

**СЕКЦИЯ 19. ГЕОЛОГИЯ, ГОРНОЕ И НЕФТЕГАЗОВОЕ ДЕЛО. ПОДСЕКЦИЯ 1.
ПРОБЛЕМЫ МЕЖЪЯЗЫКОВОЙ ПРОФЕССИОНАЛЬНОЙ КОММУНИКАЦИИ
В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ**

takes over. Long recognized the powerful influence of the films of this genre on the psyche and thus, there are many restrictions on viewing such films.

Thus, films have a huge impact on a person, his behavior, culture and the whole world.

References

1. Film industry influence on society [Electronic resource] // URL: <https://sites.google.com/site/cocanketa/home/sovremennye-issledovania> (date of the application: 01.02.2018).
2. Impact of films on a person [Electronic resource] // URL: <https://shkolazhizni.ru/psychology/articles/78612/> (date of the application: 01.02.2018).
3. Differences between genres [Electronic resource] // URL: <http://www.lookatme.ru/mag/live/inspiration-lists/209407-films> (date of the application: 01.02.2018).
4. Genres of films [Electronic resource] // URL: <https://www.ronl.ru/shpargalki/psikhologiya/836542/> (date of the application: 01.02.2018).

THE INFLUENCE OF THE MEDIA ON THE LEVEL OF SPEECH CULTURE IN THE MODERN SOCIETY

V.D. Kazak

Scientific adviser associate professor N.Yu. Gutareva
National Research Tomsk Polytechnic University, Tomsk, Russia

Language is the history of the people, the path of civilization and culture from the sources to the present day. Now many people are concerned that by the beginning of the 21st century we have forgotten to speak and write normally in Russian. Language is the soul of the people. By nature, it cannot but reflect what is happening to a man and around him. Coarsening of a language, its apparent impoverishment, communication – all this indicates our spiritual and moral degradation.

At present, it is not possible to realize the influence of the media, especially the electronic media, on the formation of a modern way of life and language. We can see that the language norm of the Russian language changes in the media. At present, we are witnessing an unprecedented distortion and coarsening of the Russian language in the media, the Internet and, as a consequence, in the speech of our fellow citizens.

The state of Russian language culture is of concern to many people today. This is talked about and written by teachers and journalists, writers, scholars - linguists. At present, it is not possible to realize the influence of the media, especially electronic (radio and television), on the formation of a modern way of life and language. According to research data in recent decades, 70-80% of mass social information consumers receive through radio and television channels and only 20-30% through printed periodicals. The electronic mass media out of the XX and XXI centuries have the opportunity to form language norms in all age groups of millions of people. A recent survey has showed that:

- 40% of the students surveyed are confident of the negative influence of the mass media on our speech, as in today's world there is no strict control over this sphere, that is why people's speech in the media there are verbal errors, parasitic words, etc;

- 32% of respondents believe that the media positively influences a person's speech, enrich our speech with new words;

- 20% cannot give an unambiguous answer, considering that different media have different impact on the person;

- 8% believe that the media does not have any influence on the speech of a person [1].

Here is an example of the use of slangs and jargon in some famous magazines and on the television:

1) There are constant violations of the norms of the words pronunciation, both by the presenters of the programs themselves, and by the heroes of these programs, as well as by politicians and artists on the television and radio. On the radio and youth television channels (MTV, MUZTV, etc.), where the target audience is youth and adolescents, there is a huge amount of borrowed vocabulary from the English language (its American version), especially a large number of words related to fashion (trend, bow, print and etc.) and modern music (hit, demo, track, sound, etc.).

2) We read already on the first page of the teen magazine "Bravo": "victim of the main party-goer of the world", "motorcycle glamorous - pink color". Further on the pages of this magazine every now and again there are the words of youth slang: booze, carbon monoxide, Goth - party, tusanut, fanatet, trash. Let's take two more youth magazines, the readers of which are girls — ELLE GIRL and YES! Here the vocabulary differs in the orientation towards the readers — shopping, gifts to the cashier, upgrade (the word that used to be used exclusively in computer vocabulary, spread among young people), super-creative, stir up, the right young lady, make-up, lava-story, military stripes. The influence of the publication on the speech of a particular stratum of society depends on the targeting of the material to a certain age category. Sometimes you go to the site, for example, "Vkontakte" (even the name is written in violation of spelling norms) and one can wonder how and how illiterate people can be. The words immediately rush into the eyes: "clear", "АТР", "some garbage", "PPC", "dr", "agon", "this is a fiasco bratan", "but you'll be in contra?" [2].

Thus, the modern media, overcoming the traditional boundaries of the functional styles, tend to approach the level of the average philistine, consumer of mass culture as much as possible, try to speak his language. And since the thinking level of the average linguistic personality is largely formed precisely through the media, as it is they who make up the most authoritative speech environment for many native speakers. Reading newspapers, listening to the radio, watching TV and the Internet – these are the areas of speech activity, in which "standards", "norms", "aesthetics" for the

mass media of the language are formed. The modern people often see the world through the eyes of the media. The media are beginning to claim a normative role in the Russian language culture.

To sum up, having carried out the research, I have been convinced that to a large extent the media negatively affect the speech of the person, in particular schoolchildren and students. Because of the illiterate speech of the announcers, journalists, TV presenters, we ourselves do not speak correctly.

References

1. Влияние СМИ на формирование русского языка [Electronic resource] //URL: <https://e-koncept.ru/2016/86586.htm> (date of the application: 01.02.2018).
2. Влияние СМИ на уровень речевой культуры [Electronic resource] // URL: <https://www.proza.ru> (date of the application: 25.01.2018).

VOLUNTEERING IS ONE OF THE BEST WAYS OF IMPROVING ENGLISH

M.V. Nadeina

Scientific adviser associate professor L.V. Nadeina
National research Tomsk polytechnic university, Tomsk, Russia

When we hear the word “volunteer” for the first time, we think about people who spend their free time working in hospitals and trying to help sick people or picking up clothes and food for disaster victims. We call people “volunteers” if we know them to go to the poorest countries in Africa to fight poverty and to teach children to read and write in these countries. But now we know that it is not quite so because volunteering covers a lot of areas.

The name “voluntaries” comes from the Latin word meaning “willingly” because people were supposed to do something of their own free will. And at present time Wikipedia says that “volunteering is generally considered an altruistic activity where an individual or group provides services for no financial or social gain “to benefit another person, group or organization”. [4] It is known that volunteering is renowned for skill development, and it is intended to promote goodness or to improve human quality of life.

Volunteering is considered to go back to the beginning of XX century. This is explained by the fact that after the First World War a lot of people appeared who were ready to help victims of war. The first volunteer organizations were developed after World War I.

At present time volunteering is a powerful social movement, having its organizations all over the world. Every person can be a volunteer if he/she wants to devote his/her free time to voluntary labour, and if he/she is a very responsible. As it is said before, volunteering is a charity work. In point of fact, volunteers don't make money working a lot, but they get moral satisfaction because they understand that they do something great and useful.

It is known that volunteering can be uncoordinated. Everybody can do something that other people didn't do: for example, to put the fire out, to scrape the litter left by picnickers, to feed squirrels and birds in the parks, to clean the bottom of the lake, to plant trees, and so on.

Nowadays it is beyond argument that volunteering is developed in a student community. The question that has to be answered is why a student wants to be a volunteer. There are a lot of reasons to explain the student's decision to be a volunteer: for example, some students want to help people without compensation, others try to get additional knowledge and skills. Some students are known to want to be a volunteer because they want to extend a circle of friends and acquaintances.

It has been proved that students are strongly motivated to be a volunteer if they deal with the volunteer's field of activity which they like best of all: for example, sport (so long as a student is a sportsman). That's why a student can be a volunteer at the international sports competitions. Working as a volunteer at such kind of sport competitions, a student has got a great opportunity not only to practice English but to improve English.

It must be conceded that student community is a specific social group. A word “student” derived from Latin means a hardworking person mastering knowledge. Students are usually girls and boys of 18-22, that's why they are active, energetic and communicative.

Working as a volunteer at the international sport competitions, students meet sportsmen from different countries (English-speaking countries and non-English-speaking countries). It should be noted that it is easy to speak to the sportsmen from non-English-speaking countries because English for them is not the native language. They make English sentences as Russian students do. Therefore, Russian volunteers communicating with the sportsmen from non-English-speaking countries overcome a language barrier easily. It helps volunteers to practice English and add an active vocabulary. At the same time the volunteers, communicating with sportsmen from English-speaking countries, will be able to enrich their active vocabulary.

So long as sportsmen who take part in the competition are young people, they can't live without their mobile phones. That is why both athletes and volunteers can use their mobile phones to organize their life during the competition.

To understand sportsmen from different countries (especially native speakers) is to know type of slang which deals with SMS. [1] It is rather difficult but it is possible to study youth slang communicating with native speakers. [3]

During the competition athletes and volunteers can make friends, they can spend a lot of time together singing songs, watching and discussing films, playing different games. New words which volunteers can hear will enrich their vocabulary, and they can make a good progress in pronunciation, singing songs or repeating words after native speakers. There are a lot of difficulties in pronunciation in the English language. It is rather difficult, for instance, to pronounce