

Philology

Prospects of Translation Studies in the Framework of Cultural Linguistics Concepts

I.K. Fedorova

Perm National Research Polytechnic University, Perm (Russia)

Key words and phrases: cultural transfer; culture; intercultural exchange; reader; text; translation.

page 5-8

Abstract: The paper studies the concepts of translation as cultural transfer in modern translation studies and other humanities. The author focuses on the dialectical relationship between these two concepts and examines prospects for interdisciplinary studies.

Information Science

Recognition and Classification of Visual Images

N.G. Makagonov, M.A. Makagonova

Perm National Research Polytechnic University, Perm (Russia)

Key words and phrases: binary matrix; “edge” function; layer perceptron; Matlab; neural network.

page 9-12

Abstract: This article is a detailed description of the software created by the authors. The purpose of the study is the solution of recognition and classification of visual images.

Matlab programming environment was chosen for the solution of the problem.

Pedagogy and Psychology

The Authors' Methods of Physical Exercises and Physical Rehabilitation for Athletes with Myopia

E.V. Shmakov, O.V. Kozyreva

Russian State University of Physical Education, Sport, Youth and Tourism, Moscow (Russia)

Key words and phrases: myopia, accommodative disorders, physical rehabilitation, exercise, sports, children and adolescents.

page 13-17

Abstract: Studies have shown that one of the most effective methods in the treatment of myopia is self-massage. Another one is massage of the neck-muscles, and it has a beneficial effect on the eye-accommodation and to the eye's blood supply. Athletes affected by nearsightedness can do a series of exercises to improve vision, as recommended by Indian yoga, or such exercises as relaxation, or eye-fixation, or self eye-massage, or hatha yoga for school children, or exercises for the neck and eyes.

Biological Sciences

Evolution of Flora of the Samara Region over the Last Century

T.B. Matveeva

Samara State Academy of Social Studies and Humanities, Samara (Russia)

Key words and phrases: dynamics of the flora; recreational load; suburban woods.

Abstract: A comprehensive analysis of flora composition of the Samara region forests was conducted on systematic, biomorphological, areal and phytocenotic aspects. Some rare species were identified. The data was based on personal long term research. Modern and historical floras were compared. In the paper, the peculiarities of anthropogenic transformation of these areas are examined.

page 18-23

International Scientific Conference

“The role of science in the development of society”

(October 1–3, 2014, Rome, Italy)

Pedagogy and Psychology

The Analysis of Flight Attendants' Job Burnout

Bai Yuewei, Liu Xiaojuan

Civil Aviation University of China, Tianjin (China)

Key words and phrases: flight attendants; job burnout; prevention.

Abstract: The paper describes the causes, symptoms and ways of prevention of flight attendants' job burnout.

page 25-28

Children Adaptation to Learning in School: Theoretical Aspects of Psycho-Pedagogical Support

S.V. Feoktistova, N.N. Vasilyeva

Russian New University, Moscow (Russia), I. Yakovlev Chuvash State Pedagogical University, Cheboksary (Russia)

Key words and phrases: adaptation; interaction between teachers and psychologists; younger students.

Abstract: The paper focuses on interaction between teachers and psychologists to ensure children adaptation to learning in school. The authors describe the principles and main directions of cooperation among the participants of educational space.

page 29-31

History, Philosophy and Sociology

Russian Education: Practice of Informal Payments

N.L. Antonova, A.V. Merenkov

Ural Federal University named after the First President of Russia B.N. Eltsin, Ekaterinburg (Russia)

Key words and phrases: education; informal payments; parents community; social practice.

Abstract: The problem of informal payments as a practice which parents use in public education system was considered in this article. Based on the results of sociological studies which were conducted in Yekaterinburg we showed that parent community uses the practices of informal payments to get a place in an educational institution and secure good education for their children.

page 32-34

The Scientific-Theoretical Justification of the Small-Scale Production: Issues and Options for Action

V.A. Grigorova

Voronezh State Technical University, Voronezh (Russia)

Key words and phrases: crafts; small-scale production; trade crafts.

Abstract: The article summarized the problems of separation of small-scale production. The author conducted a detailed analysis of the research on small-scale production terminology. The approaches to the definition of the scientific and theoretical basis of questions crafts and home industries were considered.

page 35-37

Human-Information Space in the Context of Contemporary Virtual Communications

V.V. Muromtsev, A.V. Muromtseva

Russian State University for the Humanities, Moscow (Russia)

Key words and phrases: information security; multimedia tools; natural communication; virtual communication.

Abstract: The article contains the results of many years' studies of the authors in the area of virtual communications and human-to-multimedia interaction tools. An analysis was performed referring to a dramatic change of the humaninformation space, some main clauses and results were summarized, and tasks were set for further research in this area.

page 38-46

Architecture and Construction

Optimization of Task of Boiler Room Designing

S.M. Terekhov, G.N. Voronkov

Tambov State Technical University, Tambov (Russia)

Key words and phrases: boiler room; boilers; engineering; pumps.

Abstract: The authors described the problem of boiler room designing through a series of simple interconnected tasks. The amount of solutions for each task allows getting a general solution of boiler room designing. All tasks have to be optimized; therefore they

page 47-49

are formulated and solved with extremum function, which allows getting an optimal solution of the original problem.

Information Science

Global Optimization of Innovative Enterprise Logistics System Based on the Method of Machine Learning

D.S. Shcherbakov

Rostov State University of Economics, Rostov-on-Don (Russia)

Key words and phrases: global optimization; machine learning; quantum cybernetics; steady-state gain matrix; utility curve.

page 50-54

Abstract: The paper investigates the problem of improving the integrated logistics management under the influence of globalization. New approach and principles of quantum cybernetics for knowledge-intensive production were discussed; an ex-ample of problem solving for optimizing micro-activity in equilibrium based on industrial studies was given.

Economic Sciences

Funding in Commercial Banks: Contents and Principles

S.M. Bogomolov, L.V. Ilyina, Yu.E. Kopchenko

Saratov Socioeconomic Institute – Affiliate of Russian University of Economics named after G.V. Plekhanov, Saratov (Russia)

Key words and phrases: bank; bank resources; funding; principles of funding.

page 55-58

Abstract: The paper investigates the fundamental requirements, which should be based on a strategy of commercial bank funding in the capital markets. The authors formulated the principles of funding focused on maintaining proportionality of financing structure, providing a multiplicity of forms, methods and tools to enable the maximum number of possible sources of funding, covering funding risks with liquidity reserves and anticipatory funding allowing the leveling effect of money depreciation over time.

The Customs Union in Cooperation with the WTO

K.N. Voronkov

Tambov State Technical University, Tambov (Russia)

Key words and phrases: cooperation between the WTO and the Customs Union; the international trading system of the WTO; the countries of the Customs Union.

page 59-62

Abstract: This article analyzes the issues of interaction between the WTO and the Customs Union, since in the international trading system the WTO plays a key role. At this point, out of the three countries of the Customs Union only Russia became a WTO member. The current state of international relations requires a systematic approach to the solution of common problems in the framework of the Customs Union and closer cooperation on a range of issues.

Innovation and Technology Clusters in the Gas and Petrochemical Industries

M.V. Danilina

Financial University under the Government of the Russian Federation, Moscow (Russia)

Key words and phrases: cluster; energy, fuel and energy complex; gaz; oil; Russia.

page 63-66

Abstract: The economic development of the country is one of the main economic problems in the Russian Federation. One of the possible solutions can be the creation of the economic clusters. The article examines the pan of the creation of the clusters in gaz and oil sector in Russia.

Analysis of financial statements of the municipality to assess its financial stability

N.M. Klimentyeva, E.A. Gorshkov, N.V. Krasovsky

Balakovo Institute of Economics and Business – Affiliate of Russian University of Economics named after G.V. Plekhanov, Saratov (Russia)

Key words and phrases: financial stability; financial statements of the municipality; horizontal analysis; investments; investment activity; investment attractiveness; the coefficients increase financial capacity, and comparative factor analysis; trend analysis.

page 67-70

Abstract: The authors described the traditional methods of financial analysis of financial statements of local municipalities. It was proposed to assess the financial sustainability of

the municipality through ratio analysis, which characterizes the investment activity and attractiveness.

Philology

Interpretation of English Legal Terms by Native Speakers (on the Material of Key Terms in Labor Law)

T.S. Nizgulov

Perm State National Research University, Perm (Russia)

Key words and phrases: English labor law; interpretation; senses; terms.

page 71-73

Abstract: The paper deals with the native speakers' interpretation of basic concepts of labor law in England. By the results of the survey the main senses of interpretations of terms of labor law were identified; features of perception, depending on education and age were discussed.