

cal distribution. It doesn't necessarily follow, though, that a manufacturer should simply pick the cheapest available form of transportation. Many companies today use the total physical distribution concept, an approach that involves maximizing the efficiency of physical distribution activities while minimizing their cost. Often, this means that the company will make cost tradeoffs between the various physical distribution activities. For instance, air freight may be much more expensive than rail transport, but a national manufacturer might use air freight to ship everything from a single warehouse and thus avoid the greater expense of maintaining several warehouses. When a firm chooses a type of transportation, it has to bear in mind its other marketing concerns – storage, financing, sales, inventory size, and the like. Transportation, in fact, can be an especially important sales tool. If the firm can supply its customers' needs more quickly and reliably than its competitors do, it will have a vital advantage: so it may be more profitable in the long run to pay higher transportation costs, rather than risk the loss of future sales.

In addition, speedy delivery is crucial, in same industries. A mail-order distributor sending fruit from Oregon to Pennsylvania needs the promptness of air freight. On the other hand, manufacturer shipping lingerie from New York to Massachusetts may be perfectly satisfied with slower (and cheaper) truck or rail transport.

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АНГЛОЯЗЫЧНАЯ КОММУНИКАЦИЯ В ИНТЕГРАЦИОННЫХ ПРОЦЕССАХ

Сапожник К.Р., Шароватова С.А.

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

The English language is an integral part of a specialist's competence in conditions of the world integration [1]. It allows to solve communication problems and to achieve good results in business communication. English-speaking scientific research competence of a specialist is a comprehensive whole of abilities which helps a scientific worker to realize professional scientific effort in conditions of international mobility and integration. It allows to cooperate with other cultures' native speakers, taking into consideration modern scientific views and native values but keeping native self-identification. Nowadays one of the tools of promoting scientific research to the international community is publication in international data bases. The problem of publishing Russian scientists' research results in English-speaking journals is relevant because there are not very many native periodicals following international standards. However, international scientific editions have their own demands for publications. An article should be written in English and carefully edited. That is why being proficient in English is the objective demand of the time, the key to Russian scientists' success. One of the most important aspects of integrating the Russian higher education into the international educational space is academic mobility. It is a complex multilateral process of exchanging scientific and cultural potential and learning technologies by finding oneself in English-speaking academic milieu. Academic mobility is supported by such programs as ERASMUS, TEMPUS and others. These programs include conferences and symposiums for the exchange of academic and practical experience, visiting

educational establishments. Purposeful development of academic mobility is a means of supporting highly qualified specialists at the international market.

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КТО ОН, РЕЙСОВЫЙ СОПРОВОЖДАЮЩИЙ?!

Таркович Ф.М., Надвикова И.А.

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

So many men so many professions which are integral to the whole global process functioning normally. If the tendency of employment is disbalanced the chaos will befall. One job or profession compensates, coincides or overlaps with another one. There is a close link in a common sphere between the professions. In our case, we consider a peculiarity of air-profession as a flight attendant in a system of employment. As it is known the career as an airline stewardess- more commonly called a flight attendant – includes serving and satisfying passengers, it also entails ensuring the safety of passengers and crew members [2]. Flight attendants receive extensive emergency training, because in the case of an emergency, they may have to lead the evacuation. The main duty of a flight attendant is maintaining a safe and secure flight while keeping passengers at ease. Before takeoff, flight attendants ensure the plane is laden with emergency gear, first-aid kits and enough food and drink for all the passengers. They also greet passengers, take tickets, ensure seat belts are fastened and drill passengers in emergency procedures. If an emergency does occur, flight attendants may direct the evacuation and provide first-aid to the injured. According to the U.S. Bureau of Labor Statistics, flight attendants typically spend 75–90 hours each month in the air and 50 hours each month getting the plane ready and writing flight reports on the ground. Since airlines operate at all hours of the day, flight attendants may work nights, weekends and holidays. They often spend time at destination locations, in which case airlines pay for hotel stays and meals [1].

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ЗЕЛЕНОЕ СТРОИТЕЛЬСТВО

Тутынина С., Латина С.В.

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

We have recently been thinking about negative human impact at environment [2]. Not only manufactories influence on ecology but homes are not ecologically pure as well. High consumption of electric and natural resources causes harmful effects on ecology. Fortunately this problem has a solution. Green building has recently appeared in our country and has already developed in large scale. Eco-development is a construction industry which includes buildings and exploitations constrictions with minimal impact at environment. To my mind, the main aim of this industry is to minimize degree consumption of resources (energetic and natural) during structure "life": choosing an area for designing, building works, exploitation, repairs, demolition. Green building has also an aim to increase building quality and indoor environment comfort. These factors are achieved by:

- Effective use of energy and water resources;
- Use of ecological safe building materials;
- Reduction of waste, harmful emissions and another effect at environment;
- Using of local building materials (damage reduction of transportation materials);
- Using of renewable energy sources for providing energy requirements (sun energy, energy of wind, geothermal energy);
- Using materials with high index of energy efficiency and energy saving.

In addition we should remember that a positive result of use of «Green» standards must be evaluated not only from the position of economic convenience but from the position of positive influence on the environment and people health [1].

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ТРУБКА ПИТО КАК МЕРА СКОРОСТИ

Швырев Н.С., Надвикова И.А.

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

One of the most important characteristics of any aircraft is an air speed. Even the word «plane» we associate with “fast”. In the mid-18th century the French hydraulic engineer Henri Pitot, studying the flow of water, invented a device called the Pitot tube for measuring the speed of the flow velocity then in the mid-19th Henry Darcy modified it essentially. As a result, the Pitot tube has been applied to the measurement of wind speed, and it is equally useful as a log for ships or aircraft. A typical Pitot marine log consists of a pair of thin-walled tubes projecting through the bottom of the ship and bent so as to face the direction of motion. One tube is open at the forward end; the opening is referred to as the dynamic-pressure orifice [2]. The second tube is closed at the end but has openings at right angles to its length; these openings are the static-pressure orifices. The basic Pitot tube consists of a tube pointing directly into the fluid flow. The moving fluid is brought to the stagnates as there is an outlet to allow flow to continue. This pressure is the stagnation pressure of the fluid, known as the total one particularly in aviation which is generally measured using the static ports on the side of the fuselage. The dynamic pressure measured can be used to determine the indicated airspeed of the aircraft. Instead of separate pitot and static ports, a Pitot static tube may be employed which has a second tube coaxial with the Pitot tube with holes on the sides, outside the direct airflow, to measure the static pressure [1]. Moreover, Pitot tubes on aircraft commonly have heating elements called Pitot heat to prevent the tube from becoming clogged with ice. In case of Pitot tube malfunctions the incidents or catastrophic consequences may fall out. According to the French air safety authority BEA, in 2008 Birgenair flight 301, Air France flight 447 crashed dramatically.

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ОЦЕНКА ВЛИЯНИЯ ПРЕПАРАТА РАБОТЫ АЭРОПОРТА

Шеховцов К.Е., Першина Е.Ю.

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

Airport is a transport enterprise intended for air transportation of passenger and cargoes. It consists of landside and airside areas.

Landside area includes parking lots, tank farms, access roads, traffic control service, air station itself, and etc. Airside area comprises all areas accessible to aircraft, i.e. runways, taxiways, ramps, tank farms and others.

Access from landside areas to airside ones is tightly controlled at most airports.

Passengers on commercial flights access airside areas through terminals, where they can purchase tickets, clear security, check or claim luggage. Passengers can board aircraft through gate. The waiting areas for passengers are called concourses. This term is often used instead of terminal.

Airports depend on air traffic density and available facilities. Many airports have air traffic control located in tower. Such airports are called towered airports.

Airports with international flights have customs and immigration facilities.

International flights often require a higher level of physical security; in recent years many countries have adopted the same level of security not only for international but for domestic flights.

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ИКАО

Ян Т.С., Надвикова И.А.

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

International civil aviation organisation intergovernmental specialized agency associated with the United Nations (UN). Established in 1947 by the Convention on International Civil Aviation (1944), which had been signed by 52 states three years earlier in Chicago, the ICAO is dedicated to developing safe and efficient international air transport for peaceful purposes and ensuring a reasonable opportunity for every state to operate international airlines. The organization's permanent headquarters are in Montreal [2]. The ICAO, whose membership includes virtually every state in the world, has several component bodies: an Assembly of delegates from all member countries that meets every three years, a Council of representatives from 33 member states, an Air Navigation Commission appointed by the Council for addressing technical matters, and various standing committees, including a Committee on Joint Support of Air Navigation Services and a Finance Committee. The five main sections of the Secretariat—the Air Navigation Bureau, the Air Transport Bureau, the Technical Co-operation Bureau, the Legal Bureau, and the Bureau of Administration and Services—provide technical and administrative assistance to the various national representatives. The ICAO's activities have included establishing and reviewing in-