ПРОФЕССИОНАЛЬНАЯ ИНОЯЗЫЧНАЯ КОММУНИКАЦИЯ В ТЕХНИЧЕСКОЙ СФЕРЕ

Криницын Р.А., Золотухина В.П.

Комсомольский-на-Амуре государственный технический университет, Комсомольск-на-Амуре, e-mail: nakms@mail.ru

In modern times the production processes become more and more complex. Every passing day demands new requirements for technique, its existence in enterprises and such moments can significantly accelerate the manufacture. Not sufficient abilities of human resources and their low working speed forced to look for better ways to improve the performance of enterprises in different industries.

Automation appeared to help humanity. It's the process which handover management and control functions to automatic devices and instruments. Thus, It helps not only to increase efficiency, but also improve the quality of products and create optimal conditions for all production resources.

Unfortunately, nowadays, domestic automation products and other high-tech equipment are almost not produced. Companies are forced to work with foreign partners and suppliers of equipment. But, it causes problems which are connected with language barrier. Means of professional foreign language communication help to overcome these problems. English is an accepted business language, generally speaking. Professional foreign language communication is used for negotiations, procurements, experience exchange, etc. Thus, There is a need to have some employees who speak English fluently. This skill can really facilitate the work and be useful in different situations, ranging from organization of negotiations to translation of instructions.

The necessity of using the English language at high level is awared by a growing number of managers, directors and other key figures of Russian companies, who represent Russia on the international market. The sooner Russian specialists speak the universal language of business communication, the more convenient it is for foreign partners to work with us. Consequently, they entrust the great expectations with potential of the Russian Federation.

МЕЖДУНАРОДНОЕ ПРОИЗВОДСТВО ЭЛЕКТРОНИКИ

Кулик Д.О., Кутузова Н.С.

Комсомольский-на-Амуре государственный технический университет, Комсомольск-на-Амуре, e-mail: diman999@inbox.ru

In the latest years Russia reaches new frontiers in the area of electronic manufacturing. Our country can boast a close collaboration with well-known world brands, such as: Samsung, Panasonic and Acer. Samsung Corporation officially announced about launch of LED TVs at their own factory in Kaluzhskaya region. LED technology is rather new. It was introduced into practice in 2009. In these TVs LED backlights are used instead of lamps. So this technology allows to improve the quality of display and energy efficiency.Recently the first Russian mobile telephone was created. It is named MTS Glonass 945 and equipped with global satellite navigation system. This phone works under the new operational system Android 2.2. But the final assembly takes place in Russia. Except the new phone Russian engineers in common with Chinese colleagues developed new graphic pad Rover pad 3WG70, working under control of OS Android. This gadget has many necessary functions which allow you to work everywhere. Universal multi applications cards will be the main trend on the electronic identification market for the coming years. According to the official project website, Russian citizens will have the Universal Electronic Card (UEC) in 2012. The card will be adopted around 1000 national and regional services along with about 10,000 commercial enterprises. The Russian project will allow citizens to not only have access to institution services but also to prove identity and signature and have medical insurance and pension information. The UEC will serve as a transportation access card for public transport, a standard credit card to pay utilities, tickets, fines etc., a healthcare card for registrations and prescriptions, and also as an education card. Russia has reached the new standard in the sphere of innovation technologies.

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СОВРЕМЕННЫЕ ТЕНДЕНЦИИ В БАНКОВСКОМ ДЕЛЕ

Мелешко А.М., Игнатьева Е.А.

Комсомольский-на-Амуре государственный технический университет, Комсомольск-на-Амуре, e-mail: nakms@mail.ru

The most important modern trends of global banking development are consolidation, globalization, information technology and risk management. During the course of study these trends were recognized as major and the most noteworthy. Consolidation is the phenomenon of banks merging to create organizations that are both larger and more streamlined. Globalization follows naturally on from the issue of consolidation. It presupposes creation of banks or banking groups that literally bestride the world or at least aspire to do so. It should again be emphasized, though, as mentioned above, that nobody lives in the country known as 'global' – every global bank must, first and foremost, be an expert in all the national markets where it operates. Customers are not interested in its global strengths, but, rather, in its strength in the national market where they run their lives. When one analyses the role of IT in banking, it soon becomes clear that it is a force; that both makes change happen and is a response to change. In many industrial and commercial sectors, technology is only implemented in direct response to customer demand, but the dynamic of the use of technology in the banking industry is subtler than this. Modern economic theory and investment science, such as modern portfolio theory has furnished banks and other types of financial institutions with a wide range of methodologies for assessing and evaluating risk. These are designed to allow banks to assess the risk both of specific areas of their activity and also provide a composite picture of risk throughout their organization.

СОТВОРИ МЕЧТУ – МЕЖДУНАРОДНАЯ ОРГАНИЗАЦИЯ

Орлова А.С., Першина Е.Ю.

Комсомольский-на-Амуре государственный технический университет, Комсомольск-на-Амуре, e-mail: asila@mail.ru

Chris Greicius was seriously ill with leukemia. Tommy Austin, a friend of family knew that a boy's dream was to become a police officer and promised to organize a flight on a helicopter. Ron Cox from the department of public security together with Chris made a flight on a police helicopter from Arizona to Finix. In the department Chris was awarded the honorary title of the first and the only police officer of Arizona.

On the first of May department's officers presented the police uniform for Chris. On the second of May happy Chris returned to hospital and hung this uniform, helmet and bonnet so he could see them. On the third of May Chris died.

Since that day police officers had falling to thinking to give an opportunity to make a wish to other sick children. They established the Chris Greicius Make a wish memorial in Finix.

Make-a-Wish foundation became an international the largest wish-granting organization in the world. The mission of a Make a wish foundation international is to grant wishes to children (2,5 to 18 years old) with life-treating medical conditions to enrich the human experience with hope, strength and joy. Volunteers' movement of foundation accounts for 30 thousand people and companies. Make-a-Wish Foundation institutes the World Wish Day which celebrated on the 29 of April. This is the day, when Chris Greicius desire was granted.

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ПРОБЛЕМЫ МЕЖКУЛЬТУРНОЙ КОММУНИАЦИИ ПРИ ИСПОЛЬЗОВАНИИ СОЦИАЛЬНЫХ СЕТЕЙ

Петрунина М.В., Батракова Е.Б.

Комсомольский-на-Амуре государственный технический университет, Комсомольск-на-Амуре, e-mail: nakms@mail.ru

Социальная сеть (Интернет) – платформа, онлайн сервис или веб-сайт, предназначенные для построения, отражения и организации социальных взаимоотношений [2]. Сегодня мы можем себе позволить контактировать не только с жителями своего региона или страны, но и со всем миром. Это способствует не только развитию международных отношений, бизнеса, межкультурных связей, но и поднимает многие проблемы межкультурной коммуникации.

На сегодняшний день огромную популярность имеют такие виды социальных сетей, как «Skype», «Mail Agent», «ICQ» и др. Одним из препятствий при установлении диалога двух собеседников является языковой барьер. Языковой барьер – фраза, использующаяся в переносном значении и обозначающая сложности в коммуникации людей, связанные с принадлежностью говорящих к разным языковым группам [3].

Конечно, существует огромное количество онлайн переводчиков, готовых мгновенно перевести любой текст на необходимый язык. Такие переводчики, как, например, популярный «Google Translator» дают только дословный перевод, не всегда опираясь на грамматику использованного языка. Из-за этой особенности многие тексты строятся неверно, искажается первоначальный смысл.

К примеру, общение по «ICQ»:

– Do you wanna chat?

– I'm busy.

– Hello, Busy, I'm Abraham [1].

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ПРОБЛЕМЫ МЕЖКУЛЬТУРНОЙ КОММУНИАЦИИ ПРИ ИСПОЛЬЗОВАНИИ КОМПЬЮТЕРНОГО АМЕРИКАНСКОГО ЖАРГОНА

Петрунина М.В., Батракова Е.Б.

Комсомольский-на-Амуре государственный технический университет, Комсомольск-на-Амуре, e-mail: nakms@mail.ru

Одной из проблем межъязыковой коммуникации в сети в последнее время стало использование «компьютерного американского жаргона». Компьютерный сленг (жаргон) – разновидность сленга, используемого пользователями компьютеров [2]. Бурный рост со второй половины XX века компьютерных технологий внесли в русский язык громадное количество специальных слов и выражений, богатую разветвлённую терминологию. Часто это заимствования из английского компьютерного жаргона. Примером служат слова «геймер» — от английского жаргонизма gamer, где геймером называют игрока в компьютерные игры или «думер» – от doomer – это поклонник игры «Doom». Именно переосмысленные англоязычные термины стали основой «компьютерного жаргона», который привлекает в последнее время все большее внимание исследователей: «… технические термины постепенно преобразуются в жаргонизмы, имеющие определенную эмоционально-экспрессивную окраску, чаще всего иронического характера» [1].

Примером комизма в данной ситуации может стать использование так называемой фонетической парелльельности компьютерных терминов и общеупотребительных русских слов: «Microsoft Enretnet Explorer» транслируется как «майкрософт интернет испортил», «abort retry ignore» – «попытку аборта игнорировать» и т.д. Степень звукового совпадения, как показывают примеры, может быть различна, но именно эти «ляпы» препятствут верному пониманию текста.

Таким образом, при недостаточном знании языка, использовании новых терминов, пригодных только для сетевого общения, взаимодействие в социальных сетях становится уделом «избранных», тех, кто имеет опыт общения с подобного рода жаргонизмами или в совершенстве владеет иностранными языками.

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THE SOCIETY FOR WORLDWIDE INTERBANK FINANCIAL TELECOMMUNICATION

Сакулина О.А., Игнатьева Е.А.

Комсомольский-на-Амуре государственный технический университет, Комсомольск-на-Амуре, e-mail: nakms@mail.ru

SWIFT is the Society for Worldwide Interbank Financial Telecommunication, a member-owned cooperative through which the financial world conducts its business operations with speed, certainty and confidence. More than 9,000 banking organisations, securities institutions and corporate customers in 209 countries trust it every day to exchange millions of standardised financial messages.

SWIFT provides a centralized store-and-forward mechanism, with some transaction management. For bank A to send a message to bank B with a copy or authorization with institution C, it formats the message according to standard, and securely sends it to SWIFT. SWIFT guarantees its secure and reliable delivery to B after the appropriate action by C. SWIFT guarantees are based primarily on high redundancy of hardware, software, and people.

SWIFT enables its customers to automate and standardise financial transactions, thereby lowering costs, reducing operational risk and eliminating inefficiencies from their operations. By using SWIFT customers can also create new business opportunities and revenue streams. SWIFT does not hold funds nor does it manage accounts on behalf of customers, nor does it store financial information on an on-going basis. This activity involves the secure exchange of proprietary data while ensuring its confidentiality and integrity.