

Министерство науки и высшего образования Российской Федерации
Владивостокский государственный университет экономики и сервиса (ВГУЭС)

ИНТЕЛЛЕКТУАЛЬНЫЙ ПОТЕНЦИАЛ ВУЗОВ – НА РАЗВИТИЕ ДАЛЬНЕВОСТОЧНОГО РЕГИОНА РОССИИ И СТРАН АТР

Материалы XXIII международной научно-практической
конференции студентов, аспирантов и молодых ученых

21–23 апреля 2021 г.

В пяти томах

Том 3

Под общей редакцией д-ра экон. наук Т.В. Терентьевой

Владивосток
Издательство ВГУЭС
2021

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often encountered, and also not all subjects can be developed materials. Accordingly, in order for the teacher to have decent material for classes that will meet all the requirements and fulfill the tasks assigned to the teacher, the teacher must be involved in the process himself and be able to create his own resource with his own efforts in order for the work to be of high quality. This can be the creation of your own specific tasks on various online sites, or self-created material for training (table, presentation, video and audio materials, etc.). This solution is based on a huge range of teacher skills: analysis of existing information resources, selection of a learning platform, creation of your own resources. This determines the professionalism of the teacher.

In the course of the study, we examined the main training formats – face-to-face and distance learning formats, as well as an analysis of each of these formats and their differences. We have identified the main advantages and disadvantages of the distance learning format. The *object* of our *research* was a new form of the educational process – the format of distance learning.

After analyzing the formats of full-time and distance learning, we came to a conclusion. Despite the relevance of the transition to distance learning due to the epidemiological situation in the world and the variety of online resources, distance learning cannot fully serve as a full-fledged education, it has a number of its disadvantages leading to ineffective learning.

The problems of ineffectiveness of distance learning described in the abstract are based on the understanding of how these shortcomings, on the one hand, can slow down the learning process, and on the other, serve as an impetus for the development and mastery of new knowledge by students. The above problems show that even in the context of distance learning, in which learning takes place at a distance, there are ways to solve the main issues associated with the inefficiency of distance learning. The essay examines the main problems faced by a teacher and a student when switching to a distance education format. Each problem-task for a teacher and a student in the process of acquiring new knowledge is described in more detail.

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Рубрика: Нравы и обычаи в частной жизни

УДК 392

КУЛЬТУРНЫЙ ШОК В ЮЖНОЙ КОРЕЕ

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В статье анализируются некоторые культурные особенности Южной Кореи, которые могут отрицательно сказаться на восприятии культуры и менталитета страны. В пред-

ставленном исследовании проявляются характерные для Южной Кореи, но неординарные для России, особенности жизни. В ходе взаимодействия двух культур непонимание определяется ярким контрастом во всех сферах жизнедеятельности людей каждой из двух стран.

Ключевые слова: культурный шок, Южная Корея, особенности культуры, культ еды, «Конглиш», пластическая хирургия, тактильность.

CULTURE SHOCK IN SOUTH KOREA

This article analyzes some of the cultural characteristics of South Korea that can negatively affect the perception of the culture and mentality of the country, namely, those situations that can cause culture shock among tourists. The research reveals the peculiarities of life characteristic of South Korea, but extraordinary for Russia.

Keywords: culture shock, South Korea, cultural peculiarities, food cult, «Konglish», plastic surgery, tactility.

Traveling, people face the distinctive features of the culture that may surprise and even shock you. Travel is an essential part of human life these days. People travel for completely different reasons: for some people, travel is a hobby, someone wants to broaden their horizons in this way, for others it is an important part of work and someone just wants to take a break from their routine and change the environment, thereby learning something new outside of their country. Whatever purpose of your visit you set before traveling abroad, one way or another you will have to face certain moments in the culture or mentality of a foreign country, which can greatly surprise you and even cause a culture shock. Some situations in South Korea can cause some inconvenience and leave some negative impressions about traveling to this beautiful country.

The purpose of the research is to familiarize with the peculiarities of Korean Culture.

The main tasks to be highlighted in the paper are:

- 1) Learn the difference between the cultures of two countries: Russia and South Korea;
- 2) Reveal traditional aspects in the work place of South Korea;
- 3) Consider the examples of words borrowed from English in the Korean language.

What is the meaning of the definition of culture shock? Culture shock is the feeling of disorientation experienced by a person who suddenly becomes involved in an unfamiliar culture, lifestyle, or set of relationships between residents of a particular country.

The culture of Korea is quite different from that of Russia and quite often, such differences can cause immobility among tourists. The very first thing that can be eye-catching for international people and make a deep impression when they are in Korea is the cult of food: a huge number of restaurants and cafes of all cuisines of the world, at every step there are stalls with food, food delivery at any time of the day. The main specificity of Korean cuisine is the hot pepper taste of the dishes. This can be a big concern for tourists who do not like spices or have stomach problems. The second most common reason for misunderstandings is the activities (“get-togethers with colleagues”) after work, namely “hoeshchik” (in short “회식”). This event is quite traditional and everyone treats it as the official duty, especially if your boss invites you. Employees cannot refuse it because then it will be considered to be an insult and disrespect to a person who invited you. In fact, among your subordinates this does not at all look like work because conversations are conducted in a heart-to-heart manner, no one even tries to touch upon the topic at work. If there is a joker among this wonderful company, then no one will mind laughing at him heartily. This particular fact will not be disrespectful. After this rest, Koreans together with their boss usually go to karaoke to continue speaking and set a powerful community spirit. The most important rule is not to refuse!

The third thing is reckoned to be one of the most important and necessary factors in the linguistic respect. It is the translation rules or the level of penetration of the English language into Korean. In Korea, there is even a name for this aspect which is called “Konglish” (from the Korean language “콩글리시“). “Konglish” became widespread in the Republic of Korea as a result of the cultural influence of the United States. The process of industrialization began in the Republic of Korea only in the 20th century and proceeded in parallel with the introduction of the country to the world of Western culture. The Korean language bears traces of this phenomenon. It contains many borrowings from Western European languages including English, which came through the Japanese language.

Nowadays, many linguists talk about “English fever” in Korea. The use of English words in everyday conversations, advertisement and entertainment is now considered more fashionable and rele-

vant in Korea than ever before. However, this usage can often lead to misunderstandings due to challenges with pronunciation, grammar and vocabulary. Many of the phenomena of “Konglish” are based on the so-called direct translation. Adequate translation implies not so much translation of words as of the concepts behind these words. And these concepts may be very different.

Here are some examples of word borrowing:

- 1) 쥬스 [Джюсы] – «juice» – сок;
- 2) 네임 카드 [неим кады] – «business card» – кредитная карта;
- 3) 커피 [копи] – «coffee» – кофе.
- 4) 스킨케어 [скин кео] – «skin care» – средства по уходу за кожей;
- 5) 컴퓨터 [компюто] – «computer» – компьютер;
- 6) 컵라면 [хлоп ламён] – от слова «cup» – стакан, то есть лапша быстрого приготовления;
- 7) 매니큐어 [мэникюо] – «manicure» – маникюр;
- 8) 바이 바이 [пай пай] – «bye-bye» – пока-пока.

Koreans are very proud of their language, which is unique and unlike other languages. However, the modern generation is paying more and more attention to the English language, which is primarily due to its demand in the Korean and world labor market. Secondly, English is the language of world communication so Koreans also want to assert themselves and learn the language spoken by about 1.5 billion people around the world.

One of the most interesting moments that may surprise a tourist who has come to South Korea in the same sex touching. Here it is considered absolutely normal to hold hands, hug and touch each other to people of the same gender. In South Korea, it is a common practice for boys, girls and men to touch each other. They do it non-stop. For them, it is like a handshake. At first glance, it may seem that there is something more than an ordinary friendship between them but there is really nothing in this no hint of a relationship, except as a manifestation of friendliness. This behavior is also common in the relationship between students and the teacher; it confirms that you are of the same gender. In general, in the environment in which people move, you can rarely see a purely formal relationship. The Koreans are all backed up with friendly pats on the shoulder, neck massages and hair games. This is common even in high school and among fellow teachers. Do not be surprised when you see the same situation between two Korean women holding hands or walking arm in arm in Korea. This kind of gesture, called 팔짱끼다 (paljjangkkida). It means they show their close relationship and their bond as strong as sisters. You can often see two Korean students doing this. You may also see such interaction between a daughter and a mother. It is a friendly gesture, so do not be embarrassed when you see it on the street. And it is necessary to remember that such a gesture is acceptable only for people close to each other. If you are not familiar with the person or he is not your friend, do not neglect the tactility and touch once again to the interlocutor as this can alienate him offend and even scare.

The next reason for culture shock, which really astonishes foreigners who have visited Korea for the first time, is plastic surgery. According to statistics, every second resident of South Korea between the ages of 19 and 29 goes under the knife. It can be both a man and a woman. There are 2,330 practicing plastic surgeons in the country (the highest in the world!). For many residents these surgeries have become quite commonplace almost like going shopping.

The boom in the K-pop wave (Korean pop) has not only revolutionized the world's music charts but has also created new standards of beauty. Young people across East Asia are striving to look like their favorite idols: with wide-open eyes, small straight noses and pointed chins. Therefore, it is not surprising that South Korea is the most popular country for plastic surgery. Koreans even have a hiring term that gives preference to outwardly more attractive candidates.

In addition to a well-written resume and positive references, most employers want to have a good-looking employee in their company. According to a survey of 760 companies, 93 percent of firms indicated that they make hiring decisions based on a person's appearance.

From childhood, the standards of beauty imposed by the society affect the people, so they have to meet these standards to be more successful in the future. Therefore, plastic surgery is routine for Koreans. Many parents give their kids beauty transformation certificates for high school graduation presents. According to the survey, 41.4 percent of the teenagers surveyed said they dream of having different plastic surgeries. Young men and women in their 20s show pictures of pop stars and say this is how they want to look like. The celebrities set the Korean beauty standards. They are neat features, porcelain skin and shiny hair. The most frequent surgeries that both females and the males desire to undergo are:

1) Plastic surgery of the impending eyelid (blepharoplasty).

One of the most popular surgeries is "double eye surgery". According to local experts, many clients complain that their eyes look puffy and small due to the lack of a crease in the upper eyelid.

2) Surgical procedure to reduce the jaw.

The reference (by Korean standards) chin should be V-shaped. If nature has not rewarded such an operation to change, the jaw will help. During the operation (it lasts a couple of hours on average), a piece of the lower jaw is cut off.

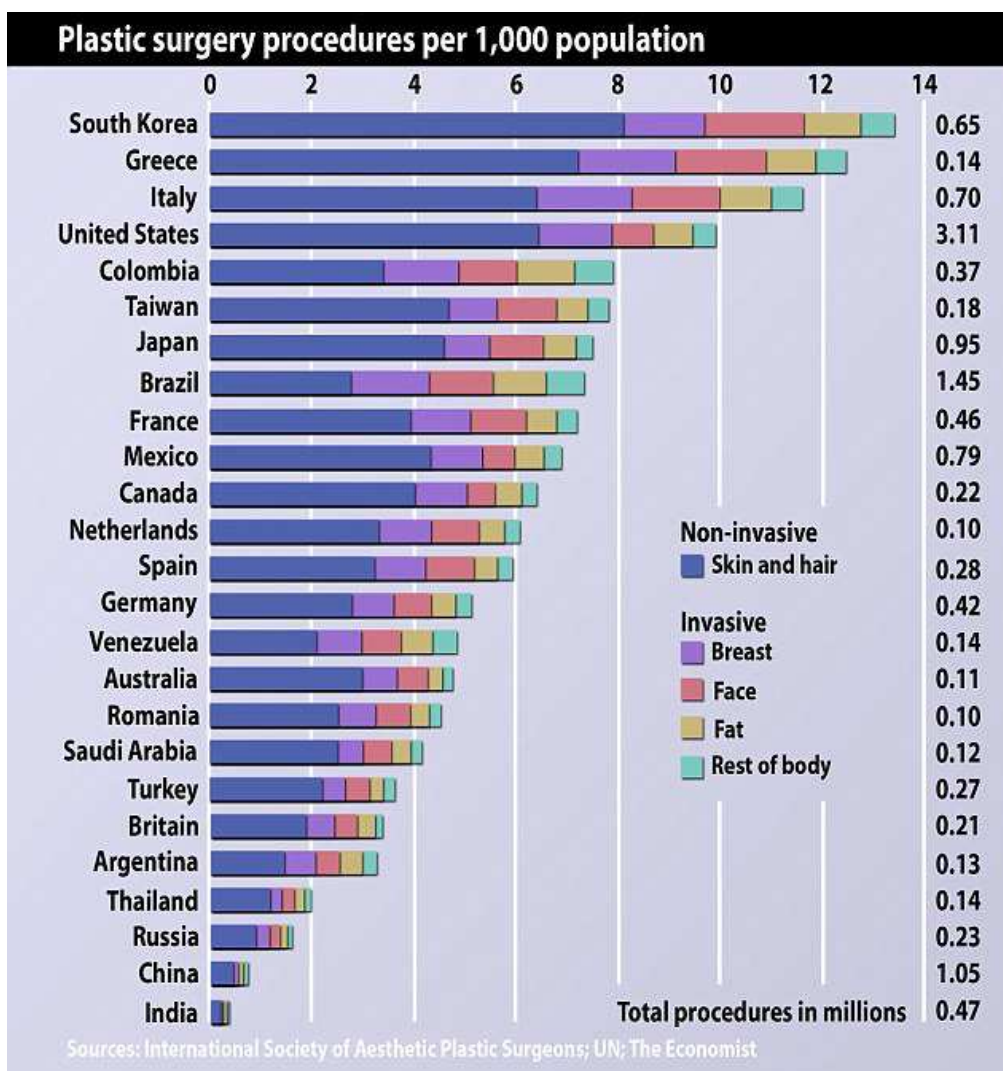
3) Surgery to change the nasal septum (rhinoplasty).

For many clients of Korean clinics, rhinoplasty is the best surgery. Despite the complexity and longer rehabilitation. It allows to eliminate external defects and serious anatomical disorders leading to a failure in the respiratory system.

- Changes in the shape of the tip of the nose.
- Asymmetry corrections.
- Elimination of excessive congestion of the wings of the nose.
- Smoothing the hump on the back of the nose.

4) "Cherry Lips" / Lip Plastics.

In the past, many people felt attracted by the plump lips of Angelina Jolie but now Koreans prefer a technique in which the filler is injected into only two areas and the lips become like two liquid berries. While women in Western countries use fillers to make their lips plumper and fuller, some Asians have their lips sutured. The incision is made along the vermillion border – the line of contact between the outer lip and the inner, mucous membrane. A part of both fabric is removed a seam is applied along the line of their contact.



No one states that all people must understand this somewhat shocking and versatile "world" called South Korea – a country with its own fears, doubts, attitudes and world order. Nevertheless, we should

respect and appreciate a «secret corner» with a colorful history and multifaceted culture of South Korea, especially, if you are visiting this country on vacation. Before arriving, you should familiarize yourself with her worldview and traditions so that if you face difficulties they would not seem too strange and "alien" to you. Forewarned is forearmed!

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Рубрика: Германские языки

УДК 81'44+81'373

МЕЖЪЯЗЫКОВЫЕ ПЕРЕВОДЧЕСКИЕ ПРЕОБРАЗОВАНИЯ В СОВРЕМЕННОМ ОБЩЕСТВЕННО-ПОЛИТИЧЕСКОМ ДИСКУРСЕ

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Межъязыковые переводческие преобразования происходят из смысловых и стилистических особенностей английского и русского языков. Сравнительные аспекты перевода англо- и русскоязычного общественно-политического дискурса выходят за рамки собственно структурных преобразований. Проанализировав англо- и русскоязычные общественно-политические тексты, мы выделили три паттерна их организации: формы передачи оценки достоверности сообщения, определение степени категоричности и различий в характере разговорности газетного/журнального текста.

Ключевые слова: общественно-политический дискурс, эквивалентность, адекватность, текст перевода, достоверность, категоричность, разговорность.

INTERLINGUAL TRANSLATION OF MODERN POLITICAL DISCOURSE

Interlingual translation transformations result from the semantic and stylistic features of the English and Russian-language systems. Comparative aspects of the political discourse go beyond structural transformations. Having analyzed Modern English and Russian-language political texts, we have distinguished three general patterns how to arrange them, providing the validity, degree of assertiveness and differences in the nature of newspaper / magazine texts colloquiality.

Keywords: social-political discourse, equivalence, appropriateness, the target language text, validity, assertiveness, colloquiality.

In the framework of translating by a native speaker of the target language, one of the most important aspects is the issue of interlingual structural transformations.

A central issue of this study is to investigate different strategies of interlingual transformations to ensure the stylistic appropriateness of the target language text to an original one.