

«начальник-подчиненный». На вопрос «Ваши коллеги советуют пойти к начальнику и высказать ему все недовольства прямо. Ваши действия?» были предложены варианты ответов: «Скажу начальнику, чем недоволен, но преподнесу это осторожно, в виде предложения» и «Полностью последую совету коллег, и скажу начальнику все прямо». Тот факт, что почти все отвечающие выбрали первый вариант, говорит о том, что начальник в понимании русского – это человек, чей авторитет непреклонен. Здесь имеет место перенос стереотипа. Американец же в подобной ситуации скорее поступит по второму сценарию.

Кроме того, была проведена выборка и анализ ошибок, имеющих в телепрограммах и американских фильмах, где по сюжету встречаются русские персонажи, в большинстве случаев разговаривающие

и пишущие на «ломаном» языке. Преимущественно были выявлены лингвистические и стереотипные ошибки. Например, русскоговорящие персонажи при обращении часто используют слово «комрад». В действительности же, это русифицированное «comrade», переводимое с английского как «товарищ». Люди, не владеющие английским, не смогут понять, что имели в виду герои, используя такое слово. Также следует отметить, что такого рода обращение не используется в современной России.

Резюмируя результаты проведенного исследования, можно сделать вывод, что чаще всего допускаются дискурсивные и лингвистические ошибки. Перенос своих фоновых знаний в инокультурную среду, отсутствие этих знаний или неверное использование лексики, грамматики и орфографии ведет к неадекватному или затрудненному пониманию.

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**МЕЖДУНАРОДНЫЙ ТЕХНОЛОГИЧЕСКИЙ
ОБМЕН КАК ПУТЬ К УСПЕШНОМУ
ИННОВАЦИОННОМУ РАЗВИТИЮ**

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Active participation of the countries in the international technological exchange is a necessary condition of successful technical development, especially, in sphere of new hi-tech branches. The internationalization of manufacture represents the system of the relations connected with circulation of scientific and technical knowledge outside of national borders. This technological exchange means the knowledge passing in different languages as for direct production between counterparts from the different countries.

The «Diffusion of ideas» method becomes the most actual in modern innovative activity, involving «minds» from the various countries. The growing tendency to internationalization of innovations is the causes for participation in the international programs. The higher-priority directions are the organization of joint workings out and manufacture with participation of the foreign capital in last time, formation of constant cooperation communications. Due to these cases there is a significant problem connected to improving of mutual relations with foreign partners. Russians' successes in the aerospace industry first of all are caused by Russian products are appearing on the world market not in the «brain drain», but by the ready competitive product export's way by means of native and foreign innovative merging ideas.

To develop professional skills of the modern expert at high level the studying of last world novelties, workings out and innovations in the technical sphere is an extremely important. The Russian experts in aircraft engineering are widely claiming by foreign airlines at the moment: «BOEING» (USA), «PRATT&WHITNEY» (Canada), «SNECMA» (France). The quantity of joint projects with the foreign industrial enterprises and innovative activity are more and more increased in our country. The Russian regional project of the plane SUKHOI SUPERJET 100 is created in unprecedented close international cooperation. The Italian company «ALENIA AERONAUTICA» is the partner of the firm «SUKHOI». The project's consult «BOEING» is the world aircraft engineering's leader. More than 30 main foreign companies take part in this program that allows to develop the optimum ways for working out of the innovative project owing to «synthesis of minds».

**ИНВЕСТИЦИИ В ЭНЕРГИЮ МАЯКОВ РАЗВИВАЮТ
СТРАТЕГИИ ЭНЕРГОЭФФЕКТИВНОСТИ**

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There is a need for energy efficiency in Russia; increasing demand, stagnating supply, inefficient generation, distribution and consumption plus the rising tariffs. The efficiency in the heat segment of Russia's ZhKH can be improved considerably. Due to poorly maintained heat transportation and distribution networks, an estimated 30 percent of generated heat is lost. In this area there are a number of concrete steps to be taken: on the side of consumption: individual metering, thermostatic radiator valves, insulation of apartments, control and regulation of heat within apartment blocks. Regulations need to be radically revised for consumers to pay on the basis of actual consumption, and there is liberalization of the market. Lighthouse Energy Investments initiates, funds and manages medium-sized energy efficiency investment projects in Russia. It capitalizes on the considerable potential for energy savings and resulting financial gains in Russia. In the area of ZhKH Lighthouse initiates, operates and finances decentralized heat and power generation projects for industrial end users of heat. LEI builds privately owned boiler houses, with which it generates heat to sell to the local district heating companies.

LEI is also involved in energy efficiency projects and energy performance contracting. The main aim of energy performance contracting is the implementation of the whole spectrum of energy-saving measures on a long-term contractual basis between the client and LEI whereby the latter's profit is an agreed percentage from the total amount of the saved energy resources.

СОВРЕМЕННЫЕ ТЕНДЕНЦИИ В МАРКЕТИНГЕ

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Now we live in the 21st century – century of constant changes. The Internet, technologies, mobile has changed our world. And now these changes are happening very fast. If radio had captured an audience of 50 million peo-

ple for 50 years, TV made it for 30 years, the Internet – for 4 years, for twitter – just 2 years were enough.

Development of the Internet has led to the rapid globalization process, since in virtual reality the borders between states are erased. The process of globalization is evident not only in the social sphere, but also in the global economy. As a result of globalization, companies transfer their production to places, where it is less expensive and imports goods at prices lower than those established by local vendors. The Internet allows people to compare prices quickly and take advantage of the cheapest offer. Thus, the task of marketing is to find ways to maintain prices and profitability in connection with those trends. First of all companies should use «Earned» media channels – a symbiosis of Owned Media and Bought Media. You own and manage the content on its Web site, you are buying media advertising ... But it is time to «earn» site: build a community around the company – in social networks and beyond.

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СТАНДАРТИЗАЦИЯ ПРОЕКТА САХАЛИН-1

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The Sakhalin-1 Project is one of the largest single international direct investments in Russia. Over the years of production and operation, the multi-billion dollar project has demonstrated advanced methods of standardization. The project has exhibited exemplary operational, environmental and safety performance, and has provided significant benefits to Russia and its people. Terrestrial Trunked Radio is a professional mobile radio and two-way transceiver (colloquially known as a walkie talkie) specification. Digital trunk radio system to serve the project «Sakhalin-1» must support standard TETRA. The system should provide voice and data to support the work of personnel at various points in the pipeline system. All base stations of each field must be combined into a single network of fiber-optic or microwave link. Subscriber equipment, due to operational features should provide work in hazardous environments. April 14, 2005 at «Sakhalin center for standardization, metrology and certification», there was a meeting between the leaders of the Centre and representatives of Exxon Mobil. Dialogue held between the leaders of the Centre and representatives of ENL was held in an atmosphere of complete understanding of the discussed problems, the desire to continue cooperation in the field of metrology in the near future. Steps taken to meet them, show need for collaborative efforts, working on Sakhalin foreign company and «Sakhalin center for standardization, metrology and certification».

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МЕЖДУНАРОДНЫЕ СВЯЗИ РОССИИ И КИТАЯ

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China and Russia are connected by one of the world's longest common borders. Maintaining normal conditions on this border can best ensure peace and mutual beneficial

cooperation. Mutual Economic Assistance between China and Russia will contribute to the development of trade and economic, scientific and technical ties. Let us consider the most important questions. Is it possible to perceive China as competitor to Russia in world markets? Russia has no competition from China, because Chinese and Russian economies are complementary. Russia has both resources and technological base, which China will buy so far. China needs vast Russian resources. Russia now understands that it has a chance to work with China to become one of the 5 major geopolitical centers in the world.

What, besides the resource base, can Russia offer China? This is the main issue for future cooperation. Because of joint educational project Russia is unlikely to raise China's interest as the cultures are very different. Russia still has the technologies that are of interest to China. However, competition from the West will only increase.

Is China with its more than a billion populations a threat to Russia? We know what is happening on the border between China and Russia. There are 100 Chinese people per one inhabitant of Russia. And sooner or later, the Chinese will begin to migrate. That's why Russia must fill its empty territory in the Far East or put a hard barrier to immigration. The goal of Russia: to find an ally to build a multipolar world. Russia understands: if Europe is connected with America, our country can not enter this strong union. Therefore, Russia continues to cooperate with China to keep at a distance, in case it also begins to show aggressive ambitions.

In conclusion it should be said that we should bear in mind all the above mentioned factors while building international relations with China and working with Chinese partners. China may become a constructive partner of Russian Federation.

МТС-ГЛОБАЛЬНЫЙ МОБИЛЬНЫЙ ОПЕРАТОР

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Telecommunication is the fastest growing sector of the economy all around the world. Technologies like short message service (SMS) and the telephone also had a significant impact on social interactions. In 2000, market research group Ipsos MORI reported that 81 % of 15 to 24 year-old SMS users in the United Kingdom had used the service to coordinate social arrangements and 42 % to flirt. MTS is the largest mobile operator in Russia and the Commonwealth of Independent States (CIS) with over 102,4 million subscribers. Today, Mobile TeleSystems is the largest mobile phone operator in Russia and the CIS. MTS is a multinational corporation of a new type, based in a high-growth emerging market and simultaneously entering other developing markets with a unified brand. MTS was ranked as the most transparent company in Russia by Standard & Poor's in 2005, 2006 and 2007. The ranking was based on the analysis of ownership structure and shareholders' rights, financial and operational openness and composition and procedures of the Board of Directors and Management Committee. The company's primary goal is to be the leading communications operator in Russia and the CIS, providing its customers with mobile and fixed telephony, high-speed Internet access at home and on the move, cable TV and the widest choice of legal content on the market. In 2009, the Company moved beyond the simple mobile access horizontally and vertically, through the acquisition of Comstar-UTS, the rapid build-out of a proprietary distribution network and the launch of its first online content platform.