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НА РАЗВИТИЕ ДАЛЬНЕВОСТОЧНОГО РЕГИОНА
РОССИИ И СТРАН АТР**

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<i>Ду Сяоя, Коновалова Ю.О.</i> «Мужские» и «женские» журналы в аспекте гендерной лингвистики	225
<i>Дун Цзялэ, Тюрин П.М.</i> Структурно-семантические особенности названий негосударственных медицинских учреждений г. Владивостока и Г. Сыпина	227
<i>Ли Пэнли, Коновалова Ю.О.</i> Особенности жанра «кулинарный рецепт» в русском и китайском языках	230
<i>Ли Чуньмэн.</i> Этнокультурная специфика речевого акта комплимента в русском и китайском языках	232
<i>Люй Бо, Тюрин П.М.</i> Структурно-семантические особенности названий автомагазинов г. Владивостока и Г. Чанчуня	234
<i>Люй Яньин, Криницкая М.Ю.</i> Структурно-семантические особенности наименований спортивных клубов в русском и китайском языках	237
<i>Су Янян, Коновалова Ю.О.</i> Особенности жанра «гороскоп» в русском и китайском языках	239
<i>Сунь Хуабинь, Пугачева Е.Н.</i> Структурно-семантические особенности русских и китайских фразеологизмов с компонентом «учеба»	242
<i>Сунь Хуацзэ.</i> Языковые особенности фитнес-блога в сети Instagram	248
<i>Сюй Юйси.</i> Этнокультурная специфика речевого акта лести в русском и китайском языках	250
<i>Хань Цзини.</i> Языковые особенности кулинарного блога в сети Instagram	251
Секция. FOREIGN LANGUAGE AS A MEANS OF POLITICAL, ECONOMIC AND CULTURAL COOPERATION IN ASIA-PACIFIC REGION	254
<i>Дерябина А.К., Котенко С.Н.</i> Сокращенные формы речевого общения как средство осуществления межкультурной коммуникации	254
<i>Ликунова С.В., Шеховцова Т.А.</i> Онлайн обучение: новый тренд или образование будущего?	257
<i>Шахов Р.К., Григорьева О.Г., Мясникова С.В.</i> Владивосток на современном этапе интеграционных процессов. Развитие или стагнация?	262
<i>Шульга И.О., Беркович Т.А.</i> Трудности перевода видеоигр	267
Секция. LANGUAGE, CULTURE, COMMUNICATION	270
<i>Барышева В.О., Горбунова М.В.</i> Почему молодежь уезжает из Владивостока: причины и способы решения проблемы	270
<i>Василевская Е.А., Кучеренко А.Л.</i> Осознанное потребление в модной индустрии как мировой тренд будущего	273
<i>Гомзякова Е.М., Морозова Ю.В.</i> Исследование проявления интуитивного поведения у молодежи	277
<i>Ковырнев М.В., Королева В.К.</i> Интеграция смешанного обучения в прикладных дисциплинах	281
<i>Конах Е.С., Морозова Ю.В.</i> Преступность в молодежной среде	284
<i>Машинина Д.Г., Горбунова М.В.</i> Проблемы загрязнения акватории г. Владивостока и пути их решения	288
<i>Хворостова Е.С., Смогунова О.С.</i> Основные проблемы развития образовательного туризма в Азиатско-Тихоокеанском регионе	291
Секция. СТРАНЫ АТР В КОНТЕКСТЕ ЯЗЫКА И КУЛЬТУРЫ	295
<i>Корнишук М.В., Молодых В.И.</i> Семантическое поле ключа «вода» в письменном варианте китайского языка	295
<i>Обручникова Д.Б., Молодых В.И.</i> Табу и эвфемизмы в китайском языке	298
Секция. ПСИХОЛОГИЯ И ФИЛОСОФИЯ – СОВРЕМЕННЫЕ ИССЛЕДОВАНИЯ	303
<i>Афонский Н.И.</i> Экзистенциальное одиночество: в поисках себя	303
<i>Войтышина Т.Н.</i> Оценочная тревожность у студентов с разными типами детско-родительских отношений	306
<i>Еремеева А.А., Коунникова Д.А.</i> Экспериментальное исследование отношения к человеку, совершившему оплошность	309

Секция. LANGUAGE, CULTURE, COMMUNICATION

Рубрика: Движение населения (сокращение населения)

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ПОЧЕМУ МОЛОДЕЖЬ УЕЗЖАЕТ ИЗ ВЛАДИВОСТОКА: ПРИЧИНЫ И СПОСОБЫ РЕШЕНИЯ ПРОБЛЕМЫ

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Статья рассматривает Владивосток в качестве города для жизни и реализации возможностей молодежи. Автор подробно исследовал причины, по которым люди уезжают из Владивостока, и предложил пути решения проблемы. Так же в статье представлены преимущества города и жизни в нем.

Ключевые слова и словосочетания: Владивосток, молодежь, причины оттока населения, плюсы жизни во Владивостоке, инфраструктура города, особенности Владивостока, Дальний Восток

WHY YOUNG PEOPLE LEAVE VLADIVOSTOK: REASONS AND WAYS TO SOLVE

The article considers Vladivostok as a city for youth. The author made a detailed study of the reasons why people leave Vladivostok and suggested ways to solve the problem. The article also presents the advantages of the city.

Keywords: Vladivostok, youth, causes of population outflow, advantages of living in Vladivostok, city infrastructure, features of Vladivostok, the Far East.

Achieving stable population growth in the country's Far East is a strategic challenge for Russia. The concept for demographic policy in the Russian Far East adopted by the Russian Government sets the objective of increasing the population of the macroregion to 6.5 million people by 2025, and increasing life expectancy to 76 years¹. To achieve this, a new quality of life will need to be established across every aspect of society. This means not just exceeding the national standard for Russia, but raising it to a level that is competitive with the quality of life in neighbouring countries. This needs to be done as quickly as possible, making use of all available resources. What measures need to be taken to stop the outflow of people from the region and secure population growth? What would make the Russian Far East a comfortable and attractive place to live? What most concerns residents of the Russian Far East?

Migration can play an important role in regional economic growth by affecting the size and composition of the labor force and potentially the overall spending base of the population. Individuals choose to migrate for a variety of reasons such as regional or geographic preferences, job opportunities, family, lifestyles, amenities and even weather².

Outflow of population is a big problem for cities, because the development of a city depends on the number of people. The problem is very urgent for Primorsky region – Vladivostok lost tens of thousands of

¹ Population of the Russian Federation by regions: federal state statistics service, 2019. URL: http://www.gks.ru/wps/wcm/connect/rosstat_main/rosstat/ru/statistics/population/demography/ (дата обращения: 01.12.2019).

² Shcherbakov D. The outflow of the population is difficult to explain // East of Russia: information-analytical, 2016. URL: <https://www.eastrussia.ru/material/ottok-naseleniya-vykhodit-iz-pod-obyasneniya/> (дата обращения: 13.12.2019).

young people last year and that fact slowed down the urban growth significantly. In this article, we try to find out the reasons why young people leave Vladivostok and suggest ways to solve this problem. In the beginning we want to say a few words about Vladivostok and its advantages.

Vladivostok is a port city, the administrative, cultural and economic center of the Primorye Territory and the Far Eastern Federal District. Additionally, the city is the largest scientific and educational center of the Far Eastern Region. Vladivostok is a city of great importance for the entire Far Eastern part of Russia. – Government of our country is rebuilding economic development that will be directed in the East, because it is the East where rapidly developing economies of the world – the Asia-Pacific countries are located³. Moreover, people from Asian countries visit our city every year that allows developing tourism sector of economic. We can see that the city is able to develop. But many young people don't support this point of view and don't want to live and work in this city.

In order to find out why young people prefer to leave Vladivostok, I interviewed 156 people in the range from 17 to 27 years old from different places of the city. About 62 percent of respondents said they would like to change their place of residence due to very high prices in our city, 15 percent had difficulties in finding job or occupations relevant to their skills, 16 percent called Vladivostok the province and the outskirts, 5 percent named other reasons.

Let's start with the first reason – high prices. Unfortunately, food prices in our region are much higher than in other regions of Russia. And the most part of money people have to spend on food, because it's dangerous for your health to eat cheap food of poor quality. The same situation is with property market. Apartments for rent in Vladivostok are the most expensive in Russia. According to a study by the Avito portal, the average rate here is 2,400 rubles per day. For comparison: Moscow in this rating is in second place with an average daily rental price of 2,285 rubles.

Buying an apartment in Vladivostok is also expensive. The city has rather high position in the rating of the portal "World of apartments". According to analysts, the average price per square meter in a new building in Vladivostok is 87,382 rubles. An apartment in a new house costs an average of 4.2 million rubles⁴. And the salaries also worth nothing in Vladivostok, unlike prices they are very high, especially for people just starting to work. Therefore, many young people cannot afford to buy an apartment in our city. Because of this, they prefer to move from Primorye to other regions of Russia, for example, to Moscow and St. Petersburg, Ufa, Kaliningrad, Krasnodar and Kazan. The main advantage of these cities is low housing prices with a relatively developed infrastructure and a good level of healthcare and education.

The second reason – people are unable to find a job relevant to their qualifications. After studying for four to five years, young people realize that all the efforts were in vain. And they have to work in professions which they did not prepare for at all. The situation itself devalues the higher education. Many people don't like this prospect and they find a way out in the form of leaving the city.

The next reason respondents mentioned in their questionnaires (Vladivostok is a province and outskirts) needs clarification. It is quite clear that Vladivostok is located in the Far East region on the periphery of the country. We all understand that there are more opportunities to reveal your potency in the capital and the central part of the country, this is very important for young people. There is better education and living conditions. Celebrities, politicians and the famous people live there. Realizing all the above advantages of the central cities of Russia, it is strange for young people to stay in the "province" all their lives.

Despite all these disadvantages, I suppose that our city can be made attractive to young people. Young specialists should be provided with money programs, benefits, apartments. According to the survey showed the main reason why people leave Vladivostok is the well-being.

What measures should be taken in this situation? According to the author's opinion, two main ways are necessary, without which development of human capital cannot take place.

The first one is the support and development of infrastructure that aids population growth in Vladivostok as well as in areas of Russia's national interests in the Far Eastern Federal District. The goal is to generate stable and well-paid employment.

The second is the support and strengthening of educational and scientific potential in Primorsky Region through the construction of new educational and research centers.

³ Interesting facts about Vladivostok // Questions and Answers, 2018. URL: <https://howtodoright.com/interesting-facts-about-vladivostok/> (дата обращения: 02.11.2019).

⁴ Sokolova A. How much is life in Vladivostok // The village: electronic journal, 2018. URL: <https://www.the-village.ru/village/business/our-life/298288-vladivostok> (дата обращения: 19.12.2019).

The rector of VVSU Terentieva proposed a rather precious idea. According to her speech in Program «Public Television Primorye» – «It's very important to show the young people the perspective. The senior cycle at universities should include a program according to which students will undergo a serious internship in enterprises. So they would be able to understand that there is work and the prospect of further development and the desire to stay will be much greater.»⁵

We can also show the young generation that Vladivostok is a city of opportunities. Not so many people live in it, so the level of competition is also very low. If we look objectively, our city is still better than many cities in Russia, so there is still hope for a better future. There is the amazing nature, it is much cleaner than in other major cities.

The Russian President, Vladimir Putin gave an extensive speech at the Plenary session of the Far Eastern Economic Forum in Vladivostok on September 5, 2019 as he outlined plans to develop the city as a strategic hub within North-East Asia⁶.

The President mentioned that Vladivostok and much of Russia's Far East had been militarized during the Cold War and little social or lifestyle infrastructure had been invested in the region prior to the late 1990's. It had only really been open for business and trade for twenty years, and even during much of that time had been managed by officials who had grown up during the Soviet years and had possessed that similar mentality. Now, he said, the Far East region attracted 32% of all FDI into Russia and the country needed to react to improving the ability for Russians, tourists and foreign business people to visit, live and work there. Extensive funds had been invested in Vladivostok the past five years, he said, and the Far East Russian region as a whole had by far the largest amount of tax incentives in Russia to spur development.

Russia's Far East had long suffered from younger residents leaving for opportunities elsewhere, and this trend needed to be reversed he said, although there were signs that more young people were opting to stay.

Mentioning that the GDP growth in Russia's Far East was 3 times higher than the Russian national average, President Putin also said that an international campaign would start to be implemented with the opening of more Russian cultural and exchange centres in more overseas locations. He said the Russian Far East would develop and become a global centre of how to balance economic development with eco-friendly business.

In conclusion, Vladivostok has every chance of developing, but this requires human factor. The young people are important for development of our city, because they are the future of the nation. The young can uphold the foundation laid by their precursors. They also can come up with dynamic and progressive ideas to fill gaps and missing links which past generation failed to accomplish. But they will do none of the above if there are bad conditions.

The Russian Far East has experienced a deficit in many respects since the start of its development: because of its remoteness from the central part of the country, it has often lacked qualified specialists, many types of goods, services that were familiar to people living in the West of Russia, and, finally, bright events. However, the population of the Far East (only 6.1 million people as of 1 January 2018) which was small compared to the adjoining regions of Asia, also always wanted to live no worse than in other parts of Russia. In September 2017, Russian President Vladimir Putin formulated the task for the Far East in the coming years: the standard of living here "should not only reach the average Russian one, but also to have prospects of exceeding this level as soon as possible." "Our main task is to increase the attractiveness of the Far East. This means decent housing, quality health care, transport accessibility, modern schools, kindergartens, and nurseries. In short, this means creating conditions for as many hardworking, talented and educated people as possible to come here." The strategic goal of the demographic policy of the Far East through 2025 is to stabilize the population of the Far East at 6.2 million by 2020 and increase it to 6.5 million by 2025.

1. Interesting facts about Vladivostok // Questions and Answers, 2018. – URL: <https://howtodoright.com/interesting-facts-about-vladivostok/> (дата обращения: 02.11.2019).

⁵ VSUES Rector Tatyana Terentyeva. We know how to stop the outflow of young specialists from Primorye // VVSU: electronic article, 2019. URL: http://vvsu.ru/latest/article/2146357041/rektor_vgues_tatiana_terenteva (дата обращения: 12.11.2019).

⁶ Vladivostok & Russian Far East To Be Developed As Significant North-East Asian Resource & Trade Hub // Russia Briefing: electronic topics, 2019. URL: <https://www.russia-briefing.com/news/vladivostok-russian-far-east-developed-significant-north-east-asian-resource-trade-hub.html/> (дата обращения: 26.03.2020).

2. Population of the Russian Federation by regions: federal state statistics service, 2019. – URL: <http://www.gks.ru/wps/wcm/connect/rosstat/ru/statistics/population/demography/> (дата обращения: 01.12.2019).

3. Shcherbakov D. The outflow of the population is difficult to explain // East of Russia: information-analytical, 2016. – URL: <https://www.eastrussia.ru/material/ottok-naseleniya-vykhodit-iz-podobyasneniya/> (дата обращения: 13.12.2019).

4. Sokolova A. How much is life in Vladivostok // The village: electronic journal, 2018. – URL: <https://www.the-village.ru/village/business/our-life/298288-vladivostok> (дата обращения: 19.12.2019).

5. Vladivostok & Russian Far East To Be Developed As Significant North-East Asian Resource & Trade Hub // Russia Briefing: electronic topics, 2019. – URL: <https://www.russia-briefing.com/news/vladivostok-russian-far-east-developed-significant-north-east-asian-resource-trade-hub.html/> (дата обращения: 26.03.2020).

6. VSUES Rector Tatyana Terentyeva. We know how to stop the outflow of young specialists from Primorye // VVSU: electronic article, 2019. – URL: http://vvsu.ru/latest/article/2146357041/rektor_vgues_tatiana_terenteva (дата обращения: 12.11.2019).

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УДК 504.03

ОСОЗНАННОЕ ПОТРЕБЛЕНИЕ В МОДНОЙ ИНДУСТРИИ КАК МИРОВОЙ ТРЕНД БУДУЩЕГО

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В настоящее время индустрия моды развивается стремительно, швейные компании производят около 150 миллиардов одежды в день, и более половины этих вещей не перерабатываются – они просто выбрасываются, как мусор. Этот факт заставляет нас пересмотреть наши взгляды на потребление и переработку одежды, а также мы должны научиться быть более ответственными, когда покупаем очередную ненужную вещь. Сегодня существует понятие «быстрая мода», используемое в современных журналах, интернет-статьях и даже в книгах на эту тему, это дает нам информацию о том, что полный производственный цикл в индустрии моды оказывает огромное влияние на экологическую обстановку в мире. Каждый современный человек должен помнить о том, что одна покупка одежды сегодня однозначно влияет на состояние среды в будущем, и все мы заинтересованы в создании и поддержании тенденции на осознанное потребление ради себя и будущих поколений людей на планете.

Ключевые слова и словосочетания: быстрая мода, вторичная переработка, окружающая среда, индустрия моды, сознательное потребление, экология, пластик, будущее планеты

CONSCIOUS CONSUMPTION IN THE FASHION INDUSTRY AS A WORLD TREND OF THE FUTURE

Nowadays the fashion industry is developing dashingly, clothing companies produce 150 billion clothes a day and more than half of these things are not recycled – they are simply thrown away like garbage. This fact makes us rethink our views on consumption and clothing recycling and also we should be more responsible when we buy another unnecessary thing. Today there is a concept – Fast