

СОДЕРЖАНИЕ

Вступительное слово

<i>Корнеева Л.И.</i> Иностранный язык в контексте межкультурной коммуникации: из опыта работы межкультурной проектной деятельности.....	5
---	---

I. Current economic problems..... 11

<i>Abramov A.V., Salimgireeva E.A.</i> Features of inflation in the Russian economy 1990-2017.....	11
<i>Grigoreva E.V., Salimgireeva E.A.</i> Russian foreign trade in the 21 st century.....	15
<i>Kobekina D.I., Suworowa I.S.</i> Die probleme der schattenwirtschaft in Russland in der heutigen etappe.....	18
<i>Kotegova Y.G., E.A. Salimgireeva E.A.</i> The unemployment in Russia.....	24
<i>Osipova E.V., Salimgireeva E.A.</i> State debt as a debt burden on the national economy.....	28
<i>Syrvacheva E.A., Muzafarova A.D.</i> Customs duties in the conditions of economic sanctions towards Russia.....	32
<i>Telepaeva D.F., Dracheva G.I.</i> The main characteristics of sports volunteering management.....	39
<i>Volganova E.L., Daminova Y.R.</i> Changing the amount of individual income tax.....	43
<i>Volna E.S., Borchaninova I.P.</i> Russian companies: a 10-coefficient model to predict a possible bankruptcy.....	47

II. Linguistics..... 53

<i>Bozhko E.M., Korneeva L.I.</i> Classification of toponymic space units when rendering them into English.....	53
<i>Bredichina I.A., A.V. Bredichina A.V.</i> Widerspiegelung der antimilitaristischen stimmungen in den kurzgeschichten von heinrich böll.....	59
<i>Demyanyuk I.N., Bozhko E.M.</i> Rendering anthroponyms in fiction.....	66
<i>Dovzhenko A.S., Koltakova S.V.</i> Different methods of studying the semantics of a lexeme.....	72
<i>Dovzhenko A.S., A.A. Terpugov A.A.</i> The themantic group «information technologies» in the English language.....	77
<i>Dubrovina V.V., Vorobyev Ju.A.</i> Morphologischer pseudoparallelismus im deutschen und im russischen.....	82
<i>Faizullova M.R., Bortnikov V.I.</i> Functional aspect of euphemisms and dysphemisms on the ,aterial of modern English media.....	89
<i>Fosso Fabrice S.N., Dracheva G.I.</i> Representations of swearing in the society: a consequence of social facts.....	95
<i>Kalinina D.D., Olshvang O.Yu.</i> Les causes de non-évidence d'emprunts Française en anglais (le cas du lexique d'origine Française date du XIIe-XVe	

siècle).....	102
<i>Kompanets T.A., Merkusheva O.V.</i> The Internet diary as a form of military report.....	107
<i>Lesenko K.V., Sukhanova O.V.</i> Using linguistic studies in the English classroom.....	113
<i>LiSiqi (李思琪), Berezovskaya E.A.</i> The peculiarity of translation of Chinese dishes' nominations into Russian.....	119
<i>Liu Jingyu (刘靓宇), Berezovskaya E.A.</i> Feature of Chinese fairy tales' translation (the example is an analysis of the translation of the fairy tale «Magic Brush» into the Russian language).....	125
<i>Lygalov A.N., Shirshikova E.A.</i> Borrowed English military-technical terms in the Russian language.....	132
<i>Malkova E.S., Kuzina Y.V.</i> Linguocultural specificity of English and Russian phraseological units with zoonymic components.....	137
<i>Markova M.M., Bortnikov V.I.</i> Translating German short films into Russian: linguistic aspects.....	143
<i>Mokerova E.M., Bozhko E.M.</i> Therese May's portrait in British mass media.....	149
<i>Nachalov D.S., Bozhko E.M.</i> English neologisms and how to translate them.....	153
<i>Ponomarchuk Yu.A., Bortnikov V.I.</i> The Russian version of J.D. Salinger's novel «The Catcher in the Rye»: monorphematic changes.....	160
<i>Ponomareva V.A., Kuklina M.K.</i> Lokale deutsche dialekte sind bedront.....	165
<i>Rudenko A.I., Varushkina A.V.</i> The Particularities of English terms integration in the sublanguage of the Information Technologies.....	172
<i>Rybina P.S., Bozhko E.M.</i> Techniques of rendering quasi-toponyms and quasi-anthroponyms in the Russian translations of the «The Lord of the Rings» by J.R.R. Tolkien.....	178
<i>Selezneva P.O., Uchurova S.A.</i> Merkmale der phonetischen interferenz bei dem deutschlernen nach English in der anfangsstufe.....	185
<i>Semeniuk A.V., Bozhko E.M.</i> Peculiarities of subtitling independent feature short films (as exemplified by the film «Spinners» (2014)).....	190
<i>Shuraeva A.S., Kuzina Y.V.</i> Wordplay in English comic creolized text (on the example of Internet memes).....	197
<i>Sokolova D.E., Kuzina Y.V.</i> Key archetypes in perfume products advertising.....	203
<i>Svertschkov D. Ju. , Klimashevskij V.A., Sazonova G.T.</i> Einige lexische besonderheiten der fachtexte.....	209
<i>Tkachenko E.S., Bredikhina I.A.</i> Linguodidactic testing, as a means of controlling the formation of the communicative competence of students of language training courses.....	214
<i>Tkachenko P.V., Kharlov I.E.</i> The impact of kinetic speech in perception of member of other culture (by the case of political speech).....	219
<i>Tsykalyuk I.V., Shchukina O.A.</i> Political correctness as a sociocultural and	

linguistic phenomenon in modern English.....	225
<i>Udintseva Ya.O., Bozhko E.M.</i> Problems of learning a foreign language in big groups.....	232
<i>Vede E.V., Leleka E.V.</i> Peculiarities of usage of the possessive case of nouns in articles and poetry.....	239
<i>Ven L., Belozeroва A.A.</i> Characteristic of translation of phraseological units from Chinese into Russian.....	242
<i>Volkova P.I., S.A. Uchurova S.A.</i> Puristische äquivalenten in den 17.-18. Jahrhunderten.....	247
<i>Wassiljewa A.W., Korneeva L.I.</i> CLIL im russischen Hochschulsystem.....	252
<i>Zatsepin P.K., Vuskrebentsev N.I., Nerovnaya N.A.</i> English language consciousness concert «Russian army» nominative field cognitive Interpretation.....	258
<i>Zemova M.I., Bozhko E.M.</i> Translation of poetry.....	263
III. International communication	268
<i>Bolshakova A.D., Musinova I.A.</i> Characteristic distinctions between Russian and Korean corporate cultures.....	268
<i>Bulatov S.S., Goncharov A.S., Mogilnichenko S.V.</i> Authentic manuals as a tool for providing cadets with the skills for effective communication competence.....	273
<i>Dementeva M.A., Kabanova I.N.</i> Language world view of the American youth of the 50-60s of the XX century based on the analysis of the beat – generation literature.....	278
<i>Eraliev R.F., Dolgopolova E.S.</i> Business culture in the United Arab Emirates.....	284
<i>Funk A.P.</i> Kommunikative spiele als motivationsinstrument für fremdsprachenerwerb.....	290
<i>Iwakina N.A., Suworowa I.S.</i> Stereotype: der faktor, der inkulturelle kommunikationen bremsst oder enwickelt.....	296
<i>Kincaid S.</i> Choosing the right words for clear and understandable communication.....	302
<i>Kitenko A.A., Makeeva S.O.</i> Adapting the instruction leaflet of Russian perfumery products for English-speaking shoppers: linguistic and cultural aspect.....	307
<i>Liebschner A.</i> Pragmatic relations in the communication of the Russian social network Vkontakte.....	313
<i>Ma Zh., Korneeva L.I.</i> Межкультурная коммуникация и обучение китайскому языку как иностранному.....	316
<i>Sergeeva E.A., O.P. Kazakova O.P.</i> Cross-cultural communication: the inside out.....	321
<i>Turysheva A.I., Korneeva L.I.</i> Herausbildung interkultureller kommunikation als einer eigenständigen disziplin.....	327

IV. Public relations and advertising	333
<i>Grigoreva A.A., Dolgopolova E.S., Poponina O.V.</i> The issue and methodology of language localization of the product.....	333
<i>Komarova A.G., Gikis S.N.</i> Event PR in the system of integrated communications.....	339
<i>Milokumov I.E., Rumachik I.A.</i> The role, functions and working tools of a PR specialist.....	343
<i>Tsarikovich V.V., Gikis S.N.</i> The essence of the concept of territory promotion and its role in public relations.....	349
V. Modern Information Technologies and their application	354
<i>Alekseev I.A., Kovaleva A.G.</i> Machine learning in modern medicine: general overview.....	354
<i>Ascheulov A.N., D.I. Kurmanova D.I.</i> Comparison of face recognition quality using black-and-white and color image.....	359
<i>Berezina E.A., Zarifullina D.P., Anchugova O.V.</i> The main social network for the promotion of developing businesses.....	364
<i>Boyko D.V., Kurmanova D.I.</i> Research and application of antenna technology in mobile 5G devices.....	373
<i>Cherkashin A.V., Anchugova O.V.</i> Data analysis tools in Python.....	378
<i>Filimonova J.I., Tkacheva M.V.</i> Automation of hydroponics.....	385
<i>Galimzyanova A.S., Anchugova O.V., Zarifullina D.P.</i> The impact of implementation of Information Technologies in small and medium enterprises.....	392
<i>Golubeva A.V., Anchugova O.V.</i> Approaches of IT management. The choice of better one.....	398
<i>Izotov I.N., Kurmanova D.I.</i> The automatic room ventilation system.....	405
<i>Jdanova D.E., Korneeva L.I.</i> Les technologies de l'information dans l'enseignement modern (a l'exemple de la technologie de la classe inversee).....	411
<i>Khrushkov A.E., Ptukhin A.A., E.M. Bozhko E.M.</i> Clinical thinking simulator.....	416
<i>Kiselev A.P., Tkacheva M.V.</i> Superconductivity: achievements in Application.....	421
<i>Kolodnikov A.K., Kuznetsova D.A.</i> Internet privacy.....	427
<i>Kolosoov D.V., Kuznetsova D.A.</i> Data science in communication sphere.....	432
<i>Korda S.O., Kovaleva A.G.</i> Procedural content generation.....	438
<i>Kovalev E.N., Mokrienko A.S., Morozova N.N.</i> Secure Internet for children.....	444
<i>Lavrenova M.A.</i> About the supervised electronic monitoring systems in foreign countries and their application and adaptation in the penitentiary system of the Russian Federation: problems and prospects.....	450
<i>Levadniy A.A., Kovaleva A.G.</i> Sport analysis system.....	455
<i>Lysenko A.S., Tkacheva M.V.</i> Augmented reality.....	461
<i>Malysheva T.A., Anchugova O.V.</i> Using extracted data from social	

networks.....	467
<i>Myagotin A.E., Zarifullina D.P., Anchugova O.V.</i> Implementation of UX design technologies in e-commerce.....	473
<i>Nekrasov A.V., Bozhko E.M.</i> Applying modern interactive technologies in foreign language study.....	477
<i>Neustroev D.D., Kurmanova D.I.</i> Interpretability of machine learning models.....	484
<i>Orekhov P.V., Kurmanova D.I.</i> Guidelines for developers of hospital information system.....	489
<i>Panasenkov N.A., L.I. Korneeva L.I.</i> Teaching the future linguists how to work in computer-assisted translation system such as SDL Trados and SmartCAT: practical recommendations.....	494
<i>Perovskikh D.O., Zarifullina D.P., Anchugova O.V.</i> Usage of social networks: perceptions and opinions of Russian university students.....	500
<i>Petrosyan V.M., Gerasimova S.A.</i> The possibilities of mobile learning by teaching German to primary school students in the system of additional education.....	511
<i>Ptukhin A.A., Khrushkov A.E., Bozhko E.M.</i> Machine learning in the processing and analysis of texts.....	517
<i>Purnak I.V., Anchugova O.V.</i> «Smart home» technologies.....	524
<i>Razumkov V.A., Kurmanova D.I.</i> Radio communication in urban area.....	530
<i>Rogozin A.D., Anchugova O.V.</i> Modern Internet of things for smart cities.....	534
<i>Samolova V.O., Anchugova O.V., Zarifullina D.P.</i> Neuroeconomics.....	542
<i>Sinadskiy A.N., Semenishchev I.A., Kurmanova D.I.</i> Algorithm for the formation of an array of billing information based on the statistical-event model of the behavior of cellular subscribers.....	548
<i>Slinkina O.V., Zarifullina D.P., Anchugova O.V.</i> The commonplace of information technology for young people.....	553
<i>Sopova E.E., Kurmanova D.I.</i> The overview of additive manufacturing.....	559
<i>Surova A.E., Kovaleva A.G.</i> Designing of human-machine interfaces.....	564
<i>Veretennikova V.V., Anchugova O.V., Zarifullina D.P.</i> The improvements of personal health information system working with cloud computing.....	571
<i>Zernova M.A., Tkacheva M.V.</i> Methods to prevent spam attacks in social networks.....	577
VI. Sport and wellbeing technologies.....	583
<i>Badilovsky M.Y., Mamaeva I. I.</i> Building a training process for athletes (men) in the Olympic triathlon distance using combinations of exercises of varying intensity.....	583
<i>Dudko L.V., Kuznetsova K.E.</i> Sport – arène politique ?.....	588
<i>Khaerzamanova Y.V., I. I. Mamaeva I.I.</i> Psycho-pedagogical condition of delopment of self-efficiency in young athletes as the initial stage of training.....	594
<i>Melnikova E.A., Olshvang O.Yu.</i> L’image d’un athlete modern dans les medias	

français.....	599
<i>Mikhailova E.R., Musina O.R., Timeeva L.V.</i> Prevention of occupational diseases of the working population.....	605
VII. Social problems of modern society.....	611
Biriukov K.S., Kuklina M.K. Ewiger kampf zwischen menschen und maschinen.....	611
<i>Bobyleva E.V.</i> People with disabilities: adaptation to the social environment.....	617
<i>Dobrazova D.A., Musina O.R., Timeeva L.V.</i> Influence of the cell phones on physical and mental health of students.....	622
<i>Farhutdinova D.R., Salimgireeva E.A.</i> Social inequality in the Russian Federation.....	625
<i>Korostov A.A., Bulgakova I.V.</i> Ursachen sozialer jugendprobleme in der modernen welt.....	629
<i>Noskova V.D., Salimgireeva E.A.</i> the impact of longlines on the economy as a whole.....	636
<i>Obodetz E.A., Dudko L.V.</i> Les problèmes sociaux de la société moderne.....	640
<i>Pogodayeva D.A., Bozhko E.M.</i> Psychological difficulties in adaptation of the international students in the Ural Federal University.....	645
<i>Potekhina A.A., Salimgireeva E.A.</i> Cyprus issue.....	651
<i>Shvetsov A.A., Mirnyy M.S., Tayurskaya S.N.</i> Soviet repressions as an eternal pain of modern Russian society.....	655
<i>Valiullina E.B., Belozeroва A.A.</i> Das gedächtnis und die Achtung vor unserer vergangenheit auf dem beispil der heiligen zarenfamilie.....	661
<i>Zinatova N.I., Belozeroва A.A.</i> Der umweltschutz in Deutschland und Russland.....	667