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Федеральное государственное бюджетное
образовательное учреждение высшего образования
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Отдел Печати и Культуры при посольстве США в Москве

Мультикультурный мир: проблемы понимания
Multicultural World: challenges of understanding

Материалы
международной очно-заочной научно-методической конференции

30 марта – 1 апреля 2017 года

Текстовое научное электронное издание на компакт-диске

Сыктывкар
Издательский центр СГУ им. Питирима Сорокина
2017

Титул   Об издании   Производственно-технические сведения   Содержание

УДК 008[(73)(470)](063)
ББК 71.4(2):71.4(3)
М90

Издается по постановлению научно-технического совета ФГБОУ ВО «СГУ им. Питирима Сорокина»

М90   **Мультикультурный мир: проблемы понимания** (Multicultural World: challenges of understanding) [Электронный ресурс] : материалы международной очно-заочной научно-методической конференции (30 марта – 1 апреля 2017 года) : текстовое научное электронное издание на компакт-диске / отв. ред. О. Г. Минина; Федер. гос. бюдж. образоват. учреждение высш. образования «Сыктыв. гос. ун-т им. Питирима Сорокина». – Электрон. текстовые дан. (4,1 Мб). – Сыктывкар: Изд-во СГУ им. Питирима Сорокина, 2017. – 1 опт. компакт-диск (CD-ROM). – Систем. требования: ПК не ниже класса Pentium III ; 256 Мб RAM ; не менее 1,5 Гб на винчестере ; Windows XP с пакетом обновления 2 (SP2) ; Microsoft Office 2003 и выше ; видеокарта с памятью не менее 32 Мб ; экран с разрешением не менее 1024 × 768 точек ; 4-скоростной дисковод (CD-ROM) и выше ; мышь. – Загл. с титул. экрана. – ISBN 978-5-87661-487-2.

В настоящий сборник вошли материалы докладов участников международной научно-методической конференции «Multicultural World: challenges of understanding. Мультикультурный мир: проблемы понимания». Тематика докладов разнообразна и охватывает многие актуальные проблемы межкультурной коммуникации.

Сборник входит в Российский индекс научного цитирования (РИНЦ): www.http://elibrary.ru.

УДК 008[(73)(470)](063)
ББК 71.4(2):71.4(3)

attraction and dependence as necessary conditions for successful crosscultural communication [4].

Crosscultural texts dialogue takes place in the course of five stages [5]:

1. "Alien" texts in "alien" languages enter the "native" culture as a symbol of "super" culture – very often native language and culture are considered less important.

2. "Native" and "alien" cultural in the represented texts come into contact, adapt to each other and mix – the cultural harmony takes place.

3. The texts of "alien" culture, considered earlier as more super than "native" ones, are taken as quite natural and true.

4. The integrated texts generate new ones, which reflect cultural peculiarities of both cultures, combined with newly acquired peculiarities.

5. The "native" culture becomes the source of a new type of texts.

It is worth noting, that texts crosscultural communication is possible only in the ease of mutual motivation and interests of texts authors and texts addresses.

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RUSSIAN LEGAL DIGITAL CONTENT MARKET: PROBLEMS OF DEVELOPMENT

The E-commerce market is growing. This is due to the fact that the use of modern technology allows businesses to reduce costs, and thereby to be more competitive in the market.

The e-commerce market includes:
- Electronic Data Interchange (EDI)
- Electronic Funds Transfer (EFT)
- e-trade
- e-cash
- e-marketing
- e-banking
- e-insurance

This article explores the Russian market e-trade (B2C). The most discussed topics in the sector are the sales of large retailers and their online competition with Chinese Aliexpress store, GearBest and others. The theme of this article is different from the general trend. The article is devoted to the digital content market in Russia.

The contribution of the Russian Internet E-commerce economy in the country's GDP in 2015 amounted to 1.35 trillion rubles (2.4%). Of this amount, 62.86 billion rubles falls on the **digital content market** (fig. 1):
- Online Video: 4,56 million rubles (20% growth);
- Live Music: 2,8 million rubles (12% growth);
- Games: 53,2 million rubles (14% growth);
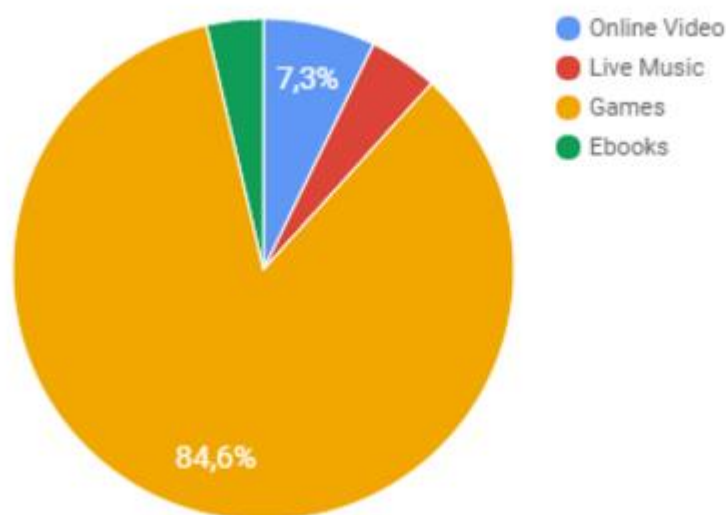- Ebooks: 2,3 million rubles (43% growth)[1];

Fig. 1 – Digital content market

In the segment of «digital content» there is a high percentage of mobile devices, it reaches 80-90%, of the total sales. In other segments, the proportion of mobile devices is approaching 40% (fig. 2). The difference in the proportions of mobile devices is significant [2]. This article analizes the reason of this difference.
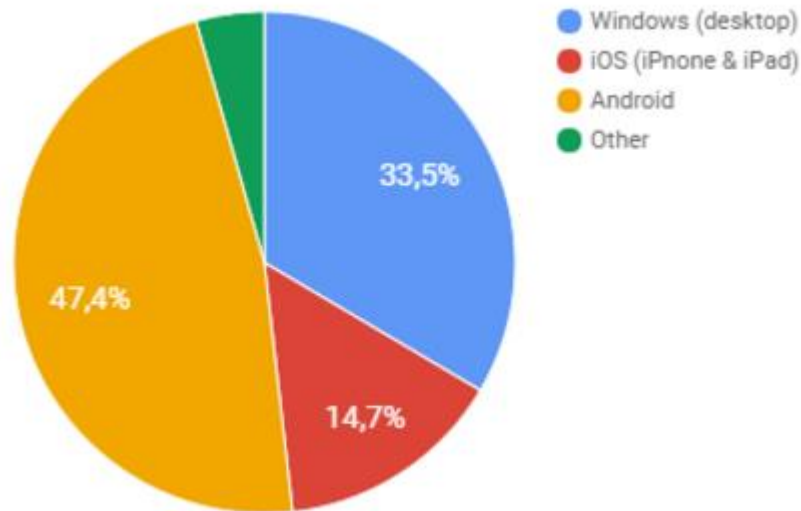
Fig 2 – The number of visitors of different operating systems

To understand this situation it is necessary to consider the structure of the segment of digital content in Russia 15 yeas ago. At that time in the US the copyright legislation was developing rapidly, and Steve Jobs created the iTunes Store, an online store that distributed audio, video and gaming media content. At the same time, Russia's largest torrent tracker «Torrents.ru» was created, which was later renamed «RuTracker.org». This resource allowed the users to share digital content on p2p technology, that is, from one user to another, without storing it on the server.15 years ago it was the only convenient way to get digital content in the RuNet.

The emergence of free content in Russia contributed to the emergence of a large number of qualified professionals in the field of information technology. This was due to the high availability of the software. The most expensive software products, an access to which was not available to American and Europian students became available to students in Russia. After some time, this situation led to an outflow of Russian programmers to the US.

By now, the system created 15 years ago, has not changed. The Russian market is dominated by «pirate digital content», and in the United States and Europe the market is dominated by «legal digital content». This is the concept that was laid by the first players in the market.

The rights holders are actively struggling with the market of «pirate digital content». RuTracker.org was blocked, the traffic to the site dropped by 40-50%, but content sharing between the users decreased only by 5% (fig. 3). At the end of 2016 site visitors amounted to 7.1 mln. users per month[4]. There are also many smaller sites that have not been blocked yet.
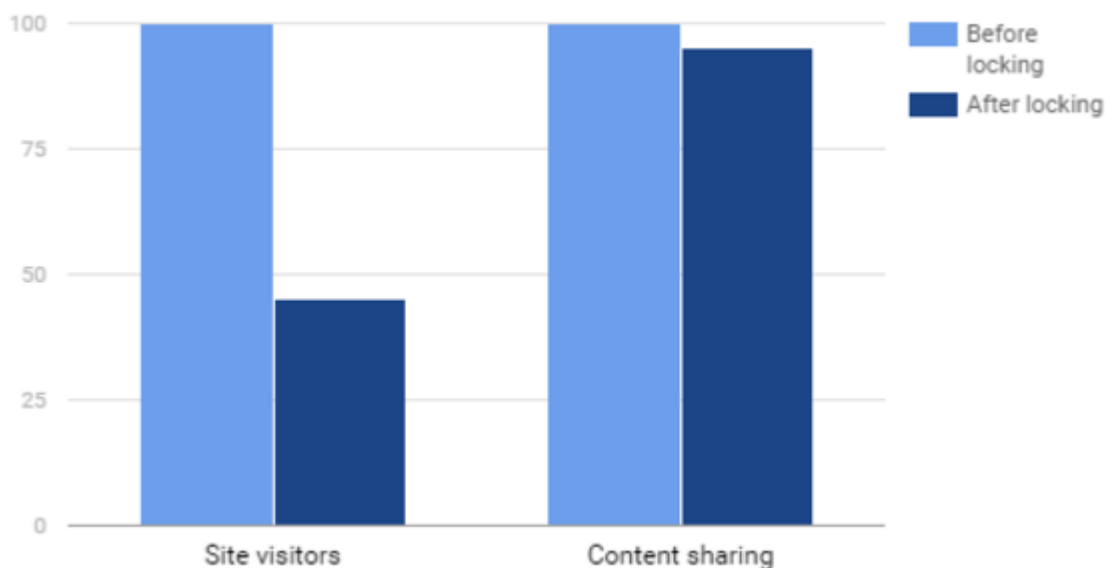
Fig 3 – Changes in the use of illegal content after locking «RuTracker.org»[3]

Over the past 3 years the legal digital content market has grown, the number of Russian citizens who buy legitimate content on the Internet has increased almost three-fold – to about 22 million people. But 80-90% of sales come from mobile devices. The desktop users still keep using illegal pirated content. Why is this so?

The market of mobile devices appeared much later than the desktop marke. At the period of time when the mobile market was formed the leading position was occupied by the distribution system of legal content, for example iTunes, Google Play, Yandex Music, etc. These services provide high quality and easy application, while desktop solutions are less usable.

An exception is the social network Steam. It's a social network, which allows people from different parts of the globe to communicate and to play online. Steam includes the achievements for passing the game and other motivating factors. If all the content were distributed using the same methods as Steam uses, then the market of legal content would be much more extensive [5]. That is why manufacturers should be concerned with improving the quality of their services rather than fighting against pirated content.

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INFORMATION WAR AS A CONDITION FOR THE IMPLEMENTATION OF CROSS-CULTURAL COMMUNICATION (BASED ON THE ENGLISH-LANGUAGE MEDIA)

Intercultural communication should be understood as a process of interaction between different cultures, which implies an indirect transmission of information and communication and mediated relationship (language, speech, text messages).

International relations induce intercultural communication to spring up at the state level. This is a special kind of relationship with regards to economic, political, legal, social, military, ideological, and other activities in the process of public communication.

Nowadays, the public life of the country is not possible without continuous communication with other countries. Internationalization process, democratization and social activity have a great influence on the formation of the state and social system. The need for information warfare in a foreign language in the space of the media – it is a challenge of our time, which is impossible to avoid. It has a pronounced interdisciplinary character, and requires an effective response from a wide range of professional and academic communities.