

**Секция «Современные проблемы
лингвистики и межкультурной
коммуникации»**

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Alternative Spring Break Project in the Murom Institute

To begin with, last week we had special guests in our small town of Murom. They were three girls from America, but they were from different places and of different ages. Their names were Rachel Marie Harrison from South Carolina, Jasmine Alina Pena from New York and Ann (I don't know her full name..) who was actually born in Germany, but now she lives in Indiana.

Jasmine was settled with my family and myself and Rachel stayed with Alisher and his family. I'm sure that it was a great opportunity to practice my English and to improve it. And I really enjoy English.

Well, every day the both of us, Jasmine and I, went together to classes. In our English classes on Monday and Tuesday we met Rachel and discussed such topics as Daily Routines. I find it's interesting because Rachel spoke about different "American" things. For example, they take a shower in the morning when I go to the bath in the evening.

On Wednesday and Thursday my group and I met Jasmine. We spoke about Education and Institute and I also found a lot of differences between the American and Russian education system.

When we had no questions on our topics we started to ask the girls about their hobbies, preferences and interests. So we didn't lose the opportunity to talk more with our American guests.

Every day after classes Jasmine, Rachel and Ann went to museum and art galleries. We also showed them our churches and other attractions.

Let me add that Jasmine and Rachel learn Russian and in the evening I made Jasmine speak Russian with me. When she showed me her Russian textbook it was unusual to see Russian as a foreign language.

Frankly speaking, we really had a lot of fun together.

For example, one evening Jasmine, Sergey and I gathered in my apartment and we made sushi. It will be correct to say that I tried to teach Jasmine to make it. After that we had dinner, drank tea, spoke about lives in America and in Russia. Overall we had fun.

Jasmine and I became friends. I didn't care that sometimes I didn't have words to explain something to her. We found them together.

On Saturday we had a lot of free time and we decided to meet with Rachel, Alisher and Kate and go to the skating-rink. We skated, took photos and also had a lot of fun.

In conclusion I'd like to say THANK YOU, to the Department of Foreign Languages for making such hard work to find, to invite and give us such possibility to practice and improve our English.

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Cross-cultural Projects for students majoring English in MI VIGU

I participated in two international projects held by the Foreign Languages Department of the Murom Institute.

Cross-cultural crossroads: American Home – Murom-Lingua. When we arrived to the American Home (Vladimir), I was surprised to see that the house looked like typical houses from American films, such a « piece of America» in Russia. It was very nice.

We came into the house and went downstairs, we heard real American speech. Real American speech! And then we saw our future American friends. Many of us felt a pleasant excitement, because we could not see and hear such things in Russia before. We introduced and started asking questions. The questions were very different; the most interesting questions were about Siberia, Russians frosts and...about beer. And now we know that their favorite Russian meal is Smetana, cabbage rolls (golubzy) and borsch; Russian frosts are not so terrible, as they seem; and their attitude to beer is positive. During our discussion, I realized that they are fun, positive and all of them have a sense of humor. They looked like Russian people who have forgotten the Russian language.

Then we made a little tour of the house. I was very surprised how many rooms are in the house, because at first glance the house seemed small, but in fact there are so many rooms and corridors that you could get lost! About the interior of the house I can say that nothing like that I have ever seen in Russia.

During the lunch we were speaking about many different themes, for example about hobbies, Dostoevsky and the most popular names in Russia. During our discussion, I was really surprised by the fact, how good Americans understand Russian and they can speak Russian almost perfectly well and without accent! It was very great!

The trip to Vladimir and communication with the inhabitants of the American Home increase my desire to achieve the perfect English pronunciation. I hope that someday we will visit Vladimir again and we will communicate in English even better than now.

The second project was Alternative spring break project.

I really like this project, because it was a good experience in communication with Americans and it gave us a lot of joy. Also, this project helped me to become more relaxed in communicating in English. Before this project long communication in English was not easy for me, but now I can think and express my thoughts in English. It helps me with my English homework.

And, of course, my vocabulary has enriched. Besides, when you communicate with a person of a different culture and mentality, you involuntarily begin to copy his gestures, mannerisms, and speech style. And the most important moment is my acquaintance with a good and positive girl. Her name is Anya and with her help I learned a lot about American culture. When I communicated with her, I thought that all of American people are such funny and sociable as she is. And thanks to her influence, I want to learn English more and more and now I have successes in English.

It was very hard for me to say good-bye to her, because I seldom met such sociable people like her. Now we communicate via the Internet and I'm really looking forward to meeting her when she comes back to Murom. I miss her so much.

I do not have enough words to describe my impressions about this project. However, I can say that I am really delighted with the last events and really want to participate in this project again.

Англицизмы в предметной области PR

PR – это управленческая деятельность, существо которой составляет управление коммуникативным пространством и всем комплексом коммуникаций социального субъекта. PR выступает как функция менеджмента по установлению и поддержанию эффективных коммуникаций между организацией и ее общественностью [1, с. 21].

Высокий процент англицизмов в русской PR-терминологии можно объяснить тем, что PR был целиком и полностью заимствован Россией у Запада, американскую модель PR взяли за основу [1]. Проанализировав имеющийся у нас теоретический материал (учебные пособия, монографии, статьи, нормативные документы) можно сказать, что славяноязычная терминология PR имеют ряд особенностей:

1. Явно прослеживается тенденция к употреблению иностранного слова вместо русского аналога (*продвижение* вместо *промоуин*, *имидж* вместо *образ* и т. д.)

2. Ярко выражена тенденция к использованию одного заимствованного термина вместо описательного оборота (термин *лоббирование* вместо описательного оборота *влияние заинтересованных групп на принятие решений властными структурами*).

3. Появление значительного количества заимствованных аббревиатурных лексем. Абсолютным лидером среди “поставщиков” новых сокращенных слов является английский язык. В свою очередь данные аббревиатуры имеют тоже ряд особенностей:

3.1. Многие из них сохраняют латинскую графику и произношение инициалов по правилам языка-источника (*PR*, *Internet*, *VIP*, *TV*).

3.2. Они быстро адаптируются и находят выражение в появлении у них вариантов, оформленных средствами русской графики: *VIP/ВИП*, *PR/ПР*, *Internet/Интернет* и т.д.

3.3. Частеречная принадлежность целого ряда неологизмов-заимствований (как инициального, так и иных типов) двузначна. Сокращенные слова выступают то, как имена существительные то, как имена прилагательные: *PR*, *PR-кампания*, *PR-специалист* и т.д.

3.4. Высокая словообразовательная активность, что является следствием коммуникативной актуальности этих единиц. Аббревиатура в области PR осознается сразу как лексическая единица, с потенциальными фонетическими, грамматическими и словообразовательными способностями: *VIP-зал*, *PR-агентство*, *PR-проблема*, *PR-акция*.

3.5. Аббревиатурное производящее, как правило, стоит в препозиции: *VIP зона*, *VIP-персона*, *VIPовский*, *PR-структура*, *PR-менеджер*, *PR-субъект*, *PR-обеспечение*.

3.6. Аббревиатуры при переходе в русский язык становится существительным единственного числа мужского рода, что соответствует устойчивой тенденции русского языка, мотивируемой факторами фонетического порядка (*PR-муж. р.ед.ч., в англ. мн.ч.*)

3.7. Орфография большинства субстантивных дериватов дефисная. Особняком стоят формы *VIP билет*, *VIP зона*, *VIP карта*.

4. Значительное количество варваризмов: *crisis management*, *crisis planning*, *crisis controlling*, *crisis action*, *crisis reaction*, *ACP (anticrisis planning)*, *ACC (anticrisis controlling)*, *ACA (anticrisis action)*, *ACK (anticrisis reaction)*, *public relations*.

Благодаря англоязычным заимствованиям в языке PR также появились и широко используются термины, которые адекватно отражают новую систему отношений и понятий, развивающихся в последние годы. Своеобразие нынешних заимствований состоит и в чрезвычайно высокой частоте употребления, вследствие чего очень скоро их новизна стирается и большинство заимствований спустя короткое время после появления в русском языке входит в круг общеупотребительной лексики.

Литература

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