

Межкультурная коммуникация

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Some Behavior Tips for Foreigners Coming to the US to Remember

Contrary to the wide-spread opinion that American people mostly don't observe the conventional manners in everyday life, a visitor to the US will be pleasantly surprised that Americans meticulously keep to the formulae of politeness which in some instances may be simplified. But the general atmosphere of politeness is something that cannot be disregarded in talking about American manners. Probably one of the leading words one can read or hear in public places is: "Be courteous to others!" which shows a sense of personal responsibility towards other people.

Alongside this Americans try to be economical in greetings often limiting them to "How are you", "Hi", "How are you doing", etc. One doesn't have to answer these at all or confine oneself to saying something like: "Thank you, I'm doing fine", or just "Fine!"

No introductions are usually made unless a meeting or a party are very formal. The usual reply to someone introducing himself (herself) is "How do you do" or "Nice meeting you". Younger people would just say "Hi".

Parting "Bye" or "See you later" are most common. One can also hear phrases which sound like an invitation to come to somebody's place: "You should come over sometime" or "I'll call you soon". But they do not actually mean that you have been invited. It is just a polite formulae for a farewell. They may never call you or invite you unless you get a real invitation for some fixed day and hour. A very common phrase is "Take care!" which has also lost its direct primary meaning to an extent.

Having gone through the eras of hard struggle against both nature and adventurers Americans have worked out the manner of looking a person directly in the eyes when talking. An American may grow suspicious if a person he is talking to is looking sideways. Then they may think a person is trying to conceal something. So, direct contact is very important.

Americans are very open and friendly to newcomers. Thanks to their mobility and businesslike manner, they are quick to establish contacts with people. But the initial phase of the acquaintance which radiates warmth and welcome doesn't necessarily mean that the acquaintance will develop into a long-lasting friendship. Some newcomers to the US are taken in by this open and friendly manner and are apt to believe that this is going to be the beginning of a long friendship whereas in reality it is just a show of polite welcome.

Be aware of the aversion Americans feel for touching them on the hand or the arm if you are not very close. Hugging people who are on very close terms is common but otherwise physical contact may be taken as a sign of implied harassment. Americans also try to avoid close physical contact in public places, so you won't see people standing in a line in a supermarket (to the cashier) or in a bank (to the teller) close to each other. There is always an approximately one metre distance separating two people standing next to each other.

As to conversational topics there are some which are definitely avoided, such as the financial status of a person, the cost of the house or his (her) other property, his (her) religion, the relations in the family and some others which would be the same as in any other country.

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Holidays and Family Traditions in the USA

Americans find many reasons to celebrate. On a National scale there are 10 Federal Holidays. Not all States recognize the same Holidays as the Federal Government. States and local governments have a separate list of Holidays which may be different from the Federal list.

The major holidays in America are New Year's Day, Easter, Memorial Day, Independence Day, Labor Day, Halloween, Thanksgiving and Christmas. The most festive occasions are New Year's Eve and Christmas Eve.

Other holidays include Presidents' Weekend to honor Presidents Washington and Lincoln and Martin Luther King. Hanukkah is a Jewish holiday that has become roughly speaking a kind of Jewish counterpoint to Christmas.

Some families celebrate the holidays of more than one religion, because they consist of intermarried faiths. Public schools are not supposed to get involved with the celebration of religious holidays; they have begun to teach more about the customs of different religious groups.

American family traditions are often most evident on the big holidays. If parents and grandparents do not live too far away, Americans will usually drive by car to visit them.

Every year, Americans celebrate Thanksgiving. Families and friends get together for a big feast. Many people go to church in the morning and at home they have a big dinner with turkey. People gather to give the God thanks for all the good things in their lives.

Halloween is ancient pagan holiday when the spirits of the dead came back. It is customarily celebrated by children who dress up in costumes and go 'trick or treating'. This custom comes from the Celts in ancient Britain who feared the coming of winter and dressed in frightening costumes so the demons of winter would think they were one of them and do them no harm.

Candy also plays a large role in traditional Easter egg hunts, when children hunt after colored eggs, chocolate bunny rabbits, and other candies their parents have hidden in the house and/or the yard. Easter is a religious holiday. There are 3 favourite symbols of Easter: Easter Cross, Easter Egg and Easter Bunny. The Cross represents Christ's victory over death. The Egg is a symbol of life. The Easter Bunny is really a hare. The hare was a favourite animal of Easter, the spring goddess, so Bunny represents love and growth. People put on new clothes on this day. In New York and other cities of America an important part of the holiday is the Easter parade. People stroll down Fifth Avenue in their finest clothes including Easter bonnets. Flowers are a favourite gift at Easter, especially Easter lily. To welcome Easter the people go to the church services.

Christmas is the most festive time of the year in the US. Many families go away for the holiday and there are numerous parties. In the USA the spirit of Christmas arrives about a month before the holiday itself. Late in November, streetlights and store windows are decorated with the traditional Christmas colors of red and green. Families decorate their homes, inside and out, with colored lights and evergreen. The most beautiful and meaningful aspects of the holiday occur at home. Usually families gather around the Christmas tree, open their gifts and then sit down to enjoy a traditional Christmas dinner - turkey or ham, sweet potatoes, vegetables, cranberry sauce, and nuts. For dessert, there is usually fruit cake, plum pudding, or mince pie. Most of Christmas customs are variations of traditions brought to America by European immigrants. The most popular are: exchanging gifts, receiving toys from Santa Claus, decorating the home with evergreen (especially green wreaths), singing Christmas Carols (songs of joy and praise), making Christmas tree. All over the USA many communities make a large Christmas tree the center of their holiday activities.

Americans also have many everyday traditions. These are often connected with mealtimes and bedtime. At meals some families say grace before a meal. Meal preparation, table setting, and washing up may be distributed among family members on one basis or another. Toasts are usually saved for special occasions and even then they are often very brief. Americans like the toasts of other languages,

for example 'na zdorovie'. Bedtime for children is a chance to hear bedtime story from parent or grandparent.

Routines and traditions vary from family to family, from ethnic group to ethnic group, and sometimes even from region to region. As the ethnic and cultural makeup of America becomes ever more complex, so do its family traditions.

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Social Problems in the USA

Describing Americans and American society by race and ethnic background, ancestry, and religious affiliation gives fundamental information about the United States today. Other basic information is concerned with economic factors. People's living standards vary greatly – from the affluence of the rich in the upper income bracket and the moderate but satisfying living standards of the so-called “middle class” to the very low incomes of those who are on official subsistence using welfare because they are either unemployed or lack the necessary means for day-to-day living.

Welfare and poverty problems have been a central issue for many years. Most Americans are troubled by the fact that some social, ethnic, and racial groups show a disproportionate number of people living below the official poverty level. The "official poverty level" is set by the federal government and adjusted from time to time. In 2011, for example, the official poverty level for a family was \$27.000 per year.

Among the areas with many people below the poverty level is Appalachia, that mountain region which includes parts of such states as West Virginia, North Carolina, and Tennessee. Thousands of people there need better housing, medical treatment, and other services. Much poverty also exists among minority groups. The average incomes of American Indians, blacks, and Hispanics continue, as a whole, to be lower than those of whites.

The subculture of poverty is sometimes seen as pathological and contradictory to the values cherished by the middle class which emphasize hard work, motivation to succeed, thrift and stable family life. As a matter of fact, the poor, both blacks and whites, never have had freedom of choice. Their education for the most part has been inadequate and the market has been unable to absorb all the working hands. Though some people claim that welfare recipients so do not try to work, many surveys have found that for most welfare recipients work patterns, are seasonal or irregular; for many work and welfare are alternative means of economic existence; for some welfare supplements low wages; there are also such reasons as poor health, the lack of child care, the inability to find work. It is obvious that the poor, young and old, black and white – are very work-oriented and usually have as high aspirations as the nonpoor. Studies have also found a negative attitude toward being on welfare among many recipients. Most people think that getting money from welfare makes a person feel ashamed. This feeling may account for the fact that a large proportion of those who have not found decent-paying jobs have not gone on welfare even though they qualify. Many recipients are unable to afford medical or dental care; many put off paying the rent in order to buy enough food.

Some believe the federal government should use its power and money to do everything it can to eliminate poverty and provide for all those who cannot provide for themselves. Others believe that public welfare programs are costly and ineffective, and that they remove incentives for poor people to work, to get the education, training, and jobs which would allow them to help themselves. President John F. Kennedy was the first to generate programs directed toward services and work-oriented counseling for the welfare poor. The solution to the problem of poverty lies in the change of the culture and values of the poor by means of expanding social work, education, and training programs.

Yet, few Americans today feel that easy answers will be found to these difficult problems. The short of it is: Welfare is the “good life only for those who have not lived it.”

Трудности перевода экономических текстов (на материале английского языка)

Научный текст, в отличие от других функциональных стилей, имеет свои характерные черты. Язык экономической направленности является одной из главных составляющих языка в области специальных научных целей. Этот язык, а также особенности построения текста, должны учитываться при переводе.

Первое, на что следует обратить внимание - усложненный синтаксис данного вида научного текста. Предложения, как правило, сложноподчиненные, отягощенные различными оборотами (герундиальными, причастными, инфинитивными и другими конструкциями), которые используются для передачи информации в более компактной форме, представляют основную сложность при переводе.

Что касается видовременных форм, то они сведены к минимуму.

Рассматривая лексику научного текста экономической направленности, которая представляет собой наибольшие затруднения при переводе, то автор предлагает следующую классификацию:

- **поликомпонентность терминосистемы** (tax: ~dodger – неплательщик налогов; maximum ~ -максимальный налог и т.д.);
- **использование латинских фраз и сокращений** (per capita - на душу (населения); op.cit (opera citato) – в цитируемом сочинении);
- **безэквивалентная лексика** (twenty-four by seven, обычно в записи 24/7 («двадцать четыре часа в сутки семь дней в неделю», «круглосуточно и без выходных»); dead cat bounce – означает временное улучшение ситуации при резком падении цен на бирже; sin tax – «налог на табак, алкогольные напитки, азартные игры»);
- **метафора** (Wall Street - улица, на которой расположены крупнейшие банки США, стала символом американского капитала);
- **«ложные друзья переводчика»** (**data** — данные; **никогда**: дата (date); **tax** — налог; **никогда**: финанс. такса [расценка] (tariff, [fixed] price);
- **синонимия терминосистемы** (слово «облигация» может переводиться как «bond», «debenture», «stock», «charge», «obligation»);
- **омонимичность и полисемия терминов**: (stock- 1) запас 2) ассортимент (товаров) 3) сырьё 4) акции 5) тех. бабка (станка) 6) ружейное ложе и т.д.);
- следующий пласт лексики, требующий особого внимания, это **аббревиатуры**. Как правило, безошибочность их перевода зависит от контекста. Аббревиатура **HRM** имеет множество значений, как в других областях науки (**Human Right Movement**, **Heart-Rate Monitor**), так и в области экономики в частности (**Head of Risk Management**, **Hospitality Restaurant Management**, **Human Resources Management**);
- **ономастическая лексика** («Giffen goods» - товары Гиффена. Товары, спрос на которые возрастает при увеличении цены на них);

- **неологизмы** (появляются в языке при необходимости введения в употребление тех или иных слов в условиях новых открытий, исследований и т.п. при отсутствии эквивалента). Так, «neoinstitutionalism» («неоинституционализм») — направление современной экономической мысли, получило свое название в 70-е годы XX столетия для отделения от «старого» институционализма; термин «transaction costs» («транзакционные издержки») - категория транзакционных издержек, которая была введена в экономическую науку в 1930-е гг. Рональдом Коузом и ныне получила широкое распространение, первоначально также являясь неологизмом.

Таким образом, для достижения адекватности (эквивалентности) перевода научного текста, следует не только понимать грамматическую структуру, LSP (язык для специальных целей), но и понимать контекст в целом.

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The Queen's English and the President's English. Some specific features of American English and British English

British and American people speak the same language – right? Wrong. Although they both speak English, there is an increasing number of differences between the two varieties of English. The pronunciation of American English and the pronunciation of British English are similar.

The general impression of American English pronunciation is as follows:

- American English intonation does not rise and fall as much as that of British English, it sounds more monotonous.
- American voices usually have a higher pitch. That is why American English often seems too emphatic and American voices seem louder than those of British speakers.
- American pronunciation is more nasalized.

The American vocabulary during the 19th century began to be exported abroad, and by the 20th century, with its economic, political and technological prominence in the world, America and its language became one of the greatest forces for change and the expansion of English. American infiltration of the British word stock began before talking films, radio, and television were over thought of, although they have certainly hastened the process. In recent years many Americanisms have been introduced into British usage: "cafeteria, cocktail, egghead, electrocute, fan". American "radio" has replaced British "wireless". The ubiquitous OK seems to occur more frequently nowadays in England than in the land of its birth and may be found in quite formal situations, such as on legal documents to indicate the correctness of details.

We can cite as firmly established in Standard British English "disk jockey", "natural", "show business", "star"-all originally from the usage of the world of entertainment, enormously important in Modern America. Most words and usages are frequently borrowed from American English quite unconsciously. Even when they are consciously borrowed, the fact that they are of transatlantic origin is soon forgotten.

To recognize American coinages sometimes means to get a taste of American history and character: abolitionists, automobile, baby-sit, basketball, chewing gum, credit card, electric chair, home-made, know-how and so on and on.

Many of the new American words added to the English vocabulary are based on old processes, such as compounding existing words, as in "boyfriend, bookstore, and brainstorm". American English also tends to coin and use more freely nouns compounded from a verb and a preposition, such as "blowout, checkup, fallout, feedback", etc. new words are frequently created by shifting the function of an existing word. Nouns are used as verbs: to park, to package, to program, to vacation; adjectives can become nouns: briefs, comics, reds.

The convenient use of noun as verb in "to contact", meaning "to see, call, meet, get in touch with", seems to have originated in America, though it might just as well have done so in England, since there is nothing un-English about such a functional change. but this one word "contact" carries high symbolic importance-there will be no American language, for the simple reason that the queen*s English and the president*s English grow together.

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Holidays and family traditions

The major holidays in America are New Year's day, Easter, Memorial Day, Independence Day on the fourth of July, Halloween and Christmas. Other holidays include Presidents' Weekend in the middle of February to honor Presidents Washington and Lincoln and Martin Luther King Day on January 18.

American family traditions are often most evident on the big holidays. This may involve visits to or from parents and grandparents. If relatives do not live too far away, people will usually drive by car to visit them. The fourth of July is the one holiday that is celebrated in big crowds that gather in the evening to watch fireworks displays.

Halloween is one of the best holidays for children. American children celebrate Halloween on October 31.

Halloween is an occasion for children to get dressed up as witches, goblins, and skeleton and go "trick or treating". This involves going around a neighborhood dressed in costume and knocking on doors. When the door opens, the children call out, "trick or treat." Most people give them a treat-candy or fruit.

Candy also plays a large role in traditional Easter. Easter is celebrated on a Sunday in April or May. On Easter Sunday children wake up to find that the Easter Bunny has left them a basket of candy.

Americans celebrate Christmas on December 25. Christmas is religious holiday and one of the happiest holidays of year. Americans prepare for Christmas weeks before. They buy gifts for our family and friends. Christmas is also the day then Santa Claus visits up and brings us presents in bright paper and ribbons.

The past several decades have seen a tremendous growth in the commercialization of all the major holidays. For example, 4 of July, The United States celebrate Independence day. It is called Independence day, because on 4 of July, 1776, our founding fathers declared that the United states would be free and independent from England. Americans usually have a big picnic and they watch a fireworks at night.

American families also have many everyday traditions. These are often connected with mealtimes and bedtime. At meals some families say grace before a meal. Meal preparation, table setting, and washing up may be distributed among family members on one basis or another. Toasts are usually saved for special occasions and even then they are often very brief. Americans like the toasts of other languages and will often say "na zdorovie".

As the ethnic and cultural makeup of America becomes ever more complex, so do its family traditions.