

Methods of creating a positive image of Murom within the cross cultural dialogue

The modern stage of development of the world community is characterized by the fusion of political, economic and cultural processes. Russia is the country with rich culture and history, identifying itself as an integral part of the global world. It seeks success saving its own national interests. But our international partners ignore the latest aspect nowadays; they interpret Russian activities in the wrong way. However the cross cultural relationship between Russia and other countries does not lose its importance regardless the American and European sanctions. The majority of business partners are not ready to stop contracts with Russia. It is in the interest of Russia to save and develop steady cross cultural dialogue, which is understood by scholars as "equal cultural communication founded on the common understanding its representatives, perception and comprehension of the other cultural values".

What can we, students of the Murom Institute, do for promoting peace? The answer is to turn to the history, orthodox traditions and cultural heritage of our native town. It is the Russian tradition, not only to defend our homeland with a sword, but also to show tolerance even to enemies. A kind word, manifestation of love to people of other cultures are typical Russian tools, as millennial national history proves, help us to represent native city as well as the whole Russia. This will contribute to the destruction of a negative image of our country formed currently by the politicians and the media of the United States and Europe.

In order to find the ways and means of creating a positive image of the homeland we analyzed the 10-year experience (2004-2014) of international activities of the Department of Foreign Languages (Murom Institute of Vladimir State University). Evidence of its effectiveness is the fact that most of these projects are done on a regular basis and the participants of both sides give positive feedback (see <http://www.mivlgu.ru/node/594>).

In addition, regional literature was analyzed. We developed the algorithm of the implementation of international projects on the basis of an educational institution.

As a result of the analysis, it was found that the most popular and close to communication nature is a method of excursions. However, the content of informational tours should not be strictly of historical character offering the description of events in a chronological order. It seems most appropriate axiological presentation of the history and culture of Murom, where the main semantic center of the story becomes the values that are embodied in people, events, traditions, buildings, monuments and act as spiritual links that unite Russian society. Initially the value is presented and explained as a vital imperative, then its people bringing it to life are described, and finally the building or other material object are introduced. The main traditional Russian values becomes a focus among those that can be addressed are the following: fortitude and strength of the body (for example, the life story of the Russian hero Ilya Muromets), love, fidelity and family ties (for example, the life of Peter and Fevronia of Murom), service, and sacrifice (for example, the life story of Juliana of Lazarevo, mayor of Murom AV Ermakov). In this approach, the emphasis is not made on the external image of things (usually foreign guests come to Murom being already "tired" from churches and monasteries, shown them in larger cities), but on the core, heart of them.

Another method of creating a positive image of the homeland can be called a "host family". It involves hosting foreign guests by Murom families. This method has been successfully used in MI VISU. Foreigners are placed in families of students who have expressed a desire to participate in the project. The analysis of reviews of project participants and, my own experience show that informal communication within the family members of different ages and cultures contributes to a better understanding. Russian hospitality can destroy negative stereotypes about Russia.

Another method of creating a positive image of Murom is "Internet method", which involves posting photo, video and text materials on the sites and pages of the participants of international projects on both sides (Murom and foreign). Materials must demonstrate attractions of Murom and interesting events or smiling faces. These materials will be accessible to those who study Russian and only plans to come here. Today teachers and students of MI VISU, participating in various international projects, did their best not only to represent our university, but also the hometown of Murom. It should be noted that many projects of this institution are designed in such way as to include visits to three large cities: Moscow, St. Petersburg, Vladimir and only one small city: Murom. And the project Alternative Spring Break is the only project where Russia is narrowed down to one city- Murom, thereby imposing a huge responsibility on Murom participants in shaping a positive image of the entire country by the example of our city. In addition, information about cooperation with our institute was posted by Dr. Pope on the Facebook page under the heading «Our Murom Connection» (<https://www.facebook.com/media/set/?set=a.10151946174971290.1073741853.184076861289&tupe=1>). We are were also introduced to the materials of the book in English «A HISTORY OF THE VLADIMIR REGION FOR TOURISTS», prepared by the American side, where there is one section devoted to the city of Murom which is placed online at <http://www.serendipity-russia.com/history.pdf>

Who will apply the methods described? We - the future teachers are. At the present stage of development of Russian education system training of specialists, able and ready to act as equal participants in intercultural communication is required. However there is a contradiction between the need to develop international relations in the sphere of education and lack of or limited experience in future teachers in the implementation of international projects in a specific institution. In connection with this was developed an algorithm, which provides a sequence of recommended actions for successful implementation of a specific international project based on the educational institution has been developed.

Further development of the considered issues is related to the improvement and description in details of the proposed algorithm focusing on the value aspect of regional historical and cultural heritage that will allow to create a positive image of Murom among foreign participants of intercultural dialogue.