

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, ethnical 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.

But representatives of new rhythm and blues school also deserve attention: Beyonce, Bruno Mars, Akon, Chris Brown and many others. While rap performers easily take first places in many charts. It is primarily a question of Jay-Z, Eminem, Kanye West, 50 cent, Drake, Lil Wayne. Sales of their albums are estimated at least by hundreds of thousands, that is a real figure for information society.

Rock lost its ground a little, probably due to its flirtation with a different mix of trends and directions, plus the growing popularity of indie rock and rap that pushes this ancient genre to the wayside. However, we have an opportunity to observe the climbing scene of «The Killers», «The White Stripes», «Nickelback», «Linkin Park», «Good Charlotte», «Fall Out Boy», «Kings Of Leon» and other brilliant groups.

ВЛИЯНИЕ КУЛЬТУРЫ ИТАЛИИ НА АНГЛОГОВОРЯЩИЕ СТРАНЫ

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Culture of Italy is primarily a large number of artists and their paintings. There is high concentration of different cultural values in this country. World famous writers from Ovid, Virgil, Libya, Horak and Cicero and ending with Petrarch and Dante, Vasari, Mirondalo, Ficino and Bokach – all were Italians and were born in this blessed land. Modern Italian literature appeared in the 13th century and was evolved from the Latin heritage.

A country's culture is reflected in everything: big buildings and houses of various shapes and sizes with huge columns and arches lined up in rows along the colorful streets. Stairs and decorative windows in homes and numerous fountains made in different styles are complements to the landscape of the city.

Football in this country is not just love. It is a real passion almost for all the inhabitants of Italy. In this country, scarcely every major city has a local football team, and the best known and most experienced players are equated to «national heroes». On weekends, many football fans are crammed to overflowing.

Italian fashion is known to every person in the world. The average citizen of Italy believes that the subject of personal pride is to wear every day clothes from famous designers such as Valentino, Gucci, Versace, Ungaro and Armani – Italian Fashion Couturier, whose things, shoes and accessories are filled with many boutiques from Rome to Milan.

The streets are filled with people wearing the most unusual clothing styles, starting with the products of famous designers of world renown and finishing with bright costumes and ethnic diversity. In restaurants and bars you can meet people in evening dress and visitors in leather «black leather jackets» and in torn jeans.

Culture of Italy strongly influences the world culture. Modern cinema would not be the same without well-known Italian actors and directors.

НОВАЯ ЗЕЛАНДИЯ КАК ОДНА ИЗ АНГЛОГОВОРЯЩИХ СТРАН

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New Zealand – a state in the southwestern Pacific Ocean, in Polynesia, located on two large islands and a large number of smaller surrounding islands.

Ministry of culture and heritage of New Zealand manages the activities of state bodies in the sphere of culture.

British culture and cultural traditions of many countries of Western Europe, whose inhabitants moved to New Zealand, has a serious impact on the cultural life of this country. Particular attention is paid to the preservation of New Zealand Maori indigenous culture. About 50 years ago, Maori language has almost disappeared from everyday use. For its saving and rebirth newspapers are published in the Maori, new television channel broadcasting exclusively in that language was opened. English is the lingua franca of business and everyday communication. Maori – the second official language of New Zealand. It is recognized by Parliament and courts, and its value continues to increase.

Despite the geographical distance of New Zealand, its residents have access to a variety of cultural activities and cultural events. Theater, cinema, literature and visual arts attract a large number of fans and participants.

Contemporary New Zealand film industry is actively developing – there are new films on the screen shot with the participation of local filmmakers.

Film director and screenwriter Jane Kempion, film director Peter Jackson, actor Russell Crowe, Craig Parker, Lucy Lawless and Sam Neill are the most successful members of the film industry in New Zealand. And the most famous paintings are the trilogy films «The Lord of the Rings», «The Chronicles of Narnia: The Lion, the Witch and the Wardrobe», «The Last Samurai» and «Xena – Warrior Princess».

ДОСТОЯНИЕ АВСТРАЛИИ

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Australia is young and old country at the same time, therefore the culture and traditions of this country-continent consist of three absolutely various components.

According to seniority, the first main part is the ancient culture of natives who appeared at the Australian continent more than 70 thousand years ago. And though they had considerably smaller impact on culture of modern Australia, than, for example, Maori on culture of New Zealand, bases of the Green continent culture belong to Australian natives.

The second whale on whom Australian traditions and culture stand is close connection with Great Britain. The British immigrants, moving to the other end of the world, transferred the habits and customs with themselves. Australia owes much to the general British school having the artists among whom Thomas Roberts and Artur Striton became the real classics, the architects – William Uordell and Edmund Bleket who revived the interest to a gothic style on the Australian continent, and writers (Thomas Keneali, Peter Karey).

And, at last, the third component which already has the dominating value comprises the customs and culture which arose actually on the Australian soil and in the country of Australia. Australia is glorified by well-known actors, such as Nichole Kidman, Russell Crowe and Mal Gibson. Australia became the homeland of pop idols of 20 and 21 centuries, such as ageless Kylie Minogue and INXS and AC/DC groups. There are also its own traditions connected both with short Australian history, and with ancient customs of natives [1].

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