

текущей политики, *white paper* – официальный отчет правительства о количестве прибыли.

Подводя предварительные итоги проведенного структурно-компонентного анализа, отмечаем, что использование обозначений колористики во фразеологии делового английского языка – это довольно частое явление, требующее особого внимания и глубокого изучения.

Перспективой нашей работы считаем в первую очередь, тематическую рубрикацию компонентного состава деловой фразеологии, несомненно, способствующую ее систематизации [Федуленкова 2009: 8].

Список литературы

1. Кунин А.В. Английская фразеология: теоретический курс. – М., 1970.
2. Марьчева Е.П., Федуленкова Т.Н. Спецкурс по фразеологии современного английского языка для студентов экономического профиля // Профессионально ориентированное обучение иностранному языку и переводу в вузе: Материалы ежегод. междунар. конф. 10-12 апреля 2012 г. – М.: РУДН, 2012. – С. 198-201.
3. Поварова В.Н., Федуленкова Т.Н. Вторичная фразеологическая номинация и модели в деловой фразеологии // XII Ломоносовские чтения: Сб. науч. тр. – Архангельск: Поморский гос. ун-т им. М.В. Ломоносова, 2000. – С. 113-116.
4. Федуленкова Т.Н. Фразеологические единицы в языке экономики и бизнеса // Инновационные методы преподавания иностран-

ных языков: Межвуз. сб. науч.-метод. тр. – Тюмень: Тюмен. междунар. ин-т экономики и права, Вектор Бук, 1998. – Вып. 1. – С. 22-25.

5. Федуленкова Т.Н. Фразеология деловой речи // Особенности изучения феномена культуры в системе социально-гуманитарных наук: Материалы докладов межвуз. науч.-практ. конф. – Тюмень: ТюмГНУ, 2000. – С. 97-100.

6. Федуленкова Т.Н. Элементные связи фразеологической терминологии как признак системности в языке // Фразеология и терминология: грани пересечения: Монография / Т.Н. Федуленкова, А.В., Иванов, Т.В. Куприна. – Архангельск, 2009. – С. 8-22.

7. Федуленкова Т.Н., Поварова В.Н. Деловая фразеология в языковой компетенции // Международное сотрудничество в образовании: Материалы III Междунар. конф. – Ч. 2. – СПб: Санкт-Петербургский гос. политех. ун-т, 2002. – С. 91-98.

8. Англо-русский словарь по бухгалтерскому учету, аудиту и финансам / Сост. Д.Ю. Терехов. – М.: Аскери, 1994.

9. Англо-русский словарь по экономике и финансам / Сост. А.В. Аникин. – СПб.: Экономическая школа, 1993.

10. Современный англо-русский словарь по экономике, финансам и бизнесу / Л.Н. Эскин, А.М. Федина, В.В. Бутник, И.В. Фагра-дьянц. – М.: Вече, 2007.

11. Федоров Б.Г. Новый англо-русский банковский и экономический словарь. – СПб, М., 2004.

12. Adam J.H. Longman Dictionary of Business English. – London: Longman, 1983.

13. Friedman J.P. Dictionary of Business Terms. N.Y., 2007.

14. Oxford Dictionary of Business English for learners of English. – Oxford: Oxford University Press, 2000.

15. Walter E. (ed.) Cambridge International Dictionary of Idioms. – Cambridge: Cambridge University Press, 2001.

16. Warren H. Oxford Learner's Dictionary of English Idioms. – Oxford: Oxford University Press, 1997.

Секция «Иностранный язык. Иноязычная профессиональная коммуникация в технической и гуманитарной сферах», научный руководитель – Игнатъева Е.А.

ИННОВАЦИОННАЯ ЭКОНОМИКА

Александрова А.Д., Игнатъева Е.А.

Комсомольский-на-Амуре государственный технический университет, Комсомольск-на-Амуре,
e-mail: aanasasiya2012@mail.ru

Today «innovations» is a very modern word in the sphere of economics. Indeed, a lot of serious surveys show that more and more product or service innovations arrive on the market. According to a survey made by the WTO in 2003, for 100 new products or services developed in 2000, there were 123 in 2002, and 164 in 2003.

Innovation economics is the type of economics based on the stream of innovations, on the stable technological improvement and on the high technological products production.

Joseph Schumpeter is considered the patron saint of innovation economics. For him institutions, entrepreneurs, and technological change were at the heart of economic growth. He argued that creative destruction is crucial in capitalism. But it is only within the last 15 years that a theory and narrative of economic growth focused on innovation that was grounded in Schumpeter's ideas has emerged. Leading theorists of innovation economics include both formal economists, as well as management theorists, technology policy experts, and others. These include Paul Romer, Elhanan Helpman, W. Brian Arthur, Robert Axtell, Eric Beinhocker, Richard R. Nelson, Richard Lipsey, Michael Porter, Christopher Freeman.

Until now, the world economy, and more especially markets and firms structures have known a lot of major trends, from a technology push model, going through a market pull model (1960-1970), then to an innovation coupling and to networks firms' current «fashionable» structure (1990-2000).

As a result, it is important to be aware of current economic trends as far as production and diffusion of innovations are concerned for a better understanding of

the phenomenon. Innovation process has to deal with the more and more global shape of the environment, the need for fast life cycle innovations, and the interdependence of research and business institutions.

«БУФЕРНО-СИНЕРГИЙНЫЕ ЗОНЫ» ПРОСТРАНСТВА МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ

Андрианов И.К., Золотухина В.П.

Комсомольский-на-Амуре государственный технический университет, Комсомольск-на-Амуре,
e-mail: ivan.a_90@mail.ru

«Buffer-synergetic zone» as a quality education occurs during intense, direct contact between cultures. It is not static, because the birth of new cultural elements which can be perceived in contact cultures are just in it. Therefore, on the one hand, the «Buffer-synergetic zone» dissolves, getting through cultural boundaries and extending in the space of culture, on the other hand, these elements may be rejected by cultures, and then this zone is closed and ceases to exist.

In the narrow sense the «Buffer-synergetic zone» – is that part of the communicative space where the intercultural communication takes place the most intensive, in particular: there is an exchange of information, communication, signs and images. The formation of this zone includes the following stages: the initial live contact, collision, collaboration, mutual recognition, soft position, connection divergent orientations, where the understanding form, or, alternatively, aggravation and fundamental disagreement between the communicants are amplified.

The difference of the modern «buffer-synergetic zones» is due to the existence of two vectors of intercultural communication: one is aimed at meeting the world needs in the unification and it is based on a simplified scheme and stereotypes (especially in the economic

sphere), the other provides the self-preservation of the culture of each in contact.

For example, out of bounds of the «northern territories» question is promising for the development of communication «buffer-synergetic zone» between Russia and Japan. It leads to the expansion of contacts between representatives of these cultures in the field of education, art, science, and technology. Thus, to generate new ideas and cultural artifacts, this particular space for communication is needed. It is formed at the boundaries of cultures and riddled with mutual interest and empathy, or rejection and antipathy.

ВНЕДРЕНИЕ ФАЗОХРОНОМЕТРИЧЕСКОГО МЕТОДА НА МАШИНОСТРОИТЕЛЬНОМ ПРЕДПРИЯТИИ

Антипина К.В., Кохан О.В., Медведева О.И.

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

One of the problems at the enterprise is the assessment of the current technical state of the processing equipment which inevitably affects the quality of its products. While constantly rising demands for the processing accuracy, increase in productivity and reliability are made, the applied measuring and control-diagnostic equipment, devices and means of metrological assurance do not always allow of obtaining reliable and timely data on a technical condition of objects in full.

This problem can be solved on the basis of the phase-chronometrical method of information and metrological maintenance of cyclic machines and the mechanisms, developed on the achievements of national chronometry and permitting a much higher level of accuracy. Direct measurements of time intervals corresponding to the passing by elements of characteristic intervals of running cycle phases of functioning machines and mechanisms are used at phase-chronometrical approach. The feature of the offered approach is the integrated complex of software and experimental methods and means of object work research on the basis of the precision chronometric analysis of the running cycle phase at all stages of life cycle.

Introduction of this diagnostic method at the enterprise will enable to solve a number of tasks: obtaining high-precision measuring diagnostic information; information and metrological maintenance of the equipment; assessment of the current technical state equipment and its elements and tool; registration of specific behavior features of products of various sizes; ensuring unity of saved-up measuring information at all stages of life cycle; forecast of trouble-free operation and reliable emergency protection; transition to repairs system according to the current technical state; assessment of a residual resource; registration of the fast-proceeding processes inaccessible to the regular equipment.

In view of the aforesaid the purpose of my master's thesis is introduction of the phase-chronometrical method at Komsomolsk-on-Amur industrial enterprises.

ПРОБЛЕМЫ ЭНЕРГЕТИКИ НА ДАЛЬНЕМ ВОСТОКЕ

Беляев В.И., Золотухина В.П.

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

The problem of centralized power supply to the vast North, Far East, and some other regions of Russia is getting more acute each year. For all these regions, safe and economically effective average-power nuclear co-generation plants could be used. In the European part of

Russia there are dozens of places, where average power plants can be deployed. For a town with the population of 300 thousand, like Komsomolsk-on-Amur it is optimal to use an average-power two-module nuclear co-generation plant with the connected electric load of up to 300MW in condensation mode.

Ship nuclear plants have a number of characteristics that are especially advantageous for use in commercial power industry. Besides, they are effective from the point of view of compliance with the toughened safety requirements and have stability against extreme conditions and modern threat such as terrorism. Ship plants are fundamentally better protected against external effects, including extreme blast-shock loads, which was demonstrated by the fact that during the accident with «Kursk» nuclear submarine, its nuclear power plant remained completely intact.

Availability of a proven technology, of production facilities and naval infrastructure, and existing experience in design and operation of similar plants permit to solve other essential issues of nuclear power: considerable shortening of nuclear power unit construction and commissioning term, improvement of NPP performance induces, and decrease of personnel strength. This is the basis of nuclear power competitiveness.

During the last years, the general idea to use conversion potential of defense industry enterprises in nuclear power is realized in actual research and design development.

ОСОБЕННОСТИ ТУРИЗМА В ВОСТОЧНЫХ СТРАНАХ

Бондаренко И.В., Латина С.В.

*Комсомольский-на-Амуре государственный технический университет, Комсомольск-на-Амуре,
e-mail: rinulya1994@mail.ru*

Tourism becomes very popular today. People work all year to have a one-two week rest abroad. As a rule people like to travel, so do I. When I'll finish the university, I want to travel around the world, but still I don't know with whom. They say: want to go far – go together, want to go fast – go alone. That's why I'll need a fellow. When I was at school I had a dream to leave Russia and continue to get my education in Canada. That's why I would like to visit this perfect country to see powerful mountains and impassable coniferous forests, to swim in the ocean and to visit the famous ski lodge resort in Vancouver. Besides I would like to go to Australia, to dip in the diversity world of the local flora and fauna. My dream is to leave for two-day safari tour. Of course it must be dangerous, but really interesting. Nevertheless, I want to visit all continents. So, when I was in Egypt, political and economic situation haven't had imminent nature yet. But, to say the truth I don't want to go there today.

Last time I was in the capital of South Korea- Seoul. This is a perfect city, the city of the high tech and radiant future to my mind. The historic center of the city was built during the Chosong dynasty and now it is located in the heart of the business district. International companies, ancient places, modern offices and hotels are located here. In the center of the capital you can see the symbolic Namsan Mountain, which is used as a place for recreation. At the top there are fountains, gardens, Seoul Tower and a library. In any case, this mountain is as historic place as a resort. Yoido coast is the most developed part of the Han River Park which stretches along the both banks of the river, passing through the entire Seoul. Not far from the coast of the river buses ply as well as floating restaurants and water taxi. This part of the park is a particular loving place of the residents and visitors. In addition there are several large parks: Everland, Seoul Land, Lotte world.