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**ИНТЕЛЛЕКТУАЛЬНЫЙ ПОТЕНЦИАЛ ВУЗОВ – НА РАЗВИТИЕ
ДАЛЬНЕВОСТОЧНОГО РЕГИОНА РОССИИ И СТРАН АТР**

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The Amur tiger is one of the rarest species of animals in the world. There were still large tiger populations in the mid-19th century, but by the end of the 19th century up to 100 animals were killed annually. This pushed the Amur tiger to the brink of extinction by the late 1930s, when no more than 50 animals were left in the USSR. The shrinking population of Amur tigers has largely been caused by habitat destruction (deforestation), ever scarcer game (dwindling numbers of various hoofed animals) and overhunting by poachers. No wonder that the tiger was enlisted in the RED BOOK in 1947 [3].

Table 1

Population of the Amur tiger

Year	Population
1940	30-40
1958-59	100
1964	120
1968	140
1970	150
1978	200
1996	415
2005	423
2013	450

Thus our study has proved that the efforts of the RF government, the role of protectors of nature, and the hard work of the local authorities have brought good results.

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**Коллективистская и индивидуалистическая модель мира на пороге вступления
в глобализацию**

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Статья представляет взаимодействие России и Азиатско-Тихоокеанского региона. Исследование показывает развитие и культурные различия между Россией и Японией. Оно также анализирует, почему коллективистская модель общества считается приоритетной.

Ключевые слова и словосочетания: коллективизм, индивидуализм, Россия, Япония, Азиатско-Тихоокеанский регион.

Collectivist and individualist model of the world at the beginning of the globalization

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The report presents the interaction of Russia and Asia-Pacific Countries. The research shows the development and cultural differences between Russia and Japan. It analyzes the priority of collectivist model of society.

Keywords: *Collectivism, Individualism, Russia, Japan, Asia-Pacific Countries.*

Over the past decade, the Asia-Pacific region has become the leading platform of global international relations in the 21st century. And today this is the region with high and steady economic and social development. It's home for a significant portion of population of the planet, which comprises 40 percent. Currently the world's center of economic activity is shifting to the Asia-Pacific region. Therefore, there is a need to intensify the integration processes in the sphere of science, education and youth policy in this region. Modern culture of the Asia-Pacific region is developing in two ways of traditional and European styles. The traditional culture of the majority of Asia-Pacific countries has already experienced the impact of other cultures, namely of the Indian and Chinese Buddhism and even Islam. In the late 19th century it was replaced by the influence of European cultures. Considering two Pacific counties, Russia and Japan, we will try to understand the impact of cultural differences. This will allow us to understand whether it interferes with the development of intercultural relations.

There is no doubt that Eastern cultures tend to be collectivist, and Western ones individualist. So, Russian people value personal interests more than social. This means individualism. Russian used to have collectivist thinking. However, by the beginning of 21st century collectivism has lost prevalence. In the hesitations between East and West Russians began to tend to the Western model of behavior. In Russia egocentricity is expressed to a greater extent than in Japan. At the same time in Japanese culture the priority of public interests over personal ones is clearly apparent. That means collectivism. It's not accepted to put yourself above others in the Japanese culture.

Japan is a country of rice civilization. In ancient times it was difficult to grow rice alone. If there is no rice you will be hungry so the Japanese have a proverb: The nail that sticks out gets hammered down. In other words you should not stand out from the crowd or you should not be a rare bird. This is Japanese collectivism.

Perception of a person as an independent individuality is expressed more in Russian culture than in Japanese one. Economic collapse of the political ideological systems in Russia at the edge of 1990s brought an abundance of stressful situations and increased emotional tension associated with the so-called culture shock. This led to contradictory tendencies which are inherent to Russian culture. In contrast, ordering relations are more common in Japanese culture.

In the early 21st century Russia began to react painfully to international relations issues. The decline of hospitality influenced not only new economic conditions but also the growth of ethnic tensions. The Japanese as the residents of a multinational country, rarely face international conflicts. And if such conflicts occur they prefer to avoid them. So this issue is not very urgent for them.

In the early 21st century Russia shows the growth of family values. Although, incomplete family is a common phenomenon, Japan is famous for its low divorce rate. This is not the result of good life. This happens because it's the tradition of Japanese society. Russian family exists primarily for the sake of the children, Japanese family for parents. It means that the Russian family considers the welfare and prosperity of children to be its main goal. In contrast, Japanese family cultivates respect for elders and care about them.

The difference between cultures cannot hinder the development of intercultural relations, each culture should take the most appropriate model of development from the other culture in the context of globalization.

Different ethical and cultural concepts did not contribute to the solution of many problems, which humanity constantly faces. The 20th century was marked by endless wars and problems of the ecological balance in many parts of the world. Also we can state the decline of morals in modern society, when the society affects the individual more than the individual affects the society.

For example, in Japan while calming down the cheerful class after a break, a teacher will not demand silence in an appalling voice, but he will say that students disturb the other class. It shows that in Japan children are taught to obey not one person but the group. Therefore in the early stages of school life discipline of public opinion is taught. By contrast, in Russia only a strict teacher can calm children down. Let's consider one more example. It's very important to understand that there's no reason to talk about the degradation of many Eastern cultures in which the public dominated over personal for centuries. For example, it's forbidden to have the same-sex marriage. And there's no gay parades in Eastern countries, because this destroys the society and family values.

So in terms of galloping globalization Russia and the entire Western world should follow the trends of Eastern countries.

The view that you can solve any problem with the efforts and perseverance is extremely common in Japan today in the era of economic efficiency and rationality. The survey results confirm: from the Japanese per-