

ever, Akutagawa stood in the opposite position. He rightful can be called by founder modern Japanese literature. Due to his creation Japanese literature joined the world literature. Firstly, it has succeeded because he could connect national and world what it determined a leap forward of modern Japanese literature. The main role in it played the Russian literature.

Akutagawa wrote his friend, Fudzioka Dzoroku, in the letter after the first read of Dostoevsky: "... Read "Punishment and Crime". All of 450 pages of roman full description of soulful conditions of characters<...> But the inner world of the main character, Raskolnikov, arises with even more terrible force. The scene when murder of Raskolnikov and the public woman Sonya read the Holy Scriptures under the lamp burning with a yellow smoky flame – this scene is of great power, it's impossible to forget it. <...>". Akutagawa in a letter to Matsuoka Yuruzuru shares his impressions: "I'm reading "Demons" now. To be alone does not hold, but still blew me away (the second part)".

In the short story "the Monkey" which tells about the exposure of the ship thief contains not just the reference to the Russian writer, but also a reference to his works: "Narasimha now put in solitary confinement, and the next day sent to a military prison in m. I don't want to talk about it, but prisoners there are often forced to "carry the cores". This means that all day long they have to drag cast-iron balls weighing nineteen kilos from place to place. So, if we talk about torment, then there is nothing more painful for prisoners than this. I remember in "Dead House" by Dostoevsky, which you once gave me to read, says that if you force a prisoner to pour water from tub to tub many times, he will certainly commit suicide from this useless work. And since the prisoners there are really engaged in such work, one can only wonder that there are no suicides among them". "Notes from the Dead house" are also mentioned in the short story "Half the Life of Daidoji Sinske": "Shinske hated school. Especially high school, where he was so harassed... There he had to memorize a lot of unnecessary information: Dates from the history of Western European countries, chemical formulas derived without any experiments, the number of inhabitants of the largest cities in Europe and America. <...> In "Notes from the Dead House" Dostoevsky says that prisoners are ready to strangle themselves when they are forced to engage in aimless labor, like pouring water from one tub to another, and from another to the first. In the gray school building, surrounded by tall poplars, Shinske experienced the same mental anguish as those prisoners". "Cobweb" is a story about how the Buddha gave an opportunity to escape from the underworld to a terrible sinner, a villain and a murderer, because he once did a good deed – spared the spider. There is no such Buddhist legend – it was invented by Akutagawa himself. Japanese literary critics and our researcher V. Grivnin believe that this novel is inspired by an episode from The Brothers Karamazov (Part III, Chapter 3) – Grushenka's "good fa-

ble" about an onion, which one feisty, contemptuous woman once gave to a beggar. Akutagawa's attitude to Dostoevsky is directly expressed in "The Words of a Pygmy": "Dostoevsky's novels abound in caricatures. True, most of them could depress the devil himself". The influence of the Russian classic on the Japanese one can be traced by the example of the novella "Gears". This is a monologue of a man who is being treated in a psychiatric clinic, convinced that "he was one of those who went to hell for the crimes committed". There is an episode in the novel when this man talks with a believing old Christian about God and the devil, light and darkness. At the end of the conversation, the hero became interested in the old man's books. "A strong old man beyond his years turned to the bookshelf, and some kind of pastoral expression appeared on his face.

– The collected works of Dostoevsky. Have you read "Crime and Punishment"?"

However, it should be emphasized that Akutagawa was well aware that blind imitation of a foreign writer, even one as great as Dostoevsky, cannot bring positive results if one neglects one's own national traditions. For example, in the story "The Handkerchief". It demonstrates very vividly that if something is a model of behavior for a Japanese, for a European it can also turn out to be just a bad theatrical technique.

Akutagawa not only worshipped Dostoevsky, but also tried to use the achievements of the Russian classic in his own work. Moreover, it was not a mechanical borrowing, but a deep penetration into Dostoevsky's ideas.

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HISTORY OF TRANSLATION AND TRANSLATION STUDIES

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ИСТОРИЯ ПЕРЕВОДА И ПЕРЕВОДОВЕДЕНИЯ

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Among the many complex problems studied by modern linguistics, an important place is occu-

plied by the study of linguistic aspects interlingual speech activity, which is called “translation” or “Translation studies”.

Translation is a very ancient human activity. Translation activity has its roots in distant, archaic times. Once upon a time, the proto-language of our ancestors began to split into various language groups. There was an urgent need for people able to take on an important mediating mission in communication between representatives of different communities. The first translators appeared.

The brave and enlightened Romans were the pioneers of educational translation functions. Many renowned citizens were involved in the transcriptions here, because proficiency in Greek (and in ancient Rome, basically all texts were translated from ancient Greek) was an indicator of high status and good education.

The very first theorist in translation activity was Mark Tullius Cicero. According to Cicero, when translating a text, one should focus on the final recipient, while the very meaning of the given work should be conveyed, not necessarily literally. “A word-by-word translation entails a depletion of the original”, said Mark Tullius.

The emergence of book printing stimulated translation activities. It was then that modern terms appeared. The appearance of the verb “traduire” is attributed to 1539, and in 1540 the French humanist and translator Etienne Dole includes “traduction” and “traducteur” in one of his treatises. In Spain, the neologisms “traducir” and “traduccion” appear, and in Italy – “tradurre” and “traduzione”. In school practice, the term “version” continues to be used, meaning translation into the native language from Greek and Latin.

By the end of the XIX century translators began to formulate some semblance of a “normative trans-

lation theory” outlining a number of requirements that a “good” translation or translator must meet.

Translation studies first took shape as an independent discipline as a branch of linguistics in the 1930s. One of the first attempts to create a full-fledged theory of translation was made in the works of Russian scientists A.V. Fedorov and Ya.I. Rezker. They developed a linguistic translation theory called “the theory of regular correspondence”. There was still no full understanding of translation as an interdisciplinary phenomenon, and the attention of researchers was quite rightly focused on its linguistic aspect. The significance of this theory can hardly be overestimated.

The modern theory of translation as a starting point is based on the fact that translation, like language, is a means of communication. Hence the name of this theory – “the communicative model of translation”. There are many descriptions translation, reflecting one or another of its features as an act of interlingual communication. Among them – one of the most developed is proposed in the works of German scientists O. Kade and A. Neubert. Communication theory owes much of its subsequent development to the research of Russian scientists V.N. Komissarov and A.D. Schweitzer.

Today, the greatest need for translators is in technical fields, more than 70 % of the world’s translators work in them. The largest volume of translated texts is business correspondence, followed by consumer informational texts of various kinds (instructions, brochures, etc.), then scientific and technical texts, contractual texts, technical descriptions.

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Экономические науки

ИСПОЛЬЗОВАНИЕ SCM В БИЗНЕСЕ НА ПРИМЕРЕ КОМПАНИИ CASTORAMA

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В статье рассматривается использование автоматической системы управления цепочками поставок SCM в компании CASTORAMA. Анализируются направления совершенствования системы, этапы ее внедрения и изменения, проблемы, которые возникали в некоторых ситуациях и способы их решения. Также для сравнения взят опыт компании Long Drug Stores. Проанализированы результаты внедрения SCM в деятельность предприятий, отображены изменения

в ключевых показателях финансово-хозяйственной деятельности организаций.

Сегодня рынок отличается стремительным развитием, которое сопровождается ужесточением конкурентной борьбы, возрастанием требований к сфере услуг и качеству обслуживания потребителей. Кроме того, особые требования предъявляет цифровая экономика – руководители компаний все чаще обращаются к электронным системам для цифровизации своей деятельностью и систематизации управления ею. Одной из таких электронных систем является SCM – система, построенная для управления цепочками поставок.

Уже не одна крупная компания попробовала внедрить SCM в свою деятельность для повышения ключевых показателей реализации товаров и услуг. Компания Castorama является ярким примером – первая в Европе и третья в мире