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A New American Immortal: Steven Paul Jobs

*Апанович Р. П., студ. 1 к. БГУ,
науч. рук. преп. Соловьева С. В.*

I would trade all of my technology for an afternoon with Socrates
Steve Jobs

American Immortals. This term was introduced by George Cary Eggleston more than a century ago. Generally, it referred to people who by their achievement in statecraft, war, science, literature, art, law and commerce had created the American Republic, and whose names were inscribed in the Hall of fame. They made huge strides in their fields, and the world after them will not be the same. Later the term expanded and that way the list of great Americans increased. For the US such names are: George Washington, Abraham Lincoln, Henry Ford, Washington Irving, Ralph Waldo Emerson, Mark Twain etc. We believe that in the near future one more prominent figure will be added to this list – namely, Steven Paul Jobs. Undoubtedly, the contribution of this person to the world of computer technology has greatly determined modern lifestyles not only in the US, but also around the globe, making him an icon of aspiration in search of his American Dream.

Very few people today are unfamiliar with the name «Steve Jobs». According to Forbes magazine in 2009, Steve Jobs was considered to be the most influential businessman in the world. He may truly be recognized as a king of computer technology and the latest developments in the field of hi-tech. He created the most efficient, ergonomic and reliable devices. The name of Steve Jobs is associated with the Apple company, the first commercially successful small computer with a graphical user interface – Macintosh, the graphic studio Pixar. Under the leadership of Steve Jobs some of the super box-office animation films were released. The most widely known are «Monsters, Inc.» and the famous «Toy Story». His name is also associated with the creation of a printed circuit board for the game Breakout. With his colleague and school friend Steve Wozniak Jobs managed to reduce the number of chips by 50. The structure had become so dense that it was impossible to reproduce it on an assembly line.

All his life can be estimated as the realization of the American dream. His whole path was a struggle with adverse circumstances, in which he had demonstrated those features of character which stand so high on the list of the

American system of values: entrepreneurship, initiative, hard work, search for innovation, self-reliance, independence. Born into a family of immigrants who abandoned the child, Steve Jobs became a captain of industry and attained fame and influence. Probably, his first attempts of becoming rich were of dubious legality: at school Steve Jobs met Steve Wozniak, with whom they created the Blue Box – an illegal device, which allowed making long-distance calls free of charge. Luckily, the boys didn't get caught because the telephone company had improved its communications system. But all his way onwards Steve Jobs dedicated to honest and scrupulous work, with his life being full of glorious ups and painful downs.

All his actions show a special kind of initiative and vigour. In 1972, at the end of high school, Steve Jobs went to college Reed (Portland, Oregon) but quickly lost an interest to his studies. After the first semester he was expelled of his own accord but remained to live in his friends' rooms for about one year and a half, sleeping on the floor, living on the money handed out from selling the bottles of «Coca-Cola». At that time once a week he came to a free lunch in the local Hare Krishna temple. During that period of his life Steve Jobs deserved a reputation of the so-called «New Age Person»: he was addicted to LSD, developed a fondness for the ideology of the communes, acquired a guru, tried crack, cocaine, marijuana, different fasts, vegetarianism. Then he took up a course of calligraphy that later gave him an idea to equip the system Mac OS with scalable fonts. Anyway, Steve Jobs seemed to believe that any action was better than no action. It is a typical feature of what we call «American Character».

The Apple company founded by him later with Steve Wozniak in 1976 was a tremendous success. Despite significant advances in the early 80s, Steve Jobs began to lose ground in Apple which by then had grown into a huge corporation. His authoritarian style of management lead to disagreements and, consequently, to an open conflict with the board of directors. At the age of 30 (1985) the founder of Apple was just fired. With his dismissal the company started to lose its positions. In 1997, Steve Jobs returned to Apple. He began to work on new projects that brought to the company huge sales and popularity again.

However, the billionaire had to pay for the success with his health. In October of 2003 scans of the abdominal area showed that Steve Jobs had a cancer of the pancreas. The illness imperceptibly progressed. In August 2011 he announced his resignation from his post as head of Apple. October 5, 2011, Steve Jobs died at the age of 56 after a long battle with cancer[3].

A pursuit of the American dream: it is good or bad? On the one hand, Steve Jobs had gained recognition and fame and changed the world, on the other – it had cost him his health and personal life. In any case, his devotion to work was an individual choice. And a freedom of choice is one of the basic American values. He chose for himself and did it in his own way.

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La crisis de los valores espirituales

*Борцов Б. М., студ. III к. БГУ,
науч. рук. ст. преп. Храмович Ю. Н.*

¿Por qué debemos conocer este problema importante? ¿Cuál es la situación actual en Belarus? Muchas personas no creen en Dios, en la bondad, ni en los hombres. Los problemas globales tales como la drogadicción, el alcoholismo, la violación son consecuencias de la crisis de valores.

Si miramos en esta problema profundamente podremos distinguir dos componentes de los valores espirituales: la crisis de identidad y de fe. La primera significa la falta de sentido claro de pertenencia a la sociedad, la segunda significa la incapacidad de creer en algo, la imposibilidad de cambiar la vida y la falta de confianza en el futuro [1].

Síntomas que demuestran una situación de crisis de valores:

- 1) Inseguridad de cuál es el verdadero sistema de valores
 - 2) Aparición de la pregunta: «¿Qué considerar valioso y qué antivalioso?»
 - 3) Se le otorga mayor prioridad a los valores más bajos y vulgares
- ¿Cuál es el origen de la crisis de valores en nuestro país?

1) Destrucción de la Unión Soviética y con ella una gran inestabilidad.

2) Existencia de la ideología de consumo grande sin darse cuenta de los problemas ecológicos. De acuerdo con la ideología de consumo el límite del consumo puede afectar negativamente el crecimiento económico y por eso es necesario producir y consumir más y más [1].

3) La globalización que borra los valores nacionales y religiosos por que la diferencia entre los humanos se desaparece.

4) La decadencia de la educación. La UNESCO, por ejemplo, asume la crisis actual como el resultado, primero, la falta de preparación de los docentes, profesores, maestros, segundo, la indiferencia del personal docente y, tercero, la realización de reformas no comprendidas por educadores.

Ahora podemos enseñar la estrategias para combatir la crisis, que se ha difundido a todos los sectores de la sociedad.

1) Como la globalización elimina la diferencia entre los humanos, es necesario hacer propaganda de un sistema nuevo de los valores que son sabidos por todos y ponerlo en práctica en la educación y la cultura [3].