20% on average, and extend federal government funding to sub-bachelor programs and private colleges. There are no signs the Coalition will succeed on its second attempt to pass the package in the next fortnight of parliamentary sittings, even as it signals its preparedness to consider further compromises.

It is obvious that the reform became an issue of political debates between the Coalition and Australian Labour Party. The education minister Christopher Pyne said he was "sometimes asked why the Coalition did not say before the 2013 election that it would embark on so significant a reform package". He sought to shift home the blame to the opposition, citing Labor's decision to abandon its support for Julia Gillard's previously announced savings in the higher education sector including a proposed efficiency dividend. Those savings were originally intended to fund the Gonski school reforms. The opposition leader, Bill Shorten, sought to lay out some markers on Labor's likely alternative policy in a speech at Monash University. Shorten outlined some general principles, including the need for the next wave of university reforms to "focus on guaranteeing quality as well as equity". Pyne argued that Labor was planning to restrict access by reintroducing "socially regressive" caps on the number of student places that were funded each year. But Shorten said Labor wanted to "grow participation rates for students from disadvantaged backgrounds without undermining the quality and value of a degree". He noted that completion rates had been falling in recent years, while there had been an increase in offers to university applicants with lower tertiary admission ranks. "We will always support growth in the system – and reports of freezing enrolments at 2015 levels are plainly untrue," Shorten said. "This is not a matter of forcing down enrolment to improve quality – it is about lifting standards to catch up to the new levels of access and equity."

During the entire fiasco, the package was amended in ways which would make the proposed system more expensive to the taxpayer than the current system. This revealed that, at their core, the measures were about ideology and not budget savings. They were about strengthening competition and private markets in higher education. Also, the higher education sector saw unworthy tactics, such as threats to cut research infrastructure funding and Future Fellowships, if a package mainly about teaching was not passed. However, the sector needs to try to extract positives from experiences like these in order to chart a way forward. The public has become more alerted to the importance of universities and fair access to higher education from May 2014 than it has in the previous ten years. This means that any way forward has to be through a debate in which the public is able to participate. There is also now a greater understanding of the way that HECS really works. Fundamentally, it is incompatible with the uncapping and deregulation of fees. If Australian universities are really to delimit domestic fees, something would have to change about HECS. If not, young people will take on debts which will last for more than half their working lives; the taxpayer will fund it all upfront by borrowing money at a higher rate than it is charging back to students; and the Consumer Price Index will increase with unknown effects on other government outlays.

Another curious positive from this period is at least a side-debate over whether there is even a problem. If one starts from the premise that vice-chancellors have a conditioned reflex to say that they need more money (and according to one former vice-chancellor they have been saying this since 1947), we are now alerted to the need to greet with suspicion claims that arrangements are not "sustainable". A fair examination of the evidence would show that overall investment in Australian universities is around the OECD average. The latest data



about Australia's public investment in higher education as a percentage of GDP compared with other OECD countries is from 2011. At that point, the Australian public contributed well below the OECD average (30th out of 31 nations) but students contributed among the highest proportion. This is after allowing for an implied public contribution inherent in the way that Australia's HECS system works. Since 2011, uncapped places have led to significant extra amounts being paid by the government. This might have increased the Australian public investment by around 21.5% relative to GDP growth – but this would still leave Australia below the OECD average.

A good faith estimate of the gap yet to be filled is 8.6%. If that gap were now filled on top of existing student contribution levels, it would be a significant boost to university funding without the unpredictable effects of fee deregulation for students and for society. Step back from this for a moment. The existing funding system has enabled more Australian universities to enter world rankings in the last decade. Scaled for population size and GDP, Australia already has one of the very best systems in the world. And if the public investment were to rise even to the OECD average while student contributions remain the same, Australia could inject a further 8.6% into the system. Put this way, possibly the Australian public would be receptive to the need to fund universities better through taxes if they saw that we would still only be reaching the OECD average of public investment.

It is important to illustrate these facts with personal but respectful and argumentative opinion of Stephen Parker, a Vice-Chancellor at University of Canberra, who now supports a higher education funding commission – as exists in England and some other jurisdictions – to take the day-to-day financing of universities out of the hands of politicians. He did not imagine he would ever support the re-introduction of another layer of bureaucracy into the sector. “But given the instability we have just experienced, it might be the lesser of two evils. Australia needs a sensible debate on higher education financing based on evidence and careful analysis – not scare-mongering. This debate now has the clear air to take place. If there are alternative visions for higher education between political parties then those can be put to the electorate. If Education Minister Christopher Pyne is so unwise to see it as a potential double dissolution trigger and re-present the same bill, this could be sooner rather than later.”[3]

The reforms to higher education in Australia are going on. It is important to know the results of them and be up-to date with changes in Australian higher education not only for Australia's residents but citizens of Russia too. There are some contemporary ideas of forming unified integrated regional educational space in Asia and Pacific region. What is more, Australian experience of the leader in regional market of education is the most valuable thing for our country.

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STEREOTYPES ABOUT BRITISH AS A WAY TO ATTRACT TOURISTS.

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In our time people began to travel more than usually. It became trendy to visit different countries and expand horizons. England is one of the popular countries for tourists. All people heard a lot about unusual English behavior, about the royal family, mysterious castles, well-known sports, invariable traditions and legendary fogs of London. These things attract many tourists and make them to get unforgettable impressions. People think that England is conservative, faultless country and they want to be convinced of it. Travel agencies earn a lot of money thanks to this opinion. But how many of these facts are true? May be they are just stereotypes developed many years ago which aren't actual and which are used only for attraction of tourists in England? Let us look at the most common stereotypes and analyze how much they are close to reality of our time.

There is an opinion that English people are the most polite nation in the world. Any tourist prefers to have a rest among such people than people whom will be contemptuous and rude with them. The English always smile to passersby and they are very polite in any situation. It is true that politeness and good manners are very important to English people but it does not mean that they really feel sympathy for everyone and love the whole world. English people are often constrained by the rules of the society in which they live and are not allowed to openly express their feelings and emotions or behave as they would otherwise like. They really depend on public opinion and have more complexes than most other nations. English people are polite because they are obliged to be by their society and not because they are more inclined to be politer than others. No matter how strange the English may seem, they are still human.

If you always silently tolerate annoying things, smile to everybody and maintain boring conversation, it's no surprise that all your negative emotions save inside you. When these emotions are released we see the darker side of English people in football hooliganism, binge drinking and weekend violence. For example we can see cruelty of football fans in British news and many other sources that tell us about the Heysel disaster of 29 May, 1985, led to the deaths of 39 fans and a five-year blanket ban on English clubs in European football. By the way, the English fans were initiators. When it was one hour before the finish of the game fans of "Liverpool" dashed to a nearby tribune, where fans were Italians, and in smaller number. Italian fans had tried to avoid a fight and they grouped on one of the sectors, resulting one of the retaining walls broke down and collapsed. So if you think that the English always will be calm and polite with you, you are mistaken.

A well-known stereotype that all Englishmen are romantic gentlemen attracts foreign women, but it is not actual. It is in the past. Feminism interferes with holding doors, buying flowers and paying bills in restaurants. We're all "equal" now so gentlemanly acts are commonly perceived as either old-fashioned or sexist. These conclusions are given in some surveys [1]. Where they say about in England men don't help to dress a coat, don't hold the bag and if man gives seat in the subway to woman it will mean that he doesn't come from England and isn't familiar with local habits. Moreover, it is normal in England to be a househusband.

All of us think that one of the most popular English traditions is 5 o'clock tea. It is considered to be unchangeable tea with milk, tea set with roses, cupcakes, white cloth, comfortable armchairs and slow conversation. And all tourists hope to participate in this action if they come to visit the Englishman. Actually, this old-fashioned tradition no longer



exists for 99% of English people. It is an old tradition associated with the upper classes and today a few people stick to a particular “tea-drinking timetable”. Almost all countries drink as much tea as English people and take equal pleasure from it. There is difference in how we take our tea and what we might have with it. In the UK if someone offers you a cup of tea the only questions are liable to be: “weak or strong?” and “how many sugars. Milk is added automatically by tradition. If you don’t drink tea with milk, you need to tell about it specifically. Most English houses have a “biscuit tin” which can contain a wide variety of biscuits; from digestives and rich tea to custard creams and fig rolls. When having a cup of tea at an English mate’s house don’t expect to be offered the usual Russian selection of: sweets, chocolate, cake, ice cream, jam, honey, and anything else that might be kicking about in the fridge. Maybe the English was one of nations who instilled us a love to tea, but now they don’t stand out in this. Tea party became so habitual process that it can’t be distinctive feature of England in our time. So you can same enjoy tea party at home.

Everybody who is going to visit England is interested in learning true English character and compare this experience with things are said about them. Many people around the world think that the English are arrogant snobs. But it is likely unattractive stereotype about them and it scares off foreign people. But the English are not so much snobs as proud and inclined to criticize other nations’ ways of life. Even if they secretly thought they were better than other nations, they wouldn’t be allowed to say it due to the rules of politeness. Perhaps part of this stereotype about snobbery comes from associations with aristocracy.

“English people are conservative” is popular opinion too. But it depends who you are comparing English people with. They are probably more relaxed than the Germans but more uptight than the Italians. This is partly to do with their island mentality and they probably share a lot in common with the Japanese, despite the geographical distance between our two countries. They do not like risk and prefer stable progress to spontaneity and revolution. It is a reason for somebody to think that English people are unemotional and boring but perhaps they just don’t understand them.

The stereotype is known by every one: the English have a strange sense of humor. During conversation with Englishman it is always interesting whether his jokes such as everybody talks about them. Perhaps the English sense of humor is hard to understand for anyone who is not English themselves or doesn’t understand the language perfectly. A lot of their jokes are based on wordplay and involve extensive knowledge of local culture, history and famous figures or celebrities. This is the same with any other country, local jokes are clear only for local people. What makes us laugh is very hard to define. It’s probably a combination of factors. Some English humor is definitely eccentric, for example, Monty Python [2]. However, foreign ideas about what English jokes are actually like are often wrong. They do not sit in the pub talking about lords because this has no connection with the way of their life. In reality, their best jokes are likely to challenge political correctness, use bad language and make people think differently about everyday stuff. If you want to understand English humor you should watch stand-up comedians like Bill Bailey, Ricky Gervais, Billy Connolly, etc.

English people love their historical traditions and refuse to let them die. Ancient traditions and stories about the kingdom are one of the main things which attract tourists. These traditions aren’t really true about most English people, especially the younger generation. Most of these old traditions are connected with the Royal Family or the Parliament. They are as strange and alien to most English people as they are to foreigners. Guides always tell about English history when foreigners visit the country as tourists. Tourists look at the old castles, listen to interesting stories and tourist industry of England earn a lot of money.



English people follow the rules and abide by the law. This stereotype is very true about the English. The notion of fairness and “doing the right thing” is central for the English mentality and way of life, an Englishman is unlikely to do things that promote to violation of the law inclined to think that the offender always should be punished. Perhaps it conducts that foreigners consider the English to be “boring” or “lacking in spontaneity”. On the other hand, this helps tourists to feel safer and more confident in the streets of this country. The English are certainly overanxious about what society thinks. Their behavior is strictly regulated by the society inside we live.

As for weather talks, it is considered to be true. However, this says more about their style of communication than about their love of meteorology. The English use weather talk to start or continue a conversation. It is a popular topic because it is hard to disagree about the state of the weather and the English do everything in their power to avoid conflict and differences of opinion. Foreigners seldom understand this and simply think the English are boring because they talk about the weather instead of more interesting subjects. What is more, the stereotype that it’s always foggy in London is false, but many tourists want to enjoy this mystery atmosphere because they donot know this. Probably they know it from different films. This is a table of middle temperature of London [3]:

| Month | January | February | March | April | May | June | July | August | September | October | November | December |
|-------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|
| Day | +7 | +7 | +10 | +13 | +16 | +20 | +22 | +21 | +19 | +15 | +10 | +8 |
| Night | 0 | +1 | +2 | +3 | +6 | +9 | +11 | +11 | +9 | +6 | +3 | +1 |

We can see that it is warm enough. It is true that England is rainy, but as for the fog, according to the information provided with BBC [4] we can read that gossip about famous London’s fog started up because thick fog in reality was smog. Before, in London they heat with coal, so veil began to form above the city. Then in 1956 the British Parliament banned to burn coal in big cities and “fog” cleared itself.

The opinion about everyone rides around on red double-decker buses is not true. There are only in London and mainly for tourists. The same is true for red phone booths. Foreigners are fond of these things, they like take photos with them and feel atmosphere of England. The English still have normal single- and double-decker buses across the UK but they aren’t red anymore.

Most of people think that the English are only somebody with blonde or red hair, blue eyes and white skin. This is a stereotype connected with the representation of the “typical Englishman” from films and books. But English people can have different color of hair, eyes, skin and different appearance. England is populated with people of different ethnicities who were born there and who are considered to be the English. It is not patient to tell about how man of any nationality must look. In the UK it has become very difficult to have open discussions about race-related issues due to political correctness.

All Englishmen eat porridge for breakfast. This is an outdated stereotype which is not true for majority of people in the UK. And if you stay with hospitable Englishman you should not cook porridge for breakfast if you want to be appreciative. It will be inappropriate the owner may hate porridge. Most of the English were raised on breakfast like cornflakes with milk. Tastes differ and everybody eats what he likes.

One of the most popular reasons why people visit England it is sport. Are the English really crazy about football? It is true. In England they call football “the beautiful game”. This says a lot. For them, football is like a religion and forms the basis of many people’s social life. Football matches are one of the only opportunities English people have to express their feelings and emotions without limitations or social restrictions. About football achievements



of English we can hear in all sport news, and read in many newspapers. The English like sport and it takes an important part in their life. Moreover, in England such kinds of sport as horse racing, golf, cricket have popularity of tourists.

It is statistic of attendance relationship by tourists [5]: Near 4% foreigners who visit British while a year visit it only for looking at football relationship. 900 000 tourists from 1 300 000 at least once visited football match. Home matches of vice-champions of England - "Manchester United" and "Liverpool", are attractive for every 5 foreigner. On average, every football fan from other countries spent up 850 pounds for tickets, sport souvenirs, food and entertainments.

As for spirits and ghosts England ahead of many other countries. English castles are filled spirits of all kinds. In basement of these castles you can hear moans of people which were in dungeons. These myths make tourists really to want to visit England, to see or hear the ghost and to test their nervous. But it isn't necessary to talk that it is just faery tales that have close connection with English history and traditions.

It can be concluded that the most of stereotypes are delusions or vestiges of the past. Globalization erased most of stereotypes. There are many people from other countries who came to England with own traditions and many people who just do not want to follow local traditions. The time moves forward and everything changes. Moreover, all people are individual and everybody has own taste, character, favorite things and hobbies. However, travel agencies try to keep up these opinions artificially because it is interesting for people and it gives country specific features that distinguish it and make England popular for tourists.

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