

his language are unique, special. This attitude is strong in Japan and East Asia, but also exists to varying degrees among other people everywhere.

Another problem of Japanese is extreme inflexibilities in school, business etc. Those of them, who try to learn language, speak such poor it despite all their efforts. Because they are so serious and inflexible that they are bad at changing things, not to mention their attitudes and study method toward language learning. They believe that study is very serious process and it's very difficult for them to study for fun. So, only freeing themselves from the excessive, extreme seriousness and shifting it to studying for fun attitude would help Japanese improve in English faster.

On a boundary of the centuries Japanese people faced with the problem of overcoming the linguistic barrier. Japan is a modern country with good industry and developing international connections. And English language is very popular there because of the technical progress and globalization. However, there are more English speaking people in China – a serious economic rival of Japan. Japanese see their problem in the method of teaching language. The majority of sixty thousand teachers of English in Japan hardly can speak fluently. More than half schoolboys have only 11 English lessons a year. Different innovations have been already entered to change the situation.

At a conclusion I want to say that Japanese language is a changing language as any other language. And it has many borrowings from Chinese, Portugal. But there are many English borrowings appearing now. To learn foreign languages and travel in foreign countries is to understand people of different nationalities and cultures, their problems and interests, to maintain new relations and become friends. People in Japan realize this statement and try to study foreign languages keeping their own traditions as the main value.

О. Гарипова

ГОУ ВПО «Российский государственный профессионально-педагогический университет»

YOGA IN THE WEST

The general image of yoga is based on very common clichés. Relaxation, the singing of Ohm, meditation and enlightenment while sitting in the lotus position with soft sounds and the smell of incense in the background are the first images that come up in most people when asked about yoga. Yoga, dating back to over 5,000 years ago, was a form of spiritual practice. Today it has evolved from its founding philosophy. In the West it has grown popular as a form of purely physical exercise. Some Western practice has little or nothing to do with Hinduism or spirituality, but is simply a way of keeping fit and healthy. This differs from the traditional Eastern view of yoga.

Yoga was introduced to the West from India only about a hundred years ago. At that time there were only single yogis who traveled about and passed on their knowledge to a selected audience. They often astonished spectators with their abilities to control organic body functions which normally do not submit to our manipulations. During the 1970's many 'hippies' travelled to India and returned inspired by yoga. This specific fascination was based on the combination of a physically oriented discipline as a part of an Eastern spiritual way of thinking. Soon different yogis, whose focus and teaching methods often differed greatly, had established themselves in the West. These differences reflected the large range of yoga, a system which includes exercises with the body and breath as well as concentration and meditation. Yoga as exercise has evolved into numerous subdivisions and variations. Naked yoga, chair yoga, acro yoga and hip-hop yoga are some of the few variations emerging.

Today in the West it is the discipline of Hatha Yoga which primarily established itself with its focus on physical and breathing exercises. These exercises are meant to keep the whole body - including the organs and various

systems - in good order to enable spirit and psyche to become a part of balanced and creative activity. But still there is much debate whether the term Hatha Yoga properly describes yoga as exercise, since the traditional Hatha Yoga system originated as, and still is, a spiritual path in its own right.

Globalization over the past decade has been opening new doors for many industries, and within the yoga industry it has resulted in commodification. Today yoga is a lucrative and growing business. According to Yoga Journal, the leading publication in the field, the average practitioner's yearly expenditure on yoga can be estimated at a ballpark \$1,500. Yoga expenditure is no longer confined to yoga-instruction, but involves the consumption of yoga apparel, literature, recordings and weekend workshops. While yoga was originally done bare foot, Nike has capitalized on the growing popularity by selling the first yoga shoe. Gucci has its own signature mat, Mark Jacobs crated a leather yoga-inspired handbag and Stella McCartney, a prominent trendsetter, has a line of yoga apparel.

While yoga is about cultivating self-love and self-actualization, it has taken on the youthful, beautiful, perfect images of celebrities. Advertisements that sell yoga products feature beautiful sun-kissed models, most likely airbrushed to reflect perfection at its most healthy. The emphasis of today's exported Indian culture has shifted from holy men to beautiful, healthy models and even to the likes of pop artist Madonna.

Thus, on the one hand, the acculturation of yoga in the West can be viewed as a welcome celebration of multiculturalism, promoting more open and tolerant cultural dispositions. On the other hand, the processes of commercialization may be considered to have debased the sacred practice.

Д. Глущенко

ГОУ ВПО «Уральский государственный университет имени А.М. Горького»
факультет международных отношений
г. Екатеринбург