

К положительным можно отнести следующие: деньги позволили разделить труд; способствовали развитию промышленности и связей между разными странами; дали человеку возможность добывать необходимое для жизни везде, где применим труд, есть обмен и торговля; деньги — основа развития любого дела.

К отрицательным можно отнести такие, как жажда денег, вызывающая ожесточенную борьбу за обладание ими; стремление заполучить много денег, развивающая алчность, скупость, что морально «подтачивает» человека; накопление денег превращается для многих в самоцель, ради которой они не перед чем не остановятся.

Секция 17

МИР В XXI ВЕКЕ: ЭКОНОМИЧЕСКИЕ, ПОЛИТИЧЕСКИЕ И СОЦИОКУЛЬТУРНЫЕ АСПЕКТЫ (на иностранных языках)

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DO YOU SPEAK «RUNGLISH»?

А ВЫ ГОВОРИТЕ «ПО-РУНГЛИЙСКИ»?

«Рунглиш» — это явление русского языка, при котором наряду с общепринятыми русскими лексемами используются лексические единицы английского языка. Заимствованные лексемы в речевой деятельности, а также в устных и письменных текстах выражаются посредством русского фонемического набора. Это языковое явление получило широкое распространение в бизнесе, науке и технике, в компьютерной сфере, и, безусловно, «рунглиш» можно назвать языком молодежи.

First there was Franglais, a mangled combination of English and French. Then came Spanglish and subsequently Denglish, a mixture of German and English. Lately, Russian-speaking people have faced such a phenomenon as Runglish, a special language which has penetrated business and computer spheres, as well as science and technology. Just as the French are scared of their language being invaded by English, the Russians and those who speak Russian are also concerned about their language. But this is the way languages develop nowadays. And with mass communication, it makes sense that this process might seem accelerated. Russian already has terminology that comes from foreign languages and even has morphemes that gave foreign words Russian verb or noun endings. It is an enriching process that is unlikely to be stopped by any sort of government action.

Runglish (Ruglish or Russlish) is a neologism increasingly used to denote at least two levels of lingual mixing:

- interlanguage — when words from another language are borrowed, but the grammar remains the same (e-mail, feedback, briefing, meeting, etc.);
- pidgin — when words and grammar of different languages are unified (forwardit', approvit', acceptit', invitit', guysy, deadliny, etc.)

As a term for describing the Russian-English mixed language, it was popularized in 2000 as a name for one of the languages aboard the International Space Station. The cosmonaut Sergei Krikalyov once said jokingly that the spacecrew communicated in «Runglish», a mixture of the two above-mentioned languages. So that when they were short of words in one language they could use the other, because all the crew members spoke both languages well. NASA has since begun listing «Runglish» as one of the on-board languages.

Although less widespread than other pidgins and creoles, Runglish is frequently spoken in the Russian-speaking community. Currently, young Russian-speaking people invite their «friendessi» (female friends) for a «drink» at the «Pab» [pAb] by cellular phone text message or while chatting on the Internet. And if a person doesn't understand what it is talked about, he will probably be called a «loozer» [lu:zer]. A lot of foreign words appear in the native language mostly under the influence of the Internet and now the jargon successfully penetrates the press and advertising as well as business. It is difficult to imagine an international company without speaking «Runglish» these days. This language seems to become an element of corporate culture nowadays. Such phrases as «forwardnut' pis'mo, otreviewirovat', poluchit' feedback» are a normal phenomenon in business sphere, though some people can consider it rather strange and incomprehensible.

Extensive invasion of English increases the fear of losing the Russian language identity. However, the linguists say that the fear of English is misplaced. In the contemporary world young people always develop fashionable ways of communicating. And it is Russian words used incorrectly that damage the purity of the language, not the introduction of foreign words.

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THIRD MILLENNIUM INVESTMENTS

Throughout the decades the world public is turning the attention from one large-scale issue to another. However in recent years the world nations have started to pay more and more attention to the influence of global problems and related to them human activities not only on short-term development but also on overall livability of the planet. Finally the mankind is taking faltering steps towards environmentally sound and sustainable development of the society. The concept of The End of the World has been known since the beginning of time. But here and now did this day come to be more than

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