



VII Международная студенческая
научно-практическая конференция

*«Молодые акулы
бизнеса»*



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№	Автор	Название статьи	Научный руководитель	Вуз	Стр.
3	Воронцов Альберт Андреевич	Work and Travel - программа межкультурной коммуникации	Цай Е. Н.	Международная Академия Бизнеса, «Маркетинг», 2 курс	325
4	Жолдасбай Алдияр Еркеұлы	Внедрение экономических метафор в экономическую терминологию	Мырзаханов Т.А.	Международная Академия Бизнеса, «Экономика», 2 курс	326
5	Жумагулова Айгерим Улановна, Еникеева Расима Азатовна	Менеджмент мамандығының қазақ-орыс тілдеріндегі терминдері	Иманбердиева С.К.	Международная Академия Бизнеса, «Менеджмент», 1 курс	329
6	Капарова Асель Кеменгеркызы	Direct and indirect communication in multicultural organization	Агашкина И.И.	Международная Академия Бизнеса, «Связь с общественностью», 1 курс	332
7	Капарова Асель Кеменгеркызы	Қазақ тілін оқыту мәселелері	Акимбекова Г.Ш.	Международная Академия Бизнеса, «Связь с общественностью», 1 курс	334
8	Кулакеева Диана Баратовна	Мифологические образы сказочной картины мира казахского, русского и английского народов	Цай Е.Н.	Международная Академия Бизнеса, «Маркетинг», 1 курс	336
9	Кыдырова Махаббат Маратовна	National identity in multilingual society	Касенова Р.П.	Жезказганский университет им. О.А.Байконурова, «Иностранный язык: 2 иностранных языка», 4 курс	338
10	Муратбекова Маржан Нурланкызы, Мусина Алуа Нурбайкызы	The role of non-verbal language in intercultural business communication	Сейтмагамбетова У.К.	Международная Академия Бизнеса, «Маркетинг», 2 курс	340
11	Омирсериков Бахытжан Канатулы, Шадрина Алина Ильинична	Language and globalization	Бершина Н.В.	Международная Академия Бизнеса, «Маркетинг», 1 курс, «Менеджмент», 1 курс	342
12	Сабыржан Нуржан Нурланулы, Керимкулова Алия Медербекқызы	Некорректность действующей системы образования как источник проблемы внедрения политики триязычия на территории РК	Глущенко М.Е.	Международная Академия Бизнеса, «РДИГБ», 2 курс	345

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Globalization and language

Back in the early 1990s globalization was hardly thematized as the problem. In the late 90s, this topic claimed to have strong leadership in social science and public debate. The word 'globalization' occupies today perhaps the largest share among the names of scientific conferences and publications headings. Nothing can better testify to the existence and relevance of the phenomenon. However, the views on globalization are very different, and the estimates are often mutually exclusive: at the moment there is no single point of view about whether it brings new opportunities or, on the contrary, the danger; what is its essence and effects, whether globalization should be promoted or resisted. The unity is observed in only one issue: the process of globalization is impossible to stop.

The overview of scientific works on globalization of Russian and foreign authors leads to the conclusion: in the world of scientific literature there is sufficiently broad understanding of different aspects of the phenomenon of globalization as a multilevel, multi-faceted and historically promising phenomenon. The challenges of globalization are disclosed in the works of Ulrich Beck [1], Samuel Huntington [2], Francis Fukuyama [3], A. Nekless, P. Berger, D. Bell, Alvin Toffler [4]. In Russian literature globalism ideology was explored by V. Maksymenko and A. Panarin, V. Weber, M. Delyagin, A. Zhuravskii, V.N. Ivanov, V. Ilyin, M. Muntyan, A. Nazarchuk, A. Ursula, M. Cheshkov, Y. Yakovets and others. Nevertheless, the study of language development in a globalizing world is only at the initial stage. Problems of language globalization have not received the necessary comprehension yet.

The Americans were the first to talk about globalization. The theory of globalization came from the pen of T. Levitt in an article published in the Harvard Business Review in 1983. A broader meaning was given to the new term at Harvard Business School, and the main promoter of the term was a consultant of this school Japanese K. Homaï who published the book 'The Borderless World: Power and Strategy in the Interlinked Economy' in 1990. Assuming that the world economy is now determined by the interdependence of the three centers "Triad" (EU, U.S., Japan), he argued that the

economic nationalism of individual states had become meaningless, "global companies" appeared as strong actors on the economic stage.

It is not easy to define the new category. The globalization process is comprehensive. Its various facets are the subject of almost all social science disciplines, each of them has its conceptual language, its own set of categories which are not always joined together and often overlap. Nowadays the science of economics, for example, has focused its attention on five areas: financial globalization, the emergence of global multinational companies, the regionalization of the economy, the intensification of world trade, the trend toward convergence.

Representatives of technological sciences are discussing technoglobalism or merger of innovations occurring in individual countries and new technologies into a single set of technical knowledge, the emergence of "technological macrosystems" in the areas of communication, transportation, manufacturing; consequences of telecommunication revolution, the creation of the Internet and the conversion of all people in the residents of a single "planetary village", term coined by Canadian M. McLuan in 1962.

Finally, the philosophy has not remained indifferent to the phenomenon of globalization, actively discussing the universalization of human values and recalling that it was Kant who put forward the idea of eternal peace and formation of a single world government.

B. Badie, Professor of the Paris Institute of Political Studies, writes that as there is no single definition of the phenomenon of globalization, he would like to highlight three dimensions of this concept which are important in terms of the science of international relations:

1. Globalization is a historical process which has been evolving for many centuries;
2. Globalization means homogenization of the world, life on the same principles, commitment to common values, following the same traditions and norms of behavior, the desire to universalize everything;
3. Globalization is recognition of the growing interdependence, the main consequence of which is undermining, destruction of na-

tional state sovereignty under the pressure of new actors on the planetary action scene – global corporations, religious groups, transnational management structures (networks) that interact on an equal footing, not only between themselves but also with the states – traditional actors of international relations [5].

Most of the authors still recognize globalization as a real process, rapidly developing in all spheres of public life. Disagreements arise not so much about the essence of the phenomenon, but in assessing the importance of the various sides of globalization. Even the most ardent liberals tend to agree with such statements as American centrality of global processes, the nation-state impact on their development, oligopolistic structure of individual commodity markets, they are likely to recognize the existence of market regulation mechanisms introduced by monopolies.

Professor Vladimir Dergachyov in his work «Globalistika» gives the following definition of globalization: “Globalization is an objective process in contemporary international relations, the highest stage of internationalization, based on the development of information technology” [6]. He claims that the views on the origin of the term are debatable. Historians consider this process as one of the stages of the development of capitalism. Economists start counting from trans-nationalization of financial markets. Political scientists emphasize the spread of democratic institutions. Culture experts associate manifestation of globalization with Westernization of culture, including the American expansion. There are info-technological and ecological approaches to the explanation of the processes of globalization. There is political and economic globalization. Regionalization acts as the subject of globalization, giving powerful effect on creating the world’s geo-economic poles.

Finally it may be noted that in this connection, the philosophers have an urgent task to establish a theoretical foundation for discussions of globalization. Despite the fact that the phenomena of globalization are empirical in nature, there is a need for conceptual bases of these processes. Globalization certainly makes adjustments to the fundamental theory of society, and in some cases may even lead to their revision. However, globalization does not have such an independent and holistic nature to be able to talk about the emergence of “the theory of globalization.”

In terms of linguistics it should be added that globalization requires one language of communication, which at the moment is English. According to research institute of Gallup there are some other

facts about the English language that may seem interesting. Below is some free order information about the English:

- English is the most spoken language in the world and it is spoken and written more than in any other language.
- The number of native English surpassed only by the Chinese media, but the prevalence of no language is superior to English.
- Over 700 million people speak English and studied.
- Of all the world’s languages (over 2,7000) English, probably has the richest vocabulary, dictionary Oxford English Dictionary contains 500,000 words , and there are about half a million scientific and technical terms are not listed in the dictionaries .
- Three-quarters of the world’s correspondence is in English.
- More than half of the technical and scientific periodicals published in English.
- n 80% of all computer data in the world is English.
- English is the language of navigation, aviation, and Christianity, it is the ecumenical language of the World Council of Churches.
- Five biggest broadcasters in the world (CBS, NBC, ABC, BBC and CBC) broadcast in English, and the number of their viewers and listeners in the millions of people worldwide.

In our country, we can also observe globalization in all its aspects. For example, as of March 1 of the current year, the number of foreign companies in Kazakhstan amounted to 753. This is by 71 entities more than in the same period of last year.

According to Agency of statistics of the Republic of Kazakhstan, 94.6% of foreign companies in Kazakhstan are small businesses, 3.3% are medium and 2.1% are large ones.

The greatest number of foreign enterprises and institutions are registered in the field of trade (54.3%), manufacturing (12.7%) and construction (10.7%). Organizations engaged in professional, scientific and technical activities account for a significant proportion of 4.4% and organizations performing operations with real estate for 3%.

The largest partner of Kazakhstan in the field of exports is China. Further, in accordance with the number of foreign companies are Russia, the U.S., and Korea. This means that the study of foreign languages is required to support the business relationship. At the moment, the main language of international communication is English as the ability to speak several languages at once is a great challenge to our people; we use the international language English.

The English language is generally recognized as the actual language of globalization not only in Europe but throughout the world. Although there are still regions where other languages retain their

positions, for example, French in several African countries, Russian in the former Soviet Union, but even there is a trend towards greater use of English in international spheres.

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