

fact that the problem of costly higher education in America attracts more public attention. At the same time in Russia higher education is somehow taken for granted. Students enter the university and it is considered to be normal, it is not such a big deal that is why it is not discussed in public so much.

Thus after having made content analysis of texts from Russian and American sources we can say that for American people higher education is a sign of prestige and is a guarantee of bright future, respectful and high position in society. As for the Russian society, higher education is one of the necessary steps that every person should take. It's not always a guarantee of employment but it is a sign of inner cultural values. In other words, in the USA higher education displays material side of meaning whereas in Russia it displays a spiritual one.

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Особенности обучения иноязычной межкультурной коммуникации студентов в неязыковом вузе

Интеграция России в мировое культурно-экономическое пространство предопределила необходимость владения иностранным

языком как одним из условий востребованности квалифицированного специалиста на современном рынке труда.

В целях достижения высокого уровня обученности будущего специалиста-выпускника неязыкового вуза, возникает необходимость в разработке модернизированной модели обучения, применимой в условиях обучения иностранным языкам.

Иноязычная межкультурная коммуникация активно развивается при увеличении международных контактов между российскими и зарубежными вузами, создавая основу для организации проектной деятельности студентов.

Specific traits of foreign language intercultural communication of students at non-linguistic university

The present Russian high school system state has been prompted by positive changes caused by thoroughgoing innovations in the life of the society. Open state borders, European and worldwide globalization, modern technologies development, providing access to all kinds of information have brought significant changes not only in the life of Russian citizens but in high school as well. It has greatly influenced factors concerned with foreign language speaking as one of the main qualifications required for a young specialist in order to get a good job in modern labor market.

Today's targets are influenced by the modern life conditions, that are reflected in the appearance of new views on the nature of foreign languages and consequently on the teaching methods.

An essential problem of the lingual and intercultural development of a personality as a result is that traditional approaches and teaching methods do not fully take into account the particularity of the studied language from the point of view of its lingual and speech norms. The correct vocabulary and grammar do not always guarantee mutual comprehension in real communication.

In order to achieve a high level of education of a future graduate of a non-linguistic university, it is necessary to develop a completely new modern model of teaching, which can be successfully applied during the process of teaching foreign languages.

To reach this purpose it becomes topical to popularize scientific knowledge as its spreading is of great importance for the concept review

not only of the scientific and educational philosophy but intercultural aspect as well.

The division of the cultural and mass concepts, which has been treated separately until now, occurs exactly in the present stage of the high school development (not only linguistic one).

Mass culture is the product of natural development of the culture as the unity of subcultures, in terms of industrialization and informatization of the society. According to Vernadsky, any transformation of cultures is not “the termination of the culture”, but “expansion of its geographical area”. [1]

This point of view involves a completely new approach to the process of teaching the intercultural communication by means of wide use of modern mass-communicational processes and genres (movies, radio, television, video, audio, electronics, computers, and etc.). Thus, there appears a new understanding of all cultural phenomena that help to enrich personal experience of a student and contributes to the sample of a cultured and moral person in a modern society.

Foreign intercultural communication is being developed actively enough due to considerable increase of international contacts between Russian and foreign universities. All that creates the basis for the organization of practical activities projects of students, contributes to the development of speaking and intercultural skills. By international educational linguistic activity we understand step-by-step mutual training and educational, research and creative activity of students from different countries, implemented in the language studied full-time and on-line by means of modern Internet technologies, having the same problem, objective, tasks, methods, activity modes, focused on getting a mutual result. [2]

Taking part in the international educational linguistic projects, students of non-linguistic universities can raise their awareness not only about their native country, but also about the one of the studied language, and develop intercultural and speaking skills.

Some researchers determine a range of ways of forming the intercultural communicative competence in the process of studying foreign languages.

These ways are the following:

1) Intercultural trend. It is expressed in enriching of the native culture by means of acceptance of a foreign one (new knowledge about a foreign culture helps deeper understanding of a native one).

2) Behavioral trend. It is expressed in the ability to non-conflict communication with representatives of foreign cultures showing tolerance based on capabilities to co-operate with representatives of foreign cultures taking into account their values, rules, ideas.

3) Cultural trend. It is expressed in using linguistic means according to cultural norms of the studied language; in the ability to exchange ideas, to listen actively, to sum up, to pay attention to the speaker, to ask questions in order to understand the speech. [3, 26]

Consequently, formation of the communicative competence reflecting the reality of foreign communication of a person occurs during the simultaneous formation of linguistic, speaking and cultural competences, which respectively appear in the educational communicational environment.

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Учет различий культур при ведении бизнеса

В статье рассматриваются три наиболее важных аспекта этикета при ведении бизнеса: стереотипы, традиции гостеприимства и невербальное общение. Описываются случаи непонимания сторон в данных аспектах в силу культурных различий.