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The Chinese Language as a Factor of Economic Development and Russian-Chinese Cooperation Promotion in the Krasnoyarsk Territory

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The article describes the results of a Roundtable discussion on the problem of how to organize the effective interaction between Krasnoyarsk business and human resources of Siberian Federal University to promote Russian-Chinese collaboration. Consequently, the experts give consideration to the language, culture, information, and technical barriers of international cooperation that exist between the representatives of the Krasnoyarsk Territory and the Asia-Pacific Region. The organizers reveal the results of a marketing survey about the importance the Chinese Language for people in the 21st century. Moreover, they show the ratio of supply and demand in the translation service market of the Krasnoyarsk Territory. The educators discuss what competencies a modern translator from/into Chinese must have and how to prepare well-qualified interpreters in a 4-year term. In conclusion, the participants managed to identify the main objectives for the future: to organize intercultural consulting activities for business structures of the Krasnoyarsk Territory and China, suggest a 1-year business Chinese course for citizens, improve the curriculum and develop contract cooperation between institutional and business structures of Krasnoyarsk.

Keywords: Siberia, Asia-Pacific Region, academic community, business, education management, training of translators and interpreters, the Confucius Institute.

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Introduction

Since the 90s of the previous century Oriental Studies have developed from luxury specialty of several major universities in the country to one of the most widely represented and popular areas of high school, especially in Siberia and the Far East. This phenomenon today has rather qualitative

than quantitative development. Social request and the raising demands for skilled orientalists defined as the change in local conditions (growing influx of migrants from Asia, mostly from China, with the gradual change of the priorities of their arrival) and geopolitical strategies of the country and the region, more and more active positioning

Russia in the Asia-Pacific Region (e.g., active participation in the SCO), the strategies of foreign economic activity of Krasnoyarsk, the Krasnoyarsk Territory as well as all of the Siberian Region. The Chinese language is an international language, it is spoken by more than half a billion of people who are the residents of the states which the Krasnoyarsk Territory, Siberia and Russian Federation as a whole maintained good-neighborly relations and strategic partnership with. All this poses new challenges for developing Oriental Studies in Siberia and retraining specialists such as Sinologists and Orientalists in general.

In this regard, the Siberian Federal University, School of Philology and Language Communication has initiated a Roundtable discussion on the theme: “The Chinese language as a factor of economic development and promotion of Russian-Chinese cooperation in the Krasnoyarsk Territory”, which took place on February 17th, 2016 in the framework of the II International Conference “Siberian foothold: problems and challenges of economic development of Siberia and the Krasnoyarsk Territory”.

The Roundtable was diverse. Among the participants were representatives of the academic community of Russia and China, public authorities and business people.

**Business Projects Translation
Consulting in Successful
Russian-Chinese Collaboration**

In her report Mrs. E. Eremina, PhD in Pedagogy, Head of the Foreign Languages Department of School of Philology and Language Communication, noted that in recent years in political and public life of our country there were events that appear to be rational and able to give an impetus to boost bilateral relations and cooperation of the public in Russia and China. So, the idea of cross-years of education, science and culture (Valeev, Kasimova, 2013: 154);

proposals to facilitate the mutual visa regime; the geography of inter-regional cooperation, through the development of cooperation in trade-economic and investment sphere, in the sphere of agriculture and environmental protection, tourism and hospitality are very widely discussed.

On the one hand, the so-called “turn to the East” looks positive and promising in terms of Russian-Chinese relations, and has already led to positive effects and changes.

Today we can state with confidence a significant increase in public interest in the study of the Chinese language, which has become a fashionable trend, as evidenced by plans for the introduction of the exam in the Chinese language and the study of the Chinese language as an alternative to the Russian foreign schools.

The Chinese language is seen by many as a favorable factor in the personal career development, as it has a certain sign of elitism and exclusivity.

Also, an increasing number of academic and educational exchanges observed between students and faculty members of universities in China and Russia. Partnerships between higher education institutions in these countries are about to establish, implementation of joint training programs, training, carried out research and educational grants to study the language and culture are also prior to China and Russia today.

Cash yuan has become the third most popular currency after the dollar and the euro in some Russian banks. According to many experts and analysts, one of the reasons for this is including a reversal of trade relations with the West to the East, the increased economic activity and tourism in Russia.

In respect of the Krasnoyarsk Territory there are also promising joint projects with China, such as the construction of a gas pipeline “Power of Siberia”.

On the other hand, this situation has exacerbated a number of contradictions that could prove to be a certain risk for the success of the Russian-Chinese strategic partnership.

No doubt, turn to Asia requires in-depth knowledge about the partners, in particular about China. Nevertheless, in the past 2015 problems arose with the opening of Confucius Institutes or Confucius Classroom, which are engaged in the popularization of the language and culture through a variety of activities and competitions devoted to the Chinese culture, including student and teacher internship, testing, preparation and publication of textbooks, etc. Perhaps this happened due to objective reasons, such as the absence of developed legal framework, difficulties arising with the security agencies, the tax and regulatory authorities. However, the existing 17 institutes and 4 classes are not enough for such a vast country as Russia. For comparison, in 2004 the State Chancellery for the dissemination of the Chinese language abroad opened over 350 Confucius Institutes and classes in 113 countries around the world.

Business environment does not look flawless. Despite the development of trade and economic partnership with China, businesspeople are showing some caution with respect to such specialists as Sinologists. Partially, this is because of the fact that the traditional Sinology has a very serious fundamental base and is widely represented by political analysts, historians, philosophers, etc. Business, as a purely pragmatic structure, is interested in the practitioners with the so-called expert competence in China, which would include not only the knowledge of fundamentals of the Chinese language, but also translation, diplomatic and intercultural ones. In other words, the expertise of the professionals must go beyond language training, and responsibilities include not only the current work on the preparation of visits and meetings, but also analytical and consulting expertise.

Of course, a university graduate may not have such a set of competencies, they should be gradually grown and developed. Moreover, it is necessary to begin in student years. Otherwise, it will be what we have now: the business has the demand for professionals in the field of translation and consulting services, but they do not know about the resource base of institutions. Students, in turn, are not able to practice and see their relevance.

Therefore, in this situation, entrepreneurs often resort to English as a mediator in business negotiations, without taking into account the fact that the Russians and the Chinese have problems in understanding each other, which creates difficulties in business that can only be removed and minimized by expert orientologists.

That is why, despite the popularity of the language and the growing trade with China, many of our graduates today are unemployed in the profile. Most of them make their choice in favor of entering the Chinese Magistrates, after which either remain in China, or realize their ambitions in language schools.

Of course, the history of our School has its own stories of success. They are few, but in most cases they occurred only after moving to the central part of Russia.

Therefore, we consider this Round Table as a first step to cooperation with business enterprises of the region, as the key to the further development of Chinese-Russian relations is in creating conditions for cooperation between business, government, educational institutions and professional translators.

The Results of the Marketing Survey “Is the Chinese Language Important for People in the 21st Century?”

During the preparation for the Round Table under the guidance of Mrs. E. Chistova, PhD in Linguistics, Head of the Department of Oriental

Languages, School of Philology and Language Communication, a marketing survey on the topic “Is the Chinese language important for people in the 21st century?” was performed. 402 people at the age from 12 to 67 years old from different cities of Russia and foreign countries took part in the survey (Eremina, Chistova, 2015). The participants of the survey were from various fields. It was important not to involve those who were already interested, that is, neither the students-orientologists nor the experts in this area participated in the survey. Thus, the results were as objective as possible.

The first question “Due to the fact that Russia is increasingly turning to the East, is there an urgent need to study oriental languages, including Chinese?” was replied in the following way: 64% of respondents answered positively, 11% gave a negative answer and 25% felt that it was still difficult to predict.

The second question “How can the knowledge of the Chinese language help Russian businesspeople in establishing joint cooperation?” was replied as follows: 62% of respondents answered “Yes, definitely”, 21% - “Yes, with the help of a good interpreter of the Chinese language”, 9% believe that language is not an obstacle, and 8% believe that the English language is enough in the current situation.

Answers to the third question about what kind of foreign language is by far the best investment in the future, showed that the English language is in the first place (359), and Chinese is already in the second place by a small margin (275), German takes the third position with a large backlog (86), followed by Spanish (54), Japanese (42), French (37), Arabic (32), Korean (26), Italian (12) and Swahili as exotic (3).

Answers to the fourth question (about the optimal amount of time for learning Chinese) have demonstrated an adequate understanding of the participants that 3 or 6 months of study

won't be enough, but it is already possible to achieve tangible success in a year, according to 103 people. 157 of the respondents believe that the Chinese language can be learned in 3 years, and 129 people – in 5 years.

The fifth question “What is your reaction to the possible introduction of the state exam in the Chinese language when entering the Chinese-English Department?” was replied in the following way: 35% of respondents answered “I support the idea! The higher the level of the Chinese Language for admission is, the best professionals are obtained at the end”, 13% chose the answer “Nowadays, it is a prerequisite!”, 23% remained indifferent to this issue, and 29% expressed a categorical “No”.

The sixth question “What interpreter is better to hire for communication with the Chinese?” was replied as follows: 62% of respondents answered “The one who speaks both the English and Chinese languages”, 33% – “The one who speaks the Chinese language”, 4% – “The one who speaks the English language”, and 1% of the participants are convinced that one can do without an interpreter.

Summarizing the results, we note a genuine interest in learning the Chinese language and understanding its complexity and adequate periods of study, as well as the understanding that communication with the Chinese is better implemented in Chinese. Based on the foregoing, the growth in the demand of the interpreter with the knowledge of the Chinese language becomes apparent, but statistics shows that not all Sinologists-graduates work in this area.

According to the Career Center, the information on School of Philology and Language Communication graduates of 2014 presented the following data: 47% of graduates have collaborated with the career center: of these, 83% were employed (including the specialty 53%), 5% were on the maternity leave or in the army, 12%

were unemployed. The information on School of Philology and Language Communication graduates of 2015 looks different: 93.75% of the graduates have collaborated the Career Center: 18% of them were employed (including the specialty 54%), 26% continued their education, 56% were unemployed.

What is the problem of employment: a glut of market, crisis, low salaries, unacceptable working conditions, lack of professionalism of young professionals, ambitions and high expectations, the complexity of working with the young professionals?

There can be several reasons. In terms of high school, the language aspects should be noted, which cause translation difficulties in the interaction between an employer and the Chinese language interpreter. Firstly, it is necessary to mention the difficulties with the terminology (lack of internationalism and broad themes, technical terms). Secondly, there is the lack of communication skills (of the Chinese language interpreter). Thirdly, there is the time limit (spontaneous decision to hire an interpreter on the spot) and the lack of training materials (failure to understand that the interpreter necessarily needs to be prepared).

Apart from this, there are problems of interaction between the employer and the interpreter (Table 1).

Thus, high-quality translation for the Russian business can be provided by an interpreter with the following competences: the knowledge of the Russian language, linguistic education and intercultural consulting skills. The materials on the subject of translation should be provided in advance and the dates of the departure for translation should be predetermined.

Summarizing all the above and taking into account Mrs. E. Eremina's propositions, Mrs. E. Chistova formulated a number of questions for further discussion of the Round Table participants:

- What kind of language, culture, information, and technical barriers to international cooperation exist between the representatives of the Krasnoyarsk Territory and the Asia-Pacific Region?
- What is the ratio of supply and demand in the market of translation services of the Krasnoyarsk Territory?
- What competencies must a modern translator from / into Chinese have? How should the interpreters be prepared in a 4-year term?
- How is it possible to organize the effective interaction between Krasnoyarsk businesspeople and human resources of SFU to promote the Russian-Chinese cooperation?

Table 1

Current practice	Advantages	Disadvantages
Companies prefer to hire freelancers (for telephone conversations, negotiations, and so on.) rather than a full-time employee.	Saving money	Unsatisfactory translation because of the translator's poor involvement into the corporate processes in the emergency translation aid.
Free practical training for students of Translation Studies Departments	No financial expenses	Poor students' motivation, the lack of effectiveness
Paid practical training for students of Translation Studies Departments	Prospect of educating a competent employee and bringing him/her into the company	It requires financial costs and human resources in the trainee professional activity mentoring

Educating Sinologists in Russia

Today in Russia, there are 25 universities with a license for training orientalists, and in 175 universities there is an opportunity to learn Chinese. The Chinese language is taught in 25% of Russian universities, which is the best result in the world. About 1,500 people with the knowledge of the Chinese language graduate annually in Russia (Maslov, 2014: 189).

The level of training of specialists: in general, only 10% of them are skilled. The remaining 90% were taught by wrong methods (Maslov, 2011: 53).

Cooperation with China: there are Confucius Institutes and the Russian-Chinese intergovernmental commission for cooperation in education functions. The commission has been discussing the issues of cooperation in the teaching of the Russian and Chinese languages 2 times a year, for almost 10 years. The questions, however, remain unresolved.

The study of 2014-2015 period showed that we could not hire a translator with the knowledge of the Chinese language in none of the 14 functioning Confucius Institutes. The effectiveness of the training of specialists with the knowledge of the Chinese language in the Confucius Institute is very low. This is not because the institutions are bad or the form is poor, but because its main task is the cooperation in the field of cultural exchanges, exploration the Chinese culture, Chinese history.

Another problem is that the majority of the Chinese language textbooks, which are used in Russia, are based on the approaches of 1980s but the society and the language have gone far ahead (Valeev, Kasimova, 2013: 132). The interpreters' training is conducted in accordance with the requirements only in two universities in Russia. A simultaneous interpreter from Chinese is not similar to a simultaneous interpreter from English / French. A lot of new textbooks that we

get from the Chinese side do not correspond to the Russian standards, do not meet the standards of preparation, do not meet ethnical peculiarities of perception of the Chinese language, i.e., they can not be used in large numbers and educators have to reorganise them.

Can a specialist be prepared in 4 years? According to the current procedure – no. But there are techniques that allow to prepare professionals in 2.5-3 years without increasing the hours. This is a different methodology, rather than just another textbook. But to use this methodology, it is necessary to train specialists who could teach it.

Another question is the demand of an interpreter with the Chinese language. Many companies say “We need an interpreter, we do not need a specialist.” They believe that the translator can immediately translate any technical text without preparation, but we know that this is impossible. In China, they are already preparing specialized translators - in the forest industry, the sugar industry. This profile translation is the future of translators' training. However, this is not enough.

There is an interesting figure that is repeated from year to year: only 3% of all the protocols of intentions between Russia and China come to the level of contracts. If these 3 are taken for 100, then less than 10 come to implementation. The effectiveness of Russian-Chinese relations is one of the lowest. And the main problem here is the intercultural communication. When we speak of a translator, we have to talk about the specialist, who will provide the Russian-Chinese relations in various fields – ethnic psychology, especially businesses, particularly legislation, especially the analysis of the Chinese market. People in universities are oriented incorrectly, and then they are not properly guided in life (Maslov, 2010). They present themselves only as translators. The need for translation is temporary but the need for

specialists in China is huge and stable. Now, a person who simply knows the Chinese language starts to analyze the Chinese market and gives a completely wrong assessment, because they do not know what to consider and how to do it right, what resources are necessary to find. A lot of professionals who undertake the analysis are not able to answer plenty of important questions.

In fact, the Russian-Chinese relations are now becoming more realistic, more rigid, and more pragmatic (Maslov, 2008). Over the last 2 years a certain disappointment in China has been marked in the business field. Medium and small companies can not break into the Chinese market. The figures show that Russian companies do not understand how to work with the Chinese market. China's investment in Ukraine, Burma, Britain is ten times superior to China's investment in Russia. We have readjusted the Russian-Chinese relations. We need the new courses, new knowledge. Constantly working consulting companies promoting Russia to the east are needed everywhere.

The question is not whether it is necessary or not necessary to create such centers, it is how to start, what steps are to be taken, and, importantly – how to collect the opinion of the business community. Do businesspeople understand that access to the Chinese market without a specialist can result in big losses. A specialist on China is the only person who stands between an entrepreneur and a huge loss that they will suffer in case of coming to the Chinese market without a specialist.

The demand for Sinologists in the Krasnoyarsk Territory

In the Krasnoyarsk Territory there is a large discrepancy between the supply and demand in the field of translation services from / into Chinese, but Mr. A. Natarov, Deputy Minister of Economic Development, Investment Policy and

Foreign Relations of the Krasnoyarsk Territory, pointed out that the need for knowledge of the Chinese language is various in different regions, and generally increases from the western to the eastern regions of the country.

Despite the fact that the United States provide more investments in China, the economic and trade ties between Russia and China are much wider, so the demand for educating Sinologists is higher in this country.

A translator is a specialist with the knowledge of not only the language but also the culture, traditions and customs of the country, so for a translator acquiring economic knowledge is not appropriate. To study the economy takes a lot of effort and time, and superficial economic knowledge will not allow him to carry out, for example, a deep analysis of the market.

Businesses are established in a greater degree not by graduates with the knowledge of the Chinese language, but by wealthy people who do not have time to study Chinese well, and subsequently use interpreters for the realization of their specific economic interests.

Depending on the region, the need for the implementation of contacts with China differ greatly, thus a unified approach to the education of sinologists and translators can not exist.

In 1989 the first contacts of the Krasnoyarsk Territory with the Chinese Regions (PR Heilongjiang, Jilin, Liaoning, etc.) were established. At the moment, the cooperation with the northern provinces is most actively carried out (Natarov, 2015), but in the future the geography of cooperation will only expand.

China is the second partner in the turnover of the Krasnoyarsk Territory, giving way only to European countries. However, at the moment, unfortunately, there is a decrease in the volume of trade turnover between the Krasnoyarsk Territory and China, which is influenced by various (and still unspecified by today) factors.

Commodities are any turnover base (oil, gas, coal, wood). There is a need in the preparation of industry experts with the good knowledge of Chinese (for example, among students who master the oil business).

The success of the development of relations between the Krasnoyarsk Territory and China depends on the people who are involved in this process. Thus, if the interpreter, working in the forest sector, gets acquainted with at least the base material relating to the timber industry, the quality of commercial ties between the two countries will be better as a result.

The ties in the field of art and creativity are expanding: there are lots of festivals, forums, exhibitions, to which representatives of China are invited.

The quality of the relationship is also influenced by non-fulfillment of their obligations on the part of the Chinese partners, and from the Russians. As a result, the confidence of the parties to each other has fallen considerably.

It is necessary to develop tourism, and as a consequence, other related areas where the work of translators will be required.

It is necessary never to forget about the preservation of the Russian language. While studying a foreign language, we should not forget our roots, our native language and culture. In this respect, it is appropriate to teach Russian as a foreign language.

Discussion

After listening to the speakers, Mr. M. Vasilyev, Chairman of the Union of Industrialists and Businessmen of the Krasnoyarsk Territory, Advisor to the Governor of the Krasnoyarsk Territory, said that the profession of interpreter is slowly disappearing, and instead in the society there is a need for engineers, economists and lawyers with the knowledge of the Chinese language. 1-year business Chinese courses

will be in demand in the near future so that people could go to China and communicate, even on the lowest level. All this is due to the incompetence of translators, distrust of their activities and the urgent need to communicate without intermediaries. Therefore, re-training of translators, curriculum change and other changes are a dead-end, according to Mr. M. Vasilyev.

A clear opposition to this opinion was expressed by the general director of "Global Import" Ms. M. Enina who confirmed the confidence of many that the translators are needed and that no businessman will conduct business correspondence using Google Translator or traveling to business negotiations without a specialist on China, even relying on their English. Ms. M. Enina said she was satisfied with the curriculum while studying at SFU, especially was pleased with the content of the discipline "Translation in the field of business communications." However, as a proposal she would recommend to implement the six-month course on custom service.

Mr. A. Pavlyuk, Head of Reception and accommodation "Novotel Krasnoyarsk Center Ibis Krasnoyarsk Center", shared his suggestions on the development of the hospitality industry in Krasnoyarsk. In particular, he showed vivid examples of the absence of China-friendly policies, according to the rules of which, in any hotel there should be informational materials in Chinese, with Chinese TV channels and a staff fluent in Chinese. These requirements are difficult to perform because of the lack of specialists.

Leaders of the group of companies "Medved Holding" Mr. N. Byakov and Mrs. L. Byakova also expressed their views on the issues raised. They expressed their willingness to seek help from SFU in search of a competent interpreter, but at the same time have decided to start learning Chinese. In their view, this is an effective way to establish relationships with a translator and with

future business partners from China, because it is impossible to master the language for the year, but to get the knowledge of culture and cultural facts that can explain the behavior of the Chinese, is quite real.

Attaché of the representative office of the Foreign Ministry in Krasnoyarsk Mr. A. Zakharov shared the results of a poll on the attitude of Russians to the Chinese, the formed image of the modern Chinese seen by people of Krasnoyarsk. In general, the younger generation of participants demonstrated a negative attitude, more adult representatives of the Russian population responded ambiguously. The reason for this, according to Mr. A. Zakharov is the lack of awareness of our people about the culture and customs of China. They are doing the right thing on their part - spreading knowledge of the Chinese language and culture through the Confucius Institutes, thereby bringing foreigners to the maximum understanding of their nation and changing the attitude to their people for the better. Thus, the activities of high school as an instrument of "soft power" are extremely important in this regard.

Consul General in Yekaterinburg Mr. Tian Yongxiang noted the importance and relevance of the stated theme of the Round Table. He believes that now, when foreign trade relations and the cultural and educational contacts between Russia and China have been significantly expanded, there is an urgent need not only for translators but also for specialists in the local context, because the language is an essential communication tool. Since SFU is known not only in Russia, but also in China, the opening of the Confucius Institute at SFU is a promising step into the future. This would contribute to the expansion of academic exchanges for the purpose of language training, because the language environment is one of the most important requirements for the successful mastery of a language.

As a result, Mr. A. Maslov concluded that the need for economists with the knowledge of the Chinese language, which was so widely discussed by the participants of the Round Table, can be easily eliminated by the introduction in the educational process of highly skilled translators' preparation a six-month course "Fundamentals of Business", meaning "The Spirit of Commerce" in the Chinese language. According to Mr. A. Maslov, such a specialist is able to apply all the laws necessary for building the business with the Chinese correctly, while the translator can only transmit them, but not put into practice.

Conclusion

As a result of the Round Table, the participants managed to identify the main objectives for the future: 1) the expansion of contract cooperation of the School of Philology and Language Communication with business structures of Krasnoyarsk and the PRC for the students of the School of Philology and Language Communication to be able to have educational and field practice of translation in Krasnoyarsk and Chinese companies and helping the students of the School of Philology and Language Communication to collect the empirical material with the research focus; 2) the optimization of work on the opening of the Confucius Institute at SFU; 3) the development of the Center of the Chinese Language and Culture as a consulting agency for intercultural communication (to promote the employment of the School of Philology and Language Communication graduates and young professionals in China, organize intercultural consulting activities for business structures of the Krasnoyarsk Territory and the PRC; 4) strengthening the substantive part of the undergraduate and graduate programs of education of the School of Philology and Language Communication; 5) opening the Center of Oriental Studies as the Institute of strategic studies of China and Russian Federation linguistic policy.

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Китайский язык в последние годы становится активным языком международного общения, на нем говорят более полутора миллиардов человек – жителей государства, с которыми Красноярский край, Сибирь и Россия в целом поддерживают отношения добрососедства и стратегического партнёрства. Все это ставит перед сибирским востоковедением новые задачи по подготовке и переподготовке специалистов-синологов и ориенталистов в целом. В настоящей статье освещаются результаты проведенного Институтом филологии и языковой коммуникации круглого стола на тему «Китайский язык как фактор экономического развития и продвижения российско-китайского сотрудничества на территории Красноярского края». Мероприятие состоялось 17 февраля 2016 года в Сибирском федеральном университете в рамках II Международной научной конференции «Сибирский плацдарм: проблемы и задачи экономического развития Сибири и Красноярского края». Организаторами встречи были представлены результаты маркетингового среза, демонстрирующего соотношение спроса и предложения на рынке переводческих услуг Красноярского края. Участники дискуссии, а именно представители академических сообществ России и КНР, органов государственной власти и бизнеса, сформулировали основные языковые, культурологические, информационные и технические барьеры международного сотруд-

ничества, которые существуют между представителями Красноярского края и стран АТР. Присутствующие внесли предложения по грамотной организации эффективного взаимодействия красноярского бизнеса с кадровым потенциалом СФУ для продвижения российско-китайского сотрудничества. Вопросы о том, какими компетенциями должен обладать современный переводчик с/на китайский язык и как подготовить квалифицированных переводчиков за 4 года бакалавриата, вызвали наиболее противоречивые мнения.

Ключевые слова: Сибирь, Азиатско-Тихоокеанский регион, академическое сообщество, бизнес, управление образованием, подготовка переводчиков, Институт Конфуция.

Научная специальность: 10.00.00 – филологические науки.
