

в сфере политической культуры, научных контактов, связей в сфере образования, массовых коммуникаций, мощной индустрии туризма.

А что же Россия? А в наше время возобновилась дискуссия между теми, кто продолжает разделять мнение П.Я.Чаадаева, убежденного в том, что «нельзя быть цивилизованным не по европейскому образцу», и теми, кто поддерживает идеи так называемого евразийского движения (Карсавина, Трубецкого, Норовского). Евразийство рассматривает Россию как особый этнографический мир, занимающий срединное пространство Азии и Европы. Сегодня мы нуждаемся в диалоге культур, ибо «люди и народы приходят к самосознанию через сравнение себя с другими».

О.Б. Бронникова

ГОУ ВПО «Российский государственный профессионально-педагогический университет» Институт лингвистики

г. Екатеринбург

MCDONALD`S RESTAURANTS: PROS AND CONS

Now McDonald`s is the most widely spread restaurants network in the world. And we can hardly find the man who did not visit one of them. But how can we explain such a grate popularity of McDonald`s cafes. Firstly, it is famous for quickness of service, secondly, for its family directed policy, thirdly, its simplicity (all simple things are fashionable nowadays.) Of course, we must remember about the work of all the people standing behind it. We must admit that McDonald`s is a big employer. It can give the job for students like us. But the flexible graph of working does not meaning that you would combine your work and studding perfectly. We must notice some difficulties of this job (of course, I mean the worker of a hall):

1. You stay on your feet all day
2. Violent temp of working
3. The work with roasting equipment
4. A big quantity of nerves situations with customers

5. Unjust salary.

So you should think a bit before getting this job. The next point is that - whether McDonald`s food is harmful or not. I think yes. People are inclined to believe in gossips. They say that McDonald`s adds some muddling and toxic substance to its patties. Also salad “Caesar” (18.4 gram of fat) is turned to be no more health-giving than cheeseburger (11.5 gram of fat). The appearance of the salads McDonald`s was the greatest alternation in its menu during the whole history of the company. It was presented as a change to “healthy” food.

К.С. Ганьжина

ГОУ ВПО «Российский государственный профессионально-педагогический университет» Институт лингвистики
г. Екатеринбург

HOW DO JAPANESE LEARN FOREIGN LANGUAGES

Does anybody think why he or she learns foreign languages?! Usually we understand the reason of our choice and we can give a positive answer to this question. Each of us has practically the same aims in studying a foreign language. But we can see another attitude to this fact by Japanese`s eyes. Why do Japanese people study languages? So, my report is devoted to the problem of studying foreign languages in Japan and what role it plays for Japanese people.

The first and the main point is the motivation of Japanese to study another language. It`s very low or absolutely absent. This tendency is already seen in the primary school. Is it just disrespect to a foreign culture? Or it`s a deep faithfulness to Japanese culture and traditions? We can`t say exactly “why”, but even those schoolboys who wanted to learn a foreign language, answered: “I want to study foreign languages because I want to know how to write my name”, or “I want to learn how to say “My name is....” in a foreign language. The scientists call this phenomenon “a cultural ego”. It`s appeared when a man thinks that his culture and