

donate money buying red noses. Brought facilities are sent to help to needy and invalids in Great Britain and Africa. Many schools take part in this activity. It was collected about 7, 7 million pounds in 2009.

To sum up I want to tell that the wide part of the population takes part in the charity of Great Britain. From the childhood children are get to know with the idea of compassion and mercy. There are different national holidays where every person can give their own mite in the devoting of money.

СЕЛФИ: САМОВЫРАЖЕНИЕ, ЗАЗНАЙСТВО ИЛИ ПРОСТО НЕПРИНУЖДЕННЫЙ СНИМОК ДЛЯ СОЦИАЛЬНЫХ СЕТЕЙ?

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The linguistic anthropological theories by Humboldt, Dell Hymes, Boas, Sapir, Hurrelmann, Kohlberg, Gilligan, Erikson, Mead say that interaction as a type of 'speech event' or 'ethnography of communication' is a constituent element for socializing. As we know from own experience that it is absolutely impossible to exist without the lifelong process of inheriting and disseminating norms, ethical principles, customs, ideologies and rules, values providing all human beings with the skills and habits necessary for interactive participation within the society continuity. Consequently, we acquire a function of being a member of social groups. Nevertheless, besides a natural intention to interaction, a self-estimation or evaluation begins to develop inside of our biological behavior. Consequently, we may elicit anthropological phenomenon like looking glass self (self-awareness or self-image) by Mead or self-absorption by Erikson, or a diminished self-esteem by Gilligan. Their theories add up to a common identity 'the self' is regarded as learning to take the role of the other or a sense of identity through imitation or a challenge of intimacy and isolation. As we notice this peculiarities in a popular self-portrait photograph-trend called 'selfie' traced to 2002 typically taken with a hand-held digital camera or camera phone and shared on social networking services such as Twitter, VK, Facebook, Instagram, Flickr or MySpace. At first 'Selfie' appeared in an Australian internet forum (as a matter of fact, the word itself an Australian origin) as ABC Online on 13 September. After that it begins to overdrive its pace in a cyberspace as a form of self-posing. Today there is even a selfie site called ItisMee. In November 2013, the word 'selfie' was announced as being the 'word of the year' by the Oxford English Dictionary. However, most sociologists affirm that selfie like all social trends has its merits and demerits. The following citation proves the fact about the gist of 'selfie': from one side it is an egocentric act, from the other side, a journalistic moment as it cultivates a 'visual culture'...the selfie shows how we feel, where we are, what we are doing much like a photojournalist image social lives are more electronic...'

НИКЕЛЬБЕКМАНИЯ СРЕДИ КАНАДЦЕВ

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Life becomes intriguing and bright when we begin to nourish it with different forms of divine art such as literature, music, cinematography and dancing. In the aggregate, they develop and refine our soul and mind. Therefore, the most preferable pastime or hobby among

the Canadians is touching with artistic works of word power from literature, sound effect from music, visual perception from cinematography and finally rhythm and gracefulness from music. Nonetheless, not all artists can create a real masterpiece for soul and body satisfaction. Music from the list of divine art is at the top of choices for leisure activity because it is the most accessible and preferable form at any age, time interval, class stratification and background hierarchy as it doesn't need too much efforts for perception, analysis and usage as literature (comprehension), cinematography (patience), dancing (gracefulness in movements). So, it can be heard everywhere as a manipulator of a good mood in a common sense and as an activator of profit in trade. But we are analyzing its effect as a charger of positive emotions from rhythmical and musical accompaniment. In this case we are addressing to Nickelbackmania among the Canadians between 1995 and up to present. The band was formed in the early 1990s as a cover band called the 'Village Idiots' by Chad Kroeger, Ryan Peake, Mike Kroeger, and Brandon Kroeger. The band's name originates from the nickel in change that band member Mike Kroeger gave customers at his job at Starbucks; he would frequently say, 'Here's your nickel back.' Nickelback's first release was a seven-track EP called Hesh and first full-length album Curb in 1996. From the beginning their style was into a mainstream rock then their music sounded like sonic, lyrical, musical chord structure. In a result, all their singles were sold out at once because of romantic tunes and a universal subject in songs beloved by most Canadians. Due to a drummer Daniel the creativity of the band has increased and soon most their singles became U.S. Hot 100 top 10 singles plus the album peaked number 1 at the Canadian albums chart. The album sold more than 12 million singles. As a result, the album made the band the first band in Nielsen BDS history to have 5 singles on the CHR charts. The band spent much time of 2006-2008 touring across the globe that was very successful.

МУЗЫКАЛЬНАЯ КУЛЬТУРА США

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The musical culture of America is rich in traditions, genres and styles.

With the beginning of the 21st century attempts to organize musical culture not only in the States, but in the whole world seemed to be more and more futile. Now, summing up the first past decade, we can certainly say that there are two opposite tendencies in the world of music. Let's take the classic basic genres: rock, rhythm and blues, rap. Trends of contemporary world music are that the basis of the genre is becoming increasingly appealing to the beginning, and starting to be more clear and amenable to categorization. At the same time, the boundaries between genres erased completely, that is characterized by a huge number of various genres, sub-genres, combining the features of several completely different directions, the number of which is sometimes up to ten.

From the middle of the decade not pop already, but hip-hop music has the greatest effect on neighboring genres, especially on rhythm and blues, which has finally lost contact with its ancestor of the '70s. Now 70% of R&B music is characterized as a combination of melodic chorus with rap verses or vice versa. However, there are still performers who propagate classical principles of rhythm and blues in music: Ne-Yo, John Legend, Raphael Saadiq, Jamie Foxx, partly Usher, Alicia Keys.