

content of the concept. The results of psycholinguistic experiments allow verifying the meaning of the concept characteristics in the minds of specific groups of native speakers. In many analyzes of concepts there are used several of the previously mentioned methods [2, 3]. A mixed method of concept research involves, on the one hand, a solid sample from lexical items dictionaries, proverbs and aphorisms collections, texts of fiction and journalism. On the other hand, it includes a survey of native speakers, the development of questionnaires with different value judgments directly related to the area under consideration. The linguistic study of cultural concepts must be supplemented by data from other disciplines – culturology, history, psychology and ethnography.

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CAN CHINESE EXPERIENCE HELP RUSSIA?

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In today's Russia there goes a difficult and lengthy search for its own path of development because a simple transfer of other states' ideas, as evidenced by the historical practice, is extremely difficult and ultimately futile [1]. This raises the question, which model of development, Western or Chinese, is more suitable for Russian conditions and specifics? As you know, Russia was in constant cultural, socio-economic and political contacts with its neighboring great neighbor. Therefore, any significant phenomena and processes in the inner life of one of the country were reflected in the life of the other [2]. It is necessary to note the presence of a certain similarity in the state system and the nature of power in Russia and China in terms of total control over all aspects of society. The reforms in Russia, as those in China, were followed by a sharp political struggle between their supporters and opponents, which turned into an end in itself, leaving aside the specific content of the reforms and their benefits for the state. However, this should not be seen as an argument in favor of ignoring the national specificity and a certain «modellity» of the development experience of both countries in respect to each other [3]. China's leadership chose a new version of its own capitalism and involvement in the world economy, combined with political authoritarianism and a return to traditional Chinese culture. It defined the real purpose of reforming the society by making an objective assessment of the available domestic resources and external sources. The successful start of the planned changes was a healthy reaction of the new leadership to the negative past, expressed in a desire to get away as far as possible from it. China's rise is associated with a significant increase in production, which can be observed in all spheres at that. Since December 2014, China is the first economy in the world by GDP, the world leader in the majority of industrial products and the world's largest exporter. The country has one of the world's major currencies, half of the world's foreign exchange reserves and the largest gold reserves in the world.

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UNIVERSAL IN RUSSIAN AND CHINESE BUSINESS LETTERS

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The reforms, carried out in Russia and China by the governments of these countries at the turn of XX-XXI centuries [1], have contributed to the expansion of trade and economic relations between the two great powers. But the effectiveness of intercultural communication depends not only on the recipient's knowledge of the language, but on the knowledge of his/her cultural peculiarities [2]. One of them is the regulations of business letter execution, which are characterized by the features on the lexical and syntactic levels. The main lexical feature typical of business correspondence (for example Заранее благодарим Вас – 预致谢意). In addition to the cliché, in business documents they often use bookish vocabulary (Получить Ваш факс для нас большая честь, спасибо. – 能收到您的传真我们深表荣幸, 谢谢您!). In the business correspondence it is not allowed to use abusive and substandard vocabulary, colloquialisms and jargon. In a business letter the existence of such language gives the text a shade of familiarity that is totally unacceptable from the point of view of business etiquette. It can be viewed by the addressee as author's lack of education and may affect goodwill of the originator of the text. Moreover, business letters are completely devoid of any emotion and are characterized by a complete lack of means of expression. The syntax of business letters is characterized by the use of simple sentences with homogeneous members and a number of complex sentences which slightly surpasses the number of simple sentences without secondary elements (Если Вы согласны с этими изменениями, просим дать нам знать. – 如果您同意这样的修改, 请回函告知.). Thus, the vocabulary of business writing, as well as the complexity of syntactic structures, is due to the well-established rules and traditions of the official style of speech. At the same time, the composite structure of letters is a nationally-specific feature. Russia and China, as you know, have a long history and rich cultural traditions [3], so it is safe to assume that it is culture that defines the rules of conduct and etiquette in business today.

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RUSSIA AND CHINA: NEW AREAS OF COOPERATION

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The current situation on the world stage is a challenge to Russia, a challenge which requires not only an understanding and analysis, but also a new quality of decisions. Sanctions by the US and European leaders against Russia made it necessary to choose a new vector of development - accelerated transformation of the economic model, focused on external growth factors, to the model focused on domestic sources of