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Modern fashion in Russia and the USA

Today, fashion is pretty an actual phenomenon. People need to suit a certain social status. Fashion helps to properly navigate in creating somebody's style. USA and Russia have played an important role in formation the world fashion traditions. We are also interested in fashion. Students try to follow fashion trends to be on an equal basis with peers as well as stand out from the crowd. Fashion develops and changes over time. Changes in fashion depend on what happens in society. Also, the creation of new materials, the development of international relations affect the emergence of new fashion trends. Fashion is different in all countries of the world.

American people wear all types of clothes, such as in any other Western countries. One of the most important things about clothes is that they should be comfortable and appropriate for the occasion. Clothing in the United States also depends on a variety of factors including location, venue, and demographic factors such as ethnicity. Jeans are a consistent fashion trend among all classes, with variations being vast in both price and style. The western states are commonly noted for being more informal in their manner of dress than those closer to the eastern seaboard. Conspicuous consumption and a desire for quality have also led to a strong preference for designer label clothing among many in the middle and upper classes. In the USA, following the rules of etiquette, men usually wear suits for office work while women wear dresses or skirts. In hotels and restaurants people also tend to put on something more formal such as ties and smart dresses. Jeans and open shirts are just not allowed at times. Doctors, lawyers and business people also wear quite formal clothes.

The boho style is, perhaps, the most American style. It combines the simplicity of the cut and the many details, inherent in both the bohemian style and the style of hippies. This style coexists with avant-garde classic and luxury. If you associate the denim type of clothing with the United States, then you will be right, since denim style clothing is one of the most common for this country. This fashion trend is called denim. Jeans were first made in 1853 by Levi Strauss. They were used as working clothes for farmers. This style has never gone out of fashion. American casual style is a favorite among American women - trainers, sneakers, pants and white shirts. All things are combined with each other, so as not to think too long when the girl chooses the style of casual clothing. This style may include bright colors. [2] The tolerance shown for personal expression such as [cross-dressing](#) and piercings varies greatly with location and sub-culture, and may be completely appropriate in one venue while being [taboo](#) in another.

As for children and teenagers, when they are at home or play with friends, they usually wear something like t-shirts, jeans and sportswear. It's very important for teenagers to have the right clothes. So, most of them love to shop for the latest fashions. However, in a great number of schools children must wear a school uniform.

In Russia, the formation of fashion trends began to develop only at the end of the twentieth century, when some changes began to occur in the minds of people and in the infrastructure of the social strata of the population.[1] Russian consumers have already developed personal consumer preferences - their needs in the fashion industry were aimed at purchase of branded production from foreign manufacturers. One of the most stable at the moment areas of the fashion industry is branded clothing and accessories which are almost always equally in demand in the Russian fashion market.

Once it was considered correct to create fashionable images in one style. Now, there are fashion options when a full image is created with the use of details belonging to different styles and even to different times.[3] The main rule of fashion is everything possible if only the image reflects your individuality. It is also desirable not to combine more than two styles in one set. The classic fits to everything - this is one of today's rules. To avoid mistakes, it is recommended to create kits according

to the formula: classic + one any other style. Also, the style of clothing must be age appropriate. Also, fashion trends in Russia are largely dependent on climatic conditions. For example, winter clothing is much tighter and warmer in our country than winter clothing in America.

The American style with its elegance, rigor and perfection has long been a global brand. It is loved all over the world. Most often the Russian style combines elements of foreign fashion. Many people order clothes on the Internet because nowadays our fashion trends coincide in many ways with the American ones.

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Education in the USA and Russia

The American education system consists of 3 basic components: elementary, secondary and higher education. There is also a preschool education. At the age of 4 or 5 children go to a nursery school. The preschool education program aims to prepare children for elementary school through playing and help them to acquire the experience of association. It lasts for a year. Then they go to the first grade. [1]

Compared to America, Russian 2-3-year-olds start pre-school education in nurseries and kindergartens and stay there until they are 6-7 depending on the region. Classes include drawing, modeling, songs and physical education as well as walks and games. Also children may sculpt, cut, draw, dance, learn poems, and make gifts [2].

The difference between Russian and American schools lies in the structure and the approach to the study process. In both countries, education is compulsory for everyone. In America, children study for 12 years: junior, secondary and senior schools. Junior school offers a unified program, whereas secondary school adds elective courses to the compulsory program. In senior school, a pupil makes independently more than 50% of the schedule planning his/her future education. Along with community schools, there are private schools, and making a comparison between state and private schools, it becomes obvious that the latter provide enhanced knowledge of many subjects.

In Russia, children study for 11 years. Russia has a nine-year compulsory education. Students start at six and finish at fifteen. This nine-year Russian education is called Basic Education and is taught in a Basic School. This is not the same in the United States. Russia's Basic School could be thought of as an Elementary School, a Junior High, and the lower level of High School combined into one school. After nine years of required education, students can go to Complete Secondary schools or professional or vocational schools. These schools are very similar to High School in the United States. Complete Secondary schooling lasts for two years and Professional schooling lasts four years after completion of Basic School. The grading system in Russia is a system of numbers ranging from a two to a five. A five is similar to an A in the United States. The grading system is as follows: five is excellent, four is good, three is satisfactory, and two is unsatisfactory.

Academic year in America lasts from September to July and is divided into three trimesters: Autumn trimester: from early September to mid-December. Spring trimester: from early January to mid or late March. Summer trimester: from early or mid-April to mid-July.

The academic year in Russia generally begins in September and ends in May. It is divided into 2 terms which include 2 half-terms.

In Russia, there is no school uniform. Although in the USSR, there was a standard school uniform. The boys had to wear dark blue trousers and a jacket. The girls wore a dark brown dress with an apron. For everyday wear, the apron was black, for the holiday — white. The addition to the dress was white cuffs and collars. In the US, a school uniform is required only in some schools.

Russian and American systems of higher education have many differences in educational process organization. In Russia, it is possible to study free of charge at university while in the US the education is paid. To enter a university, you should pass the Unified State Examination and score the required number of points or pass entrance exams.

Most students in the United States take the SAT Reasoning Test known as the Scholastic Aptitude Test or the ACT known as American College Testing during their final year of high school. Each university sets a minimum SAT or ACT score that a student must achieve in order to gain admission. These are standardized quantitative examinations. The SAT tests critical reading, mathematics, and writing skills. The ACT tests English, mathematics, reading, and science reasoning,

and includes an optional writing test. The applicant also may be required to have a personal interview with a representative from the admissions office. [3]

Russia and the United States of America have several similarities when it comes to educational policies. Both countries' systems are based on the German system of education but there are some variations made by both countries. In the last 4-5 years, there was a push for educational reform in Russia. This reform includes diversification, humanization, decentralization of management and a non-public sector of education. The reform is pushing the Russian education system to be similar to that of the United States. This reform is still in progress.

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Holidays in Russia and the USA

Holidays are traditions that have existed for centuries. Moreover, they have a theme reflecting history of people, the country and the world.

Both Russia and the USA have a great number of holidays. Christmas is considered the most favorable holiday in the US. Americans always put emphasis on Christmas that is celebrated on December 25. They prepare for it responsibly and carefully. They traditionally spend time with their families [2]. A Christmas chant is an important part of Christmas in the USA. Children come to the front door and start to sing in the evenings. Christmas is celebrated in a different way in Russia. Special services are held in churches at night from the 6th to the 7th of January. Many people perceive this day as another additional day off. Nevertheless, people walk, play and have fun in the evening of Christmas.

Easter is another famous holiday in the world. There is a belief in the Easter Rabbit in the US and there is no in Russia. It is one of the main differences. Americans do not bake Easter cakes. They give each other chocolate eggs instead. It is common to organize Easter egg hunts in America [4]. Eggs of some form are hidden, supposedly by a rabbit or hare. Then children search for them.

International Women's Day is one of the most popular holidays in Russia. It is celebrated at the state level and is a day off. Women are given flowers, postcards with poetry, chocolate, and other pleasant gifts. Popular Russian entertainers organize concerts and performances to create the festive mood on March 8. However, the traditional way to celebrate it is at home among friends and family. International Women's Day is not celebrated in the USA. Although the holiday is known there as in the other North American countries.

Another holiday, Labor Day, has a similar name but is celebrated differently. It is celebrated on May 1 in Russia. Russians usually go to their country homes to work in the garden. Labor Day lost its socialist meaning after the Soviet Union's collapse, but some political parties and labor unions may still organize demonstrations on this day. Americans celebrate Labor Day as a symbolic end of summer on the first Monday of September. As a rule, Americans spend this day either with their families or in a small company of friends [2]. In some neighborhoods, people organize fireworks displays, barbecues and public arts or sports events [6].

Also Americans have holidays that are not typical for Russians. Thanksgiving Day is one of them. It is celebrated on the fourth Thursday of November. Families and friends get together for a meal that traditionally includes a roast turkey, stuffing, potatoes, vegetables, cranberry sauce, gravy, and pumpkin pie [7]. In some cities and towns, there are parades during the Thanksgiving weekend.

Nevertheless, there are similar holidays in the USA and Russia. For example, Memorial Day and Victory Day. Memorial Day is celebrated on the last Monday of May in the United States. People remember all Americans who has died on the battlefields. There is a tradition to lay wreaths on soldiers' graves [3]. A red poppy is a symbol of this day. We can compare Memorial Day with Victory Day in Russia. People congratulate veterans, who has participated in the Great Patriotic War, and lay wreaths on soldiers' graves too. Many people attend a local military parade and watch the fireworks at night. The biggest parade is in Moscow's Red Square. At home, most families may watch favorite Soviet films based on the events of the war.

Independence Day is also a significant event in the United States. It is dedicated to declaration of independence of the country on July 4, 1776. Independence Day is a day of family celebrations with picnics and barbecues, showing a great deal of emphasis on the American tradition of political freedom [5]. Some communities arrange fireworks that are often accompanied by patriotic music. Many politicians appear at public events to show their support for the history, heritage and people of

their country. There is a similar holiday in Russia. It is called Russia Day and celebrated on June 12. People may attend concerts and fireworks that take place in many cities throughout the country. Prominent Russian writers, scientists and humanitarian workers receive a National Award from the Russian president on this day.

There is a difference in celebration holidays in Russia and the USA. But the main principle is the same: it is consolidation of society.

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Latin abbreviations

A long period of time Latin a universal academic language in Europe. But French Revolution changed cultural life. From the 18th century scientists started using their mother languages to write books, articles or dissertations. Latin fell out of use but many Latin abbreviations continued to be used in all languages as universal ones.

Despite the fact that Latin is not the international language, some the most popular words and abbreviations can still be found in writings. Some of these ones are very common. They are even seen in non-academic writings.

Why should everyone know Latin abbreviations?

Of course, it is acceptable to use the phrases of your mother language instead of Latin abbreviations. But there is a solid reason why these abbreviations continue to be used today. There is a lot of meaning in a nutshell. It takes less time and efforts to write e.g. than “for example” or “например.” As an option, using Latin abbreviations correctly can make your writing sound more scholarly. Your essay or dissertation will seem to be as good as Brodsky’s poems.

Now, I would like to present you the most common of them.

The first is “etc.” Et cetera [et'setɹə] – and so on, and so far. Literally, it means “and other things.” Due to it, you shouldn’t use it when you speak about people. It is used at the end of a list to indicate that there are more elements to it than the list doesn’t become too long.

e.g. To study foreign languages has a lot of advantages such as expansion of outlook, reading original books, watching original films, communicating with foreigners, learning new modern phrases to seem more intellectual etc.

The next is “e.g.” Exempli gratia [ɪg,zɛmplɪ'grɛɪʃə] – for example. Presents an example (as opposed to an explanation).

e.g. While learning English people have some common troubles, e.g. laziness, lacking motivation, desire to be a normal in whatever it is you are doing.

You shouldn’t confuse “e.g.” with “i.e.” id est [ɪd'est] – literally, precisely, it is. It presents an explanation (as opposed to an example).

e.g. The movie is only for adults, i.e. people over 18.

If you write letters even once you must know such Latin abbreviation such as “P.S.” Post scriptum [pɒst'skriptum] – after what has been written. Used to indicate additions to a text after the signature of a letter.

e.g. Sincerely,

John Smith.

P.S. Tell mother I say hello!

Every doctor or patient knows the abbreviation “stat.” Statim [ˈsta:tɪm] – immediately. Often used in medical contexts.

e.g. That patient needs attention, stat.!

The most known Latin abbreviation among schoolchildren is “vs.” Versus [ˈvɜ:səs] – against, compared to, as opposed to.

e.g. The most sensational rap battle was Oxxxymiron vs. Slava KPSS.

The abbreviation which is usually used to indicate dates approximately is “c., ca., ca or cca”. Circa [ˈsɜ:kə] – around, approximately.

e.g. The antique clock is from c.1900.

The next is “cf.” Confer [kənˈfɜː] is the imperative of the Latin verb conferre. It is used in citations.

e.g. These results were similar to those obtained using different techniques (cf. Wilson, 1999 and Ansmann, 1992).

“C.V.” Curriculum vitae – [kəˈrɪkjʊləmvi:tai] – course of life. Latin abbreviation “C.V.” or “CV” is used when people mean a document containing a summary or listing of relevant job experience and education.

e.g. Some employers require that your C.V. was no longer than one page.

“A.D.” Anno Domini – [ˌænoʊˈdɒmɪni] – in the year of the Lord. The AD is the Christian calendar era, and BC denote years before the start of the epoch.

e.g. The building of the Roman Colosseum began between 73-75 A.D. and was almost completed in 79AD when Vespasian died.

Summing up, having a clear understanding of the meanings and usage of Latin abbreviations is essential. There is a strong case for understanding the functions and forms of these abbreviations to help people correctly interpret the texts they are reading. Moreover, the Latin abbreviations are common used in published books, journal articles or other academic material.

Even if you decide that you don't want to use Latin abbreviations in your own writing, you're still going to encounter them in other texts. Knowing what these abbreviations mean and how they are used is crucial to understanding and interpreting these works.

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Difficulties in translating movie titles

Today, cinema is one of the main spheres of sought-after areas of popular culture. The popularity of a movie largely depends on how its name or title has been translated. The title is the first thing that people notice while going past advertisements or billboards. It should attract the attention and interest the target audience.

Translation of movie titles is considered to be one of the most difficult types of cross-language communication, as it requires a translator not only an excellent knowledge of the languages, but also a creative approach, awareness of cultural demands of the target audience.

At best, the title, which turns out to be the beginning of what is happening on the screen, determines the key image of the movie. But, unfortunately, very often the Russian version of the film name is largely inferior to the original title. Since the title is a certain marketing move that helps to orient the product to a commercial effect, translators often ignore the basic principles of matching the title to the movie content.

Reflecting on the choice of the title, the author should take into account the features of a potential viewer [3]. In this case, the title role in different spectator circles is different. If the name of the director or screenwriter is the decisive factor in the choice of the movie for the elite viewer, then for the consumer of popular culture the main guideline is the film name.

That is why in our country, movie titles are not invented by translators and specialists in the field of cross-cultural communication but by distributors.

The title adaptation is not only word translation, but also translation of ideas. In order not to lose the marketing content of the title, as well as preserve the originality, you should interpret the content of the title, not copy it. However, it is worth noting that some of the names can be successfully transferred to the Russian language with the help of traditional methods of translation, in particular, lexical (transcription, transliteration, calculation, lexical replacement) and grammatical translation transformations (syntactic assimilation, sentence division, compensation) [2].

So, while analyzing movie titles, certain ways of their translation can be specified. The material for the study was the headlines of English-language films, both classical and modern ones.

Direct translation of English-language movie titles into Russian. Basically, this principle refers to the names of films where there are no untranslatable specific features (exoticism, barbarism and special realities of the cultural environment). These are mostly names consisting of one or 2-3 word forms [1]. For example: "Titanic", "Gladiator", "Fight Club", "Casino", etc. Direct translation widely uses such techniques as transliteration and transcription of proper names: "Forrest Gump", "Jason Bourne", "John Wick", etc. Such a translation is the most popular one as it is the simplest and the most correct in the content.

Title transformation. Recently, transformations have been investigated from the point of cognitive process features, and ones of the cultural picture of the world reflected in feature films. It should be noted that many movie titles are translated with the expansion of information by replacing or adding lexical elements [4]. Such methods fill semantic or genre lack of direct translation in the title.

Let's consider "007: Coordinates "Skyfall" by Sam Mendes, the original film has the title "Skyfall". The title of the movie is translated with the addition of the numeral "007" which immediately gives the viewer an idea that in front of him there is a movie about the English agent James bond, as well as the word "coordinates" which bears the function of the place where the scenery is laid (Skyfall is the name of the Bond estate).

The interesting thing is that as soon as the original movie becomes known, unofficial translations of the headline appeared on the Internet. For example, one of them was "And the heavens will fall" i.e.

the translator tried to literally reflect the meaning of the film without knowing the details of the plot. It turned out, one was deeply mistaken.

Another example of this strategy is the translation of the movie title «Крепкий орешек» ("die Hard»). If the translation was literal, the movie would be named «Умереть тяжело». However, native English speakers know that "Die Hard" is an idiom referring to an assertive and persistent person, therefore, the movie is called "Die Hard".

As part of the same approach, one can single out a group of films that have been named using the transliteration technique. These are mostly fantastic films of recent years: "Interstellar", "Oblivion", but there are also such names that have already become well-established, for example, "Batman".

Replacing movie titles. Despite the basic requirements for translators, there are a lot of cases of changing film names in translation. In such situations, there is a method of full lexical and sometimes lexical-semantic substitution. This translation group is unique. Russian distributors seek to reflect the meaning of the picture in its title to prepare a trusting viewer to what will be shown even before the movie starts. Sometimes distributors (giving color to the title) change it in such a way that the original idea of a producer or screenwriter is completely changed, and compared to the first version looks awkward. It is not surprising that articles have appeared on the Internet, which criticize one or another name.

To demonstrate this strategy, refer to the table below:

Rental name	Original name	Correct translation
«Первый мститель: Другая война»	«Captain America: Winter Soldier»	«Капитан Америка: Зимний солдат»
«Цель номер один»	«Zero Dark Thirty»	«Нулевая видимость 30»
«Повелитель бури»	«The Hurt Locker»	«Ящик боли»
«Поймай толстуху, если сможешь»	«Identity Thief»	«Кража личности»
«На игле»	«Trainspotting»	«Трейнспоттинг»
«Форсаж»	«Fast and Furious»	«Быстрые и разъяренные»
«Иллюзия обмана»	«Now you see me»	«Сейчас ты видишь меня»
«Джонни Д.»	«Public Enemy»	«Враги общества»
«Мой парень – псих»	«Silver Linings Playbook»	«Пьеса со счастливым концом»

There is another group of translations which stands apart from the above-mentioned ones. It deals with film names which the translation at first glance looks right to the native speaker, but a detailed analysis can reveal mismatch.

Such a discrepancy is found in the title of Quentin Tarantino's "Death Proof". In the literal translation, we find the correctness of this name, but, in fact, "Death Proof" means "death resistance" of the main character's car (e.g. like waterproof). He himself reports this more than once throughout the film. But because of the illiteracy of translators, the name "Proof of death (Доказательство смерти)" is firmly fixed in the rental [5].

The distortion of the content of Christopher Nolan's "Inception" can be seen in its Russian version "Начало". In the dictionary you can find this translation of the word, and it's true to the point.

Thus, the analysis of the translation of film titles shows that the choice of a particular translation strategy is influenced by a number of reasons. The principal consideration is the impossibility of transferring the pragmatic meaning of the original text due to the presence or absence of "background knowledge" of the culturological context of foreign viewers, but there are also some cases when Russian film distributors try to convey the meaning of the film in its title, deliberately distorting it, in order to make the picture more successful at the rental.

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Changing gender roles in the modern society of Russia and the USA

The gender roles of men and women are defined historically because of biological and psychical features and social nature. Gender roles are a distinctive model of behavior which is formed with the cultural norms of the society. It dictates the standards of people's behavior. Nowadays, the stereotypes related with the gender roles are being broken under the influence of cross-cultural communication. The social roles of men and women have undergone certain changes in modern society. These changes are due to social evolution. The legal equalization of sexes in the USA has given impetus to the Russian society.

By tradition, a man was considered to be a hunter who provides material comforts. The existence of a tribe depended on him. The social role of a woman was to be the mistress of the house raising children and taking care of them. American families focus on marriage contracts and building partnership. The man and the woman perform their duties; there is no real head in the family because of equality in American families. Russia, in its turn, remains faithful to traditions. A woman is basically a hearth keeper who should support a man, whereas he is responsible for the external living conditions of the family. So, the duties of men and women hardly intersect in the life of the family. However, American the style of life affects the Russian one. A woman may become a breadwinner while a man dedicates himself to running a household and bringing up children. The family institute is not the only sphere which has undergone changes.

Significant changes occurred due to the women's democratic movement in the 20th century. Women got their rights for education and work on an equal basis with men. The number of women who work in those spheres previously considered only masculine has greatly increased. Examples include a female pilot. About 10% of both American and Russian women work in civil air-craft. Also, women are not afraid to dedicate themselves to the heavy industry, blacksmith's work. The military is not an exception. Women in the USA army make up 14% of all military personnel. Some of them even have hold the rank of captain and general. As for Russia, almost 50,000 women serve in the navy and army. A modern American woman is a strong, independent and self-confident person who can take a leading position. The Forbes list is constantly replenished with the names of the richest and most successful businesswomen. Women drew up with men even in the political sphere. It has become increasingly common to see women-politicians. Statistics shows that America has 17% of women in their parliaments. There is no serious support for women promoting for government positions in Russia. Nevertheless, there are examples of women who have been able to overcome the barrier of gender prejudice and built a successful political career in Russia.

A certain model of behavior of a 'true' man is fixed in the consciousness of society. Tough guys are brought up from an early age. Men do not cry, complain, take care of themselves and so on. It has left a negative impact on their characters. Today a man can abandon the standards imposed by society. This is largely due to the cross-cultural communication. America is considered to be free from any conservative convictions. It becomes an example for Russian young people. The lifestyle of a modern man depends on his own preferences and desires. Men can chose a job to their taste without the fear of being condemned for femininity. There are a lot of men who have found themselves in female professions and reached great success. The good example is men in the fashion and beauty industry. They are skillful makeup artists, stylists and even manicurists. Also, modern men do not hold a abhorrence for traditionally female duties like taking care of sick people and children. Moreover, representatives of the stronger sex accept these kind of work because they feel a real sense of vocation for it, and a high salary does not play an important role.

The boundaries between the traditionally accepted behaviors of both sexes are blurred in America and Russia with the development of the society. America is not afraid to change traditions, making more and more attempts on the way to equality. And it cannot but touch Russia under the conditions of open cross-cultural communication. Although the traditional ideas about gender roles are still preserved, we can observe their changes depending on usefulness to the society and people preferences.

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Runglish: mixing the languages

The English language keeps gaining popularity around the world. It is the language of the Internet, business and travel. The amount of people who are accepting it for studying is increasing. Every speaker makes his or her own contribution to the language. Therefore, the Russian language undergoes the influence of anglicisms that is why Runglish is created. Runglish is a language that combines the English language and the Russian language. The usage of Runglish might be dangerous for the identity of the Russian language. Is this mixing with Russian words caused by an urgent necessity or by fashionable trends?

Runglish was formed as the language of Russian immigrants in Brighton Beach. The former citizens of Russia didn't know proper English. In the new language environment, Russian Americans continued to speak Russian. It didn't help the integration. However, they couldn't ignore English in America completely, because of that they had to mix English words and phrases with their native language. For instance, the signboard was decorated as Айсд кофе (Aisd kofe) instead of Iced Coffee [1].

In Russia, Runglish emerged with new professions, technologies and cultural innovations. Today, few people can be surprised by borrowed words. Foreign words are adapted to our daily speech. It is more common to hear a “менталитет “instead of “мышления”, “оригинальность” and “качество” are called “эксклюзивность”, and the “образ” – “имидж”. Some borrowed words are necessary to identify new concepts (“краудфандинг”, “нетворкинг”).

Runglish also spreads as slang and is used by the youth. They consider these words more prestigious than the Russian equivalents. In some cases, the English word is a short equivalent of the Russian word. That's why modern young people use words like “репостить” (to repost), лайкать (to like), фейлить (to fail) and many more.

From the morphological point of view, in Runglish English words or phrases are transformed into Russian by adding prefixes, suffixes and endings. In other words, speakers adapt the English vocabulary for using it in their everyday speech [2]. For example, “зашетементировать” means saving the document in HTML format for using on the website, “шарить” means to share something, затулить means to tool something and a number of other combinations.

Runglish speakers work in the international companies and use English for business communication. New terms connected with this sphere are borrowed into our language by transliteration: «айтиэль» or «атээль» (<ATL, above the line; outdoor advertising or television advertising) [2].

Runglish morphology is based on the English language and is influenced by Russian. This can be seen in the formation of verbs, plural forms of nouns and preserving the Russian cases. Prefixes за- or от- and suffixes –ить or –ать are added to English verbs to form Runglish verbs: заапдейтить (to update), “залогиниться” (to log in). The plural forms of nouns are formed by endings –ы «посты», -и: “фидбэки” [2]. The Russian system of cases remains, it is common to hear “Вам послать или целым писом ?” in Runglish[1].

On the one hand, borrowings are inevitable in modern life and play a significant role in the development of languages. It is a merely fashionable trend and not a severe issue for the Russian identity. On the other hand, this phenomenon does not enrich our native language, makes it ridiculous and causes misunderstanding between different social groups. To sum up, we should use borrowings that are suitable for the situation and their use should be moderate.

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Environmental problems in Russia and the USA.

The USA and the Russian Federation are one of the most economically developed countries in the world. Industrial and agricultural production, energy industry, transport infrastructure are set to a high level. However, all these benefits are achieved by increasing the load on the environment and constant pollution.

One of the problems of both countries is air pollution. In America, as everywhere, the sources of air pollution are vehicles and industry. The country's politicians believe that this eco-problem should be solved with the help of science, develop and apply innovative environmentally safe technologies. Various programs are also implemented to reduce the number of exhaust gases and emissions. As for Russia, the combustion of automotive fuel is negative for the environment, as well as the combustion of coal, oil, gas, wood. All these factors cause cancer and cardiovascular diseases of the population, as well as the extinction of animals. Scientists and ecologists are working on the concept of economic development aimed at reducing emissions of harmful gases at 1/6 while maintaining the level of economic development.

Another equally important problem in Russia is the pollution of the hydrosphere. For example, Lake Baikal is a source of 80% of drinking water in Russia, and this aquatic area has been harmed by the activity of Baikal Pulp and Paper Mill, which threw out industrial waste and garbage nearby. Irkutsk Hydroelectric Station also affects harmful the lake. Not only the banks are destroyed. The water is polluted and its level is decreased. As a result, it leads to the extinction of fish populations. But fortunately, nowadays, the situation is improved by the availability of water-purification facilities. In 2015 the government of Beijing and Russia signed a pact about the building of Bottled water production plant which supposed to export the water in China and other countries. However four years later the building was declared illegal and it saved our country from lack of fresh water and fauna and flora from extinction.

Deforestation is also common in both countries. But in Russia, this problem is more popular. In Russia, there are a lot of poachers despite the fact that poaching is illegally in our country, so a lot of animals are forced to leave their habitation. But nevertheless, people try to help them and create reserves for rare animal species. There are about 103 state reserves in Russia.

As for the USA, the problem of municipal solid waste is on up-grade. At the moment, the country produces a huge amount of waste. In the USA, garbage is collected in plastic bags. When they are full, people leave plastic bags near their house. And then, these bags are taken by special services which take them to conveyors and sort them. Bottles, paper, and cans are sent to recycling. From paper made different notebooks marked "recycling". The rest of the garbage is sent to the burial or to the plant for recycling waste into liquefied gas. In the future, it is used as fuel for trucks and cars.

So far both countries have not established a single program for the introduction of environmental standards. But they try to develop and support national parks and reserves, implement measures for the protection of forests and initiate the transition to environmentally friendly equipment, including car engines. Ban on smoking in public places, fines for environmental pollution have also broad public support.

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American and Russian film industry

At the present stage of development humanity does not imagine their lives without films - one of the most important types of art as film industry makes people sad and laugh, creates new ideas and reminds of old information, helps people to look into the past, deeply understand their present and try to represent their future. Changing the consciousness of an individual, movies have a strong influence on society on the whole. The purpose of our publication is to analyze the role of the film industry in American and Russian cultures and identify the similarities and differences between them.

Since 1894, when the world-wide American inventor Thomas Edison represented his first kinetoscope, American film industry has been developing at a rapid pace. A huge number of first cinemas appeared in America at that time as well as first cinema companies «Universal Studios», «Warner Brothers», «Metro-Goldwyn-Mayer». Since the invention of film technology and until the advent of sound films, the era of silent films was continuing. The famous film director Alfred Hitchcock called that time «the purest form of films». Silent films gave the world a lot of «stars»: Charles Spencer "Charlie" Chaplin, Mary Pickford, Douglas Fairbanks, Buster Keaton, Rudolfo Valentino and many others.

Lots of American producers made a huge impact on American film industry. The most well-known one was David Wark Griffith. He was famous for his 2 films: “Birth of nation” and “Intolerance”. A lot of film experts considered Griffith the creator of film industry in America.

Since 1920 the situation in film industry has changed. The full-length films replaced short films. The most popular place among the cinematographers on the west coast was the village of Hollywood, which today is known to almost everyone. That great factory of dreams and illusions, the cradle of the national film industry in California had climatic advantages (more than 300 sunny days a year) and geographical features: mountain ranges and the coast of the Pacific Ocean were not far away from Hollywood. The first film from Hollywood studio was “The Indian Husband” by Cecil B. de Mille. That silent western was released in 1914 and it lasted 72 minutes. Despite its rapid development, Hollywood also has its ups and downs. The enormous popularity of films changes the film industry’s orientation from producers towards viewers. The producers were extremely limited in their author’s ideas. Actors and producers came to the foreground. Eventually, “spectacular” films were produced to satisfy the mass public.

That era was also marked by appearance of the most prestigious award in the film industry - Oscar. The first ceremony took place at the Roosevelt Hotel in 1929. It lasted 15 minutes and the entrance fee was \$ 5. 250 people came to that ceremony. The funny thing was that the winners were known three months before the ceremony. Sealed envelopes appeared only in 1945.

The modern film industry in America consists of spectacular and entertaining films with a budget of millions of dollars. The success of a film depends on the “stars” who are loved by the audience. American films are famous for their technical equipment and entertainment. One of the most attractive features of American films is their typical characters presented on the screens. The main character is usually a lone hero who makes his/her best to overcome circumstances and seek the victory whatever it might cost them. However, American film industry has already created and continues to create negative characters too. The stereotyped negative characters are a corrupt, drug dealer, a corrupt policeman or a terrorist.

The history of the Russian film industry dates back to the 19th century. The first films were silent, so they were accompanied by live music. Among the first creators there were Drakonov and Khanzhonkov. Many of the films were based on well-known literary works. One of the first Directors of Russian cinema was Chardynin. During World War I, access to foreign films in Russia declined.

The government began to pay much more attention to film production, as it helped to raise the patriotic spirit of the people. In 1931, the first full-length sound film was made. The first place was taken by newsreels, quickly telling about the course of hostilities and the life of the country in wartime. Moral and ideological problems of that time became an integral part of the film industry. Later, we learnt the famous filmmakers Shukshin and Mikhalkov.

Some Russian films were nominated for the Oscar. Some of them won this award, the films "Moscow does not believe in tears", "War and peace" and others. Russian cinema has gone through a long way of changes and difficulties what hindered its development and created a considerable backlog from Hollywood. With the passage of time, the main ethical principles and objectives formed. For a long time in Russian cinema there has been an image of a man who defended the principles of conscience, freedom of choice, the concept of humanity, sacrifice and mercy.

The current situation in Russian cinema is ambiguous and lies in the equality between the conservative direction and the wave of numerous and various innovations. The conservative side adheres to traditional Russian themes, which are mostly based on the history of the country or its international relations. But it includes a ban on social racism, advocates sympathy for a common man, extreme sentimentality. The new wave of Russian cinema includes different movies from serious action movies to cute comedies and sentimental melodramas. Films become more sincere and humane, important social problems are raised. The technology of creating a movie rises to a new level. The new format of Russian cinema has great ambitions for further development.

Despite the many cultural differences that put Russian and American films on opposite sides, we can also find common features. The main similarity is the problem of man as a person. The story of a man overcoming all the kinds of difficulties in life is the most impressive and alive for both American and Russian viewers. This idea of film industry unites us as people and connoisseurs of films.

Films are inalienable part of our modern world. They transform people's world perception, morally raising or destroying it. Eventually, viewers may get a rich variety of emotions and a lot of new ideas which can change not only people's mood, but moral principles, lifestyle and habits as well. The film industry has gained a huge popularity for all over the years of its development and now it occupies an important place in the lives of many people. And it is a fact because everybody without any exceptions watches films. We can declare a completely new level on which movies have come out and they have become the most sought-after form of art.

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