

Ученые записки Крымского федерального университета им. В. И. Вернадского. Филологические науки. – Режим доступа: http://sn-philol.cfuv.ru/wp-content/uploads/2016/12/grebennik_22.pdf. – Дата доступа: 28.10.2021.

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THE POWER RELATION OF LANGUAGE

Отношения власти в языке

This study investigates power relation between two teams of students from different cultural and disciplinary backgrounds. In our meetings English as lingua franca is used. The participants are from two countries, Georgia, and Japan. Furthermore, their areas of studies vary: informatics, international studies, politics, and business. The international collaborative project aims to develop a marketing application to increase the sales of a café called TOUMAI by using a smartphone application and Georgian wine. Due to the influence of COVID-19, TOUMAI sales and the number of new customers decreased. Also, we could not go to Georgia for collecting video material we use for application, so communication with Georgian students was only performed online. We also collaborated with Informatics students to create a new application for TOUMAI. Two research questions were set.

1. What can be a source of power in the group interaction?
2. How do the participants react to the power relation?

To approach the questions as participants-researchers we employed active research methodology.

In this project, Japanese and Georgian participants had meetings to create a marketing plan to increase sales. Data was collected during the meetings. For research question 1 our findings suggest that the source of power relation is the differences in English skills. During meetings Japanese students felt power relation in the group where English as lingua franca was used, however Japanese felt Georgian

participants' English skill was higher than Japanese. Additionally, a lack of physical presence appeared to increase anxiety to communicate in English for Japanese students. However, according to interview data, Georgian participants did not sense any language barrier between the Japanese and Georgian students.

For research question 2, to deal with power relation generated by spoken linguistic competency, participants adopted Instant Messaging tools to send written messages. Additionally, the Georgian participants always encouraged the Japanese ones and facilitated relational talks to construct and minimize the power relation. Moreover, non-verbal elements such as facial expression, tone of voices and gestures through Zoom interaction also helped to minimise power.

This case study illustrates the way to build good relationships through digital communication. There are increasing opportunities to have business meetings in global settings by using video conference application. When several groups work together, there might be some gaps among them. Hence, to fill the gaps, it is important to mutually understand and cooperate with each other to achieve the project goal.

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MEANS OF CREATING AN ONLINE IMAGE

Средства создания сетевого имиджа

Over the past decade the term «image» has become extremely widespread in various aspects of human activity: professional, literary, creative, social, pedagogical and even in everyday life. The image is a kind of «mask» hiding a complex, contradictory and sometimes painful personality of the modern man, not always adapted to the overload of information, rapidly changing and leaving no room for deliberate decisions, conditions of life. In the public consciousness there is a growing perception of the image as a certain value, the quality of which determines the overall success.

An online image is the image you create on social media through your texts, photos, comments on other posts, and reposts.

The purpose of this work is to identify means and particularities of the creation of an online image.