

relationships with children and common family values. But whatever culture surrounded a person, each has his/her own hierarchy of values in life, and each family occupies its own place in this hierarchy.

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**СРАВНИТЕЛЬНЫЙ АНАЛИЗ
НАЛОГООБЛОЖЕНИЯ НА ЗЕМЛЮ**

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Payment for land is a common name for all kinds of payments required to be paid in connection with the right to private property and other titles to land. Currently, there are three types of land payments: land tax, rent, and payment for obtaining certain rights of land, such as purchasing, getting a tenant right or a building-leasehold. In Russia a tax on agricultural land is set by the legislature (representative) authorities of the Russian Federation on the basis of the average amount of tax per hectare of arable land and its cadastral evaluation. Land tax rates are differentiated according to groups of arable lands, as well as perennial crops, hayfields and pastures. The tax on urban (settlement) land is set in its turn by a local government: the average rates depend on the location and areas of different architectural values of the territory. Rates, conditions and terms of land rent are set by a contract. While leasing the land owned by the state or municipality, the relevant executive authority determines the base amount of rent according to kinds of land utilization and categories of leaseholders. Recently Russia has passed the law changing the status of the land: now it is an immovable property and the new criteria of a tax levied on real estate is being considered. In the U.S., this system has been practiced for a long time and has shown itself to good advantage. The tax on real estate including land is calculated according to the fixed rates and depends, as well as in Russia, on the groups of arable lands, the type of land utilization, location, and so on. The main feature of the U.S. taxation is an additional factor which is calculated based on the financial position of the property owner. The greater the income of a natural or legal person, the higher the interest rate of the tax. As well as in Russia, all transactions about the price of the property (land) rent are contractual. Tax systems perform many functions. But the most important of them is an economic one. Economic (regulatory) function of the tax system lies in the fact that this system is a mechanism of influence on the economic and, indirectly, social processes occurring in the state, which allows to form their quantitative and qualitative characteristics. Local taxes in our country occupy a modest place in the incomes of municipal budgets. In the U.S., local taxes account for about 30% of the national budget. In Russia, the indirect taxation is dominant, and the proceeds from the individuals compose a major portion in the total tax yield. But individuals pay most of the tax in the U.S. too. There is a difference of tax systems in the level of enrollment in the budget. In the U.S., taxes are progressive in nature, but in Russia they are proportional.

**КРОСС-КУЛЬТУРНЫЕ ИССЛЕДОВАНИЯ ЛОКУСА
КОНТРОЛЯ ЛИЧНОСТИ**

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Locus of control is a theory dealing with the extent to which individuals believe they can control events affecting them. It is one of the personal concepts which are most thoroughly examined in the cross-cultural studies [1, p.59]. This concept was brought to light in the 1950's by Julian Rotter, who suggested that people differ in the extent to which they tend to believe that their behavior and the pattern of interaction with the environment and relationships with others are within their own control. There are two extreme types of such localization: internal and external. In the first case, a person believes that the events happening to them, above all, depend on his personal qualities, and are the natural result of his/her own activities. In the second case, a person is convinced that his/her success or failure is the result of external forces. There is no doubt that though locus of control is a deeply personal streak, it depends on the culture to which a person belongs. Reviews of works on this subject ascertain both similarities and differences between different cultures. For example, N. Chiasson (1996) found that the most important factors of happiness were perceived similarly in many cultures. They are family relationships, the ability to reach one's goals, and positive self-esteem. Some studies, however, have yielded certain differences between cultural groups. Thus, V.K. Lee and H.A. Dengerink (1992) stated that Swedish men and U.S. men have a similar locus of control, but Swedish women are more externally oriented than U.S. women. The results of D. Munro's research (1986) suggest that Americans are characterized by higher levels of internal locus of control than the representatives of Zambia and Zimbabwe-Rhodesia. According to Y.H. Poortinga et al. (1992), Japanese people tend to be more external in locus-of-control orientation than people in the U.S.; but, differences between different countries within Europe tend to be small. As J.W. Berry pointed out in 1992, African Americans in the U.S. are more external than whites, but his research on other ethnic minorities in the U.S. (such as Hispanics) has been ambiguous. Siu-Ling Lau (1989) referred to evidence that Chinese were speculated to be more external locus of control than North Americans. Locus of control has an impact on various aspects of human activity, so there is no doubt that the method of measurement cultural differences in internality-externality is a necessary component in the arsenal of a specialist in intercultural communication.

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**ТАНЕЦ КАК АСПЕКТ МЕЖКУЛЬТУРНОЙ
КОММУНИКАЦИИ**

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A special place at the present stage of human development is occupied by the communication between different cultures. One form of such a communication is a dance, which ranks high in intercultural interactions. They call dance the movements in a ballet and dancing in rituals, sliding of the couples across the floor and hip-

hop «battle», philosophical performance and stamping at the disco [1]. The roots of a dance are deep in folk art. The origins of the dance are associated with the deep processes that occur in the life of a particular ethnic group. It is known that primitive people told in their dances how they hunted, fished, worked the land, fought the enemy, enjoyed success or experienced grief. Folk dance, as a melodic and rhythmic expression of a human body, reveals the nature of the people, their thoughts and feelings about the world. Each nation has its own unique language of dance that reflects its natural, psychological and social identity. Spanish passion, French grace, Italian virtuosity, Russian smoothness of a dance reflects the underlying properties of the mentality of these people. On the other hand, its artistic and expressive language is understandable to representatives of different nations, and therefore, cultural contacts occur organically. It should also be noted that even the language barrier between the communicants can't prevent their interaction as they communicate in the language of dance. This is because the language of dance does not need translation, it is understood by everyone [2]. Dancing is a body language, a speech, a state of mind. The dance comes from the individual, from his/her inner life. Getting more and more popular around the world, a dance eventually becomes an international phenomenon. Take, for example, belly dancing, which original name means «Eastern Dance.» Initially, belly dancing was a ritual and appeared simultaneously in several Eastern countries. There was also a secular version of the ritual dance that was performed before the representatives of the nobility. After the occupation of Egypt, Napoleon brought to France about 400 dancers who not only danced for the emperor, but taught the Eastern dance to European dancers. Since the XX century the differences in belly dancing in different countries have faded, and belly dancing has become part of a popular culture. So, belly dancing can be called an intercultural phenomena, combining Eastern and Western traditions.

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ОСОБЕННОСТИ РЕАЛИЗАЦИИ ЛЕКСИЧЕСКОГО ЗНАЧЕНИЯ

У АССОЦИАТИВНЫХ ЛЕКСИЧЕСКИХ ЕДИНИЦ

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На вопрос, почему один товар покупают охотнее, чем другой, сходный по своим физическим характеристикам, качеству и цене, среднестатистический покупатель ответит, что его привлекло название марки. В основе связи слов друг с другом в памяти человека лежат ассоциации. По данным нейрофизиологии, «решающую роль играют следы связей слов с другими словами, сохранившиеся от прежних актов словоупотребления» [1, с. 136]. Ассоциативные поля/ряды возникают в сознании человека как реакция на какое-либо слово-стимул, ассоциативную лексическую единицу, направленную на «порождение положительных эмоций как рефлексию на ассоциации, возникающие при восприятии данных объектов» [2, с. 10]. С точки зрения реализации лексического значения ассоциативная лексика может быть условно разделена на 4 основных группы: ЛЕ, реализующие свое денотативное значение; ЛЕ, реализующие свое коннотативное значение; ЛЕ, при употреблении которых актуализируется вероятностное/потенциальное значение; ЛЕ,

не реализующие свое кодифицированное значение. Так, например, «Calvin Klein Jeans» означает «trousers designed by Calvin Klein and made of strong, usually blue, cotton cloth». В данном случае ассоциативная единица полностью мотивированна, отражает основное значение и даже при сокращенном употреблении «Calvins» сохраняет и связь с понятием, и ассоциацию с конкретным изготовителем и, соответственно, с качеством продукта. В рекламных текстах часто используются словоформы, имитирующие звуки, связанные с названием рекламируемого продукта, например «Schhh ... you know who», Schwepes и др. Может показаться, что это лишь бессмысленный набор звуков, однако многие исследования доказывают, что человеческая память эффективнее усваивает слова, вызывающие ассоциативный ряд благодаря своей схожести с каким-либо понятием. Основная часть названий рекламных продуктов относится к группе ассоциативных ЛЕ, не реализующих свое кодифицированное значение.

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ЯЗЫКОВАЯ РЕАЛИЗАЦИЯ КОНЦЕПТА «ВРАГ/ENEMY»

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The issues existing at the present stage of international relations require researching in cross-cultural understanding, one of which is the study of mental imagery and behavioral strategies [1]. Concept is a unit of collective knowledge with linguistic expression and marked ethnocultural characteristics. One can trace the coincidences of the English word «enemy» with the Russian word «враг»:

1. A person who is actively opposed or hostile to someone or something.
2. A hostile nation or its armed forces or citizens, esp. in time of war.
3. A thing that harms or weakens something else. At the same time, in the Russian language there are two more meanings (4. A principled opponent. 5. Devil.), which analogues are absent in the English definition of the word «enemy». Although references to the devil as an old enemy of humanity can be found in an English idiom «the enemy of mankind» (the old Enemy, our ghostly or our great enemy) – the devil, Satan. Russian word «враг» has the following synonyms: неприятель, противник, недруг, антагонист, соперник, конкурент, недоброжелатель, оппозиция, противная сторона, оппонент. Synonymous for the English word «enemy» are: opponent, adversary, antagonist, competitor, rival, foe, opposition, contestant. We see that in the English language the synonyms for «enemy» are not so numerous as in Russian, but they have a lot of similar meanings. Let's consider how the concept «enemy/enemy» is realized in the paremiology of these languages, because a language, as an integral part of culture, bears the imprint characteristics of mentality and Weltanschauung of the nation [2]. The stable combinations with the words «враг/ enemy» suggest that they express a concept linked with a number of stereotyped behavioral and linguistic situations. We classified the proverbs according to similarities / differences in the languages and have got the following picture: 11 proverbs coincide in their meanings (The best is often the enemy of the good. – Лучшее – враг хорошему), 10 proverbs in both languages do not have matches (Never tell your enemy that your foot