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PHENOMEN OF CULTURE SHOCK AND WAYS OF ITS OVERCOMING

V.O. Danilenko, I.L. Kologrivov

Scientific adviser - senior lecturer V.E. Mironova

National Research Tomsk Polytechnic University, Tomsk, Russia

Today, in the age of international relations development, as a result of academic exchange programs in the sphere of education, people inevitably encounter with such a phenomenon as culture shock. The aim of the article is to analyze the specific nature of culture shock and reveal the key ways of its overcoming.

The term "culture shock" was introduced by the American researcher Kalervo Oberg in 1960. In his opinion, culture shock is "a consequence of anxiety, which appears as a result of the loss of all the common signs and symbols of social interaction," moreover, when entering a new culture, a person has very unpleasant feelings" [3].

The essence of culture shock may be understood as a conflict between old and new cultural traditions; the old ones are inherent to the individual as a representative of society in which he has lived, and the new rules represent the society in which he has to interact abroad. In other words, it is a conflict of two cultures on the level of their individual consciousness

Iceberg concept

Probably, one of the most famous metaphor which describes "culture shock" is Iceberg concept. It means that culture consists of not only what we see, hear (language, art, literature, architecture, music, dancing, cuisine, national dress) but also what is beyond our perception (perception of beauty, attitude to the elderly, teamwork, notion of sin, justice, body language, facial expressions). The bottom line is that culture can be imagined as an iceberg where above water surface there is a small part of visible culture and under water there is the most significant part which is not visible but it influences on our sense of culture. In case of collision invisible parts often arise in the form of culture shock [1].

American researcher R. Weaver compares culture shock with a collision of two icebergs: under water collision of values and mentality happens. He approves that collision of two icebergs is a part of culture perception which has been unconscious earlier, presently goes to the level of conscious ideas and a person begins to pay more attention to both native and alien culture. A person with surprise recognizes this hidden system only when he experiences this situation himself. The result of it is psychological and often implies physical discomfort or culture shock [1].

Possible reasons

There are a lot of reasons for culture shock

1. Residence in a new geographical location causes reaction of lament, expression of grief about lost connections
2. Moreover, the reason for culture shock can be negative events and disruption of the daily routine. However, it is rather complicated to evaluate events and determine the reasons: on the one hand, a person himself can be guilty of these negative events but on the other hand, negative events make these people suffer;
3. Culture shock is caused by discrepancy of values due to lack of understanding
4. Culture shock is associated with a lack of social skills, owing to the fact that socially inadequate or inexperienced people have more difficult period of adaptation
5. Lack of social support

Basically, a person experiences culture shock when he arrives in another country, which differs from the country where he comes from. He may encounter with similar difficult situations in his own country because of the social change.

When a person starts living in a new country a conflict of old and new cultural rules takes place; old cultural practices demonstrate values of his native country while new ones characterize a new society.

People experience culture shock differently, without equal awareness of its impact. It depends on their individual characteristics, degree of similarity or differences between cultures.

In addition to this, a number of other significant factors can intensify culture shock, for example, climate, clothes, food, language, religion, level of education, wealth, family values, customs, etc.

Factors affecting the intensity of culture shock

The intensity of culture shock and the duration of intercultural adaptation depend on a number of factors that can be divided into two groups: internal (individual) and external (social).

According to researchers, the age of a person is a basic and critical element of adaptation to another culture. With age, a person is more difficult to integrate into a new cultural system, he experiences culture shock in more significant way, and perceives values and behavior patterns of a new culture much slowly.

Besides, a very important factor in the process of adaptation is the level of human education: the higher it is, the more successful adaptation occurs. Due to the fact that education expands human inner potential, it improves his perception of the environment, and makes him more tolerant of changes and innovations.

It is also possible to say about universal characteristics of people, who are planning to live in a foreign country. Such characteristics include professional competence, high self-esteem, interpersonal skills, openness to different opinions and points of view, interest to the environment and people, ability to cooperate, internal self-control, courage and perseverance.

The group of external factors includes cultural distance, which refers to the degree of differences between "our own" and "alien" culture. It should be understood that adaptation is not influenced by the cultural distance, but by the human perception of it [4].

Ways to overcome

According to the American anthropologist F. Bock, there are four ways to resolve the conflict that arises during culture shock

1. The first method can be called ghettoization (from the word ghetto). It is carried out in situations where a person enters another society, but he tries or is forced (due to the lack of the language skills, religion or for some other reason) to avoid any contact with another culture. In this case, he tries to create his own cultural environment - the environment of his compatriots, fencing himself off the influence of the multicultural environment by means of this environment.

2. The second way to resolve the conflict of cultures is assimilation. In the case of assimilation, the individual, on the contrary, completely abandons his culture and seeks to fully assimilate the cultural practices of another culture necessary for life. In fact, it is not always possible. The reason for the failure can be either the insufficient ability of the individual to adapt to a new culture, or the resistance of the cultural environment, which he intends to become a member of.

3. The third way to resolve cultural conflict is an intermediate one consisting in cultural exchange and interaction. In order to have a successful exchange or to be beneficial, openness is necessary from both sides, which is, unfortunately, extremely complicated in real life, especially if the parties are initially unequal. In fact, the results of such an interaction are not always obvious at the very beginning. They become visible and distinct only after a certain period of time.

4. The fourth way is partial assimilation, when an individual sacrifices his culture in favor of the foreign cultural environment partially, that is, in some spheres of life: for example, at work he is guided by the traditions and requirements of another culture, and in the family, in religious life - by the rules of his traditional culture [2].

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COMPARATIVE ANALYSIS OF TERMINOLOGY IN THE ENGLISH LANGUAGE (TAKEN FROM NEWSPAPER ARTICLES OF "CHEMICAL TECHNOLOGY")

A.O. Efanova, I.K. Zabrodina

National Research Tomsk Polytechnic University, Tomsk, Russia

With the development of science and technology, new realities appear inventions that need to be designated and called. For these purposes, new words are created called neologisms [5].

The purpose of this work is the analysis of English neologisms (terminology), which are found in the oil and gas professional activity. This topic is relevant because there is an active replenishment of the vocabulary in the given area.

Neologisms can be formed in different ways [1]. There are lexical neologisms. They are created from productive models or borrowed from other languages. In addition, there are semantic neologisms: these are neologisms resulting from the assignment of new meanings to already existing words.

Neologisms also have a classification depending on the conditions of creation. Such neologisms may be anonymous, i.e. their occurrence is not associated with the name of the creator, and individually – there is an author of these neologisms.

According to the goal of formation, neologisms are divided into nominative neologisms, which have a nominative function, and stylistic neologisms, which give a figurative characteristic to objects that already have names. In relation to the language, neologisms are linguistic (national), used in speech with values assigned to them, and occasional – neologisms, used in a specific context only once [2, 4].

While analyzing neologisms attention should be paid to the motivation of the word. Many scholars identify such types of motivation as absolute (external) – most often words – interjections; relative (internal) – the meaning of the word derives from the meanings of its parts (morphological), or the meaning is formed as a result of rethinking (semantic); full (motivation is obvious) and partial (motivation is close to complete no reducibility); direct and portable (metaphoric) [6].

The material for this work were newspaper articles of the oil and gas industry. The analyzed lexical neologisms are anonymous, since none of them is associated with the name of its creator.

It should be noted that each of the analyzed neologisms is nominative, because these neologisms were created to name objects, phenomena. And the last thing that unites is that they all relate to linguistic neologisms. Each of them is widely used in the given field.

1. Doghouse – a small shelter located on the rig floor for use by the drilling crew [7].

Бытовка (Doghouse) – разговорное название, какого-либо временного вспомогательного помещения используемого для бытовых нужд на химических предприятиях в качестве временного жилья, для хранения инструментов и инвентаря [3].

This word is formed by the addition of two previously existent words: noun «dog» has a meaning – *собака*, noun «house» – *дом, жилище, семья, хозяйство, род*. If we translate this neologism literally, then the translation of this word will sound like – *Собачья конура или собачья будка*. In this case, a certain semantic connection is traced, which consists in the fact that *бытовка (dogleg)* is the location and rest of both beings. Russian translation is unique in that it reflects the purpose of the place – the life of a person. The above word reveals a relative motivation, namely semantic motivation, since the meaning of the word was formed as a result of its rethinking, transfer of signs from one subject to another.

2. Junk basket – tool for catching small items left in the well [7].