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UDC 504.03

HEALING OUR PLANET: PLASTIC POLLUTION AND ITS SOLUTION

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Introduction. The accumulation of plastic and products made of plastic in the environment lead to plastic pollution which imposes a hazardous effect on wildlife and human food chain. The plastics have a chemical configuration by which they are resistant to environmental degradation resulting in high incidences of environmental pollution due to slow degradation. Plastic pollution occurs by plastic goods which vary according to its chemical configuration. It depends on the method of its polymerization and the method of natural degradation. Depending on the size, plastic pollutants are categorized into micro-, meso-, or macro debris. Plastic pollution is of particular concern in coastal areas of developing countries that lack appropriate waste management policies, but it also represents a major threat to the world's oceans as a whole because of the slow degradation of plastic litter. The larger items generate so-called micro-plastics (particles smaller than 1-5mm in diameter), which can spread over long distances through ocean surface circulation. These plastic fragments will persist in the aquatic environment for decades or centuries, due to their high resistance to natural degradation processes [1].

Plastics are used so universally that they have become a major part of our everyday lives. Sadly, once used, a large amount of this plastic is not dealt with adequately and mostly people do not pay attention how to recycle it properly. The problem is so acute that it is a priority issue in ensuring better management and protection of our ecosystems. There is still a long way to go to increase public awareness about the adverse effects of plastic pollution on marine life. Achieving this would inculcate a sense of individual responsibility and encourage the setting up of public and private initiatives to reduce plastic pollution all over the world.

Research questions. The article considers the following research questions:

- 1) Are the traces of using plastic becoming more ubiquitous?
- 2) What are the main alternatives to replace plastic?
- 3) Ecosia as the viral instrument to heal the planet.

The majority of answers for research questions have the less awareness among young generation comparing to other selected problems. But nowadays it becomes one of the most highlighted aspects of the news and requires immediate response from the community. Our plastic problems can be addressed with a combination of solutions and all need to be incorporated to bring

needed change. Long-term solutions work to remove petrol-plastic and their by-products from the environment. Bridge solutions work at removing only some petrol-plastic products, but still leave behind some plastic product and their negative by-products. However, it is important to note that without the chance of our collective behavior and political will, these solutions will not be enough.

1) A new study by the University of Newcastle, Australia suggests that an average person could be ingesting approximately 5 grams of plastic every week. The equivalent of a credit card's worth of micro-plastics. This summary report highlights the key ways plastic gets into our body, and what we can do about it. Increasing plastic use and limited recycling results in towering plastic production. Since 2000, the world has produced as much plastic as all the preceding years combined, a third of which is leaked into nature. The production of virgin plastic has increased 200-fold since 1950 and has grown at a rate of 4 per cent a year since 2000. If all predicted plastic production capacity is reached, current production could increase by 40 per cent by 2030. As of today, a third of plastic waste ends up in nature, accounting for 100 million metric tons of plastic waste in 2016. Plastic is used as a disposable material, to such an extent that over 75% of all plastic ever produced is waste. A significant portion of this waste is mismanaged. Mismanaged waste is a direct result of underdeveloped waste management infrastructure and refers to plastic left uncollected, openly dumped, littered, or managed through uncontrolled landfills. Of this mismanaged waste, about 87% is leaked into nature and becomes plastic pollution. For instance, if nothing changes, the ocean will contain 1 metric ton of plastic for every 3 metric tons of fish by 2025 [2].

Plastic pollution affects the natural environment of most species on the planet. Plastic has been found at the bottom of the Mariana trench and in Arctic sea ice, in addition to covering coastal ecosystems and accumulating in ocean gyres in all parts of the world. Animals get entangled in large plastic debris, leading to acute and chronic injury or death. Wildlife entanglement has been recorded in over 270 different species, including mammals, reptiles, birds and fish. Animals also ingest large quantities of plastic and are unable to pass the plastic through their digestive systems, resulting in internal abrasions, digestive blockages, and death. Further, toxins from ingested plastic have also been shown to harm breeding and impair immune systems. Finally, micro-plastics pollution has been shown to alter soil conditions, which can impact the health of fauna and increase the likelihood of harmful chemicals leaching into the soil. Micro-plastics are contaminating the air we breathe, the food we eat, and the water we drink. Micro-plastics are defined as plastic particles under 5mm in size. Primary micro-plastics are plastics directly released into the environment in the form of small particulates while secondary micro-plastics are micro-plastics originating from the degradation of larger plastic (e.g. degraded plastic bags).

To compare the status-quo with plastic bags and frequency of its usage in Kazakhstan, I **initiated a social experiment** where I tried to reach the root of the problem by starting to adapt zero waste lifestyle into my daily routines. For examples, instead of buying plastic bottles I switched them into one stainless steel bottle which one I carried with myself every day. The next step was replacing plastic bags, for this there were large amount variations as shoppers or cloth bags. I chose one cloth bag and reused plastic bags. The research had come to that I started to follow influencers who have been practicing zero waste lifestyle for a long time. on platforms like Youtube, Instagram and so on. For instance, Lauren Singer who have lived zero waste since 2012, she has an YouTube video called How I fit 5 years of trash in this jar [3].

2) Plastic is the go to synthetic material for manufacturing. If we need a container, a cookie, or a colander, it will generally be made out of plastic, but it does not have to be. And, plastic is not the greatest material: when heated, worn, or pressurized, plastic leaches toxic chemicals like bisphenol A, styrene, vinyl chloride, and phthalates. To protect ourselves from harmful effects of using plastic, here are some switches which can provide to replace plastic:

- **Use a grocery bag or shopper bag**

After shopping at a grocery we tend to pack our items into plastic bags and we do it conveniently. But we can start by carrying the cloth bags or shopper ourselves to reduce plastic waste: they are cheap, reusable, and far more durable.

- **Get some glass water bottles**

57% of those units were plastic water bottles: 57.3 billion plastic water bottles sold in 2014. This is up from 3.8 billion plastic water bottles sold in 1996. According to this fact we can confirm that glass bottles certainly last longer than their plastic counterparts and we can achieve to some money by filling up one every day forget about buying flats of water bottles.

- **Try glass straws**

It is estimated that more than 500 million single-use plastic straws are used and thrown away every day in the U.S. alone as Americans use them at an average rate of 1.6 straws per person per day, according to the National Park Service. That translates into 175 billion straws a year. To not increase the amount of plastic waste, restaurants offer their clients reusable straws. But it will not cost so much effort to bring your own to enjoy your coffee or glass of juice without waste.

- **Get to know more about zero waste concept**

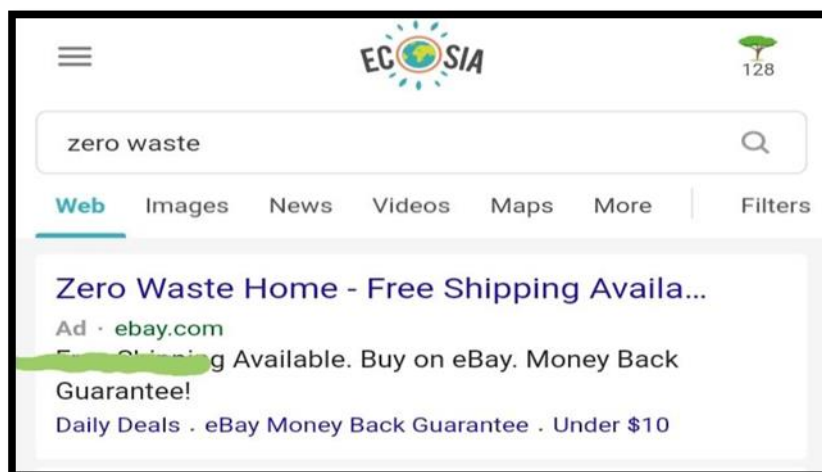
Zero Waste is a goal that is ethical, economical, efficient and visionary, to guide people in changing their lifestyles and practices to emulate sustainable natural cycles, where all discarded materials are designed to become resources for others to use. Zero Waste means designing and managing products and processes to systematically avoid and eliminate the volume and toxicity of waste and materials, conserve and recover all resources, and not burn or bury them. Implementing Zero Waste will eliminate all discharges to land, water or air that are a threat to planetary, human, animal or plant health.

3) Have you heard about Ecosia? Do you think we can help the planet just by one click on the phone?

Ecosia is a search engine based in Berlin, Germany, that donates 80% or more of its profits to nonprofit organizations that focus on reforestation. It considers itself a social business, is CO₂-negative, claims to support full financial transparency and protect the privacy of its users.

Ecosia was founded by Christian Kroll, Ecosia's CEO, in December 2009. Christian studied business administration in Nuremberg and decided to travel the world for some inspiration on a business model with a positive social impact. He visited India and Thailand and finally decided to stay in Nepal for a while to establish "Xabbel", a local search engine that was supposed to help generate funds for local NGO projects. With an average of only four hours of electricity per day, Christian soon had to abandon "Xabbel", but the idea for a search engine with a positive impact stayed with him. Christian carried on traveling and set up camp in Argentina for a few months. He learnt a lot about reforestation projects in the Atlantic Rainforest in Argentina and Brazil and also read Thomas L. Friedman's book "Hot, Flat and Crowded" [4].

Picture 1. Ecosia



How does Ecosia make money?

Like any other search engine, Ecosia earns money from clicks on the advertisements that appear above and beside the search results. The advertisements on Ecosia are clearly labeled as Ads

and are text links to websites that pay for each click by users. The ads are delivered to you by our partner Bing, who pays Ecosia a share of the revenue generated via these ads.

When planting trees, Ecosia needs to make sure the new forest ecosystem can function properly. Ecosia only plants trees in deforested areas where historically there have been trees – often in the shape of a forest, but that could also mean widespread savannah trees.

They work with native species in order to restore the natural situation that existed before. There are occasion exceptions, for example planting non-invasive fruit or nut trees alongside native trees in agroforestry systems, to provide income and food for local communities. The company supports over 20 tree-planting projects in 15 different countries; Peru, Brazil, Madagascar, Nicaragua, Haiti, Colombia, Spain, Morocco, Senegal, Burkina Faso, Ghana, Ethiopia, Uganda, Kenya, Tanzania and Indonesia. To achieve this, we work with local partners who are able to monitor your trees on the ground.

Conclusion: summing up my research work, I came to the conclusion that Beyond the heroic efforts of community beach clean-up volunteers, the challenge of reducing plastic pollution all over the world will require a concerted effort from many sectors of society, including manufacturers, tourism, fishing and shipping industries, local authorities and governments, and all other users of coasts and oceans. The enforcement of existing laws would go a long way to improving the situation, but a whole new mindset is needed to work towards a world that is free of plastic waste. To better understand and rethink to follow mindful wasting we should consider the concepts like zero waste, plastic free are an effective way to solve the plastic waste issues.

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UDC 81-22

FORMATION OF MULTILINGUAL PERSONALITY IN A MULTILINGUAL SOCIETY: PROBLEMS AND PROSPECTS

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Introduction: Modern system of education in Kazakhstan is directed to develop an intellectual, versatile and well-developed future community. Students are oriented to get the high-quality knowledge and practice the knowledge obtained. One of the basic and main strategies to develop language competences in students of Kazakhstan is the policy of trilingualism. Trilingualism in Kazakhstan is the combination of Kazakh, Russian and English languages in educational, and further in future career practice. Due to the impact of the Soviet Union, where the Russian language was dominating over others, Russian language still takes a significant place in modern independent Kazakhstan. Moreover, Russian language is the second official language in