INTERNATIONAL
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DIALOGUE OF CULTURES:
STATE OF CROSS-CULTURAL COMMUNICATIONS UNDER CONDITIONS OF POST-CRISIS ECONOMY

APRIL 18–19, 2012

COLLECTION OF SCIENTIFIC PAPERS OF THE CONFERENCE

SAINT-PETERSBURG
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The collection of academic papers presents scholarly articles and reports of higher education institution lecturers, research associates, politicians, employees of regional and municipal authorities, post graduate students and students who took part in the work of the International scientific and practical conference "Dialogue of Cultures: State of Cross-Cultural Communications under Conditions of Post-Crisis Economy", which took place on April 18–19, 2012 at St. Petersburg University of Management and Economics with scientific and methodological support of the Regional Economy Problems Institute of the Russian Academy of Sciences and the Sociological Institute of the RAS.

The materials of the collection cover vital theoretical and methodological problems of cross-cultural communications, concepts of cross-cultural interaction development under the conditions of post-crisis economy; the condition, prospects and priorities of the social and economic development of the regions; potentials of the Internet technologies and electronic resources in the information support of cross-cultural communication management; issues of international scientific and cultural cooperation, the role of St. Petersburg in the positive development of cross-cultural interaction.

Dear ladies and gentlemen,
colleagues and students!

I welcome you within the precincts of St. Petersburg University of Management and Economics and express gratitude for your participation in the work of the XI International scientific and practical conference "Dialogue of Cultures: State of Cross-Cultural Communications under Conditions of Post-Crisis Economy".

The broad representation of authoritative scientists, politicians, heads of public organizations, and foreign guests at the conference testifies to the urgency of the subject submitted for discussion, and to the deep interest in its constructive discussion. The interaction of different cultures is a centuries-old tradition of our public and state life, while the national variety of the peoples of Russia is the genuine wealth of the country.

The dialogue of cultures and the preservation of their variety under modern conditions is the only alternative to the modern world-order crisis which has let go fruitless attempts to impose unstable models of political and economic development to all peoples.

It is necessary to strive for forming common cultural, scientific and educational space within the framework of cross-cultural communication, to strive for putting into effect multilateral projects on strengthening cross-civilization dialogue under modern conditions of post-crisis economy.

The post-crisis development of Russian economy and its transition to the innovative model of development are directly connected with Russia's further integration into the world socio-cultural space and the transformation of the administrative system of all spheres of Russian society activity, including higher education system. Multilevel training of specialists is being conducted particularly in this system and it will provide future innovative development of Russia. And this University aspires to make a worthy contribution to the solution of this noble task.

It is important to make the idea of a dialogue in cross-cultural communications clear and acceptable for the most general public. During the years of its existence the University managed to reach great success in it: it managed to create a highly professional, creative team of teachers and scientists, to organize effective educational process through the use of modern advanced educational technologies, to set up fruitful contacts with foreign universities, to organize academic exchange of students and teachers, and to strengthen links with academic research institutes, major companies and organizations.

St. Petersburg University of Management and Economics is open for cooperation with all scientific and educational institutions which are interested in training highly skilled economists, and managers in various fields of activity. One of the forms of such cooperation is our today's conference.

I hope that the practical results of the conference will promote development, preservation and deepening of partnership and cross-cultural interaction for the sake of peace and stable socio-economic development.

I wish fruitful work and creative success to all the participants of the International scientific and practical conference "Dialogue of Cultures".

**Rector of St. Petersburg University of Management
and Economics, Doctor of Economics,
professor, academician of the Russian Academy
of Natural Sciences, honored worker
of science of the Russian Federation**

V. A. Gnevko

Chapter I. Economics and Management
in the Sphere of Cross-Cultural Communications

Glushchenko P. P, Lazarev V. V.

STATE-LEGAL CULTURE OF CONTEMPORARY RUSSIA AS OBLIGATORY CONDITION OF THE LEGAL STATE FORMATION, AND PERFECTION OF CROSS-CULTURAL COMMUNICATIONS

The indicators of the state-legal culture level in the civilized society are the constitutional system firmness; recognition of the law leadership; respect for democratic legal institutes, rights and freedom of the person and the citizen; legislation system and its availability; strict and steady observance of lawmaking. From the point of view of these indicators it is possible to estimate state-legal culture of law enforcement, legal culture of law enforcement or law and order maintenance in the country; legal culture of the society as a whole, of social groups and strata (for example, legal culture of officials), of individuals.

Certainly, state-legal culture in contemporary Russia is not at the highest level. It is connected in many respects with discontent with the financial position, spiritual and economic impoverishment, probably, even the backlog of the country as a whole, in comparison with progress of the developed countries. It is impossible to deny the presence of legal nihilism either. In the life of contemporary Russian society there are various displays: organized crime activity; corruption of a part of the state apparatus; discrepancy or even mutual elimination of regulatory legal acts in the Russian legal system; anti-legal activity of religious informal associations of sectarian sense and the organizations, groups of political or religious extremism; infringement or non-recognition of the individual rights and freedoms. The legal nihilism in the sphere of government and law enforcement activity is most dangerous. It is also necessary to underline that the legal nihilism is actively propagandized and spread by mass media and, in particular, by TV. In many respects it influences on the fact that the low level of legal culture is characteristic both for the senior and younger generations of Russia, which affected and is affecting the maintenance of cross-cultural communications, their perfection.

The matter is that both legal and ethical standards are constantly broken, there are no economic possibilities and the political will for realization of

already accepted laws, and the state does not undertake due measures to provide reliable protection of citizens against infringement of their rights and freedoms. That all leads to the fact that citizens in the majority have no clear representation about the rights, possibilities of their protection, and do not trust in possibility to defend them or are afraid to do it either.

The condition of the state-legal culture in any society directly depends on the national culture operating in the country, the system of legal education, the requirements to the level of legal knowledge of workers of the state apparatus, the society and the state's attention to the activity of the judicial and law-enforcement system, the use of experience of cross-cultural communications. The legal culture of the Russian citizen during the post-Soviet period should possess (in comparison with the Soviet period) qualitatively new lines. In the totalitarian society the legal culture requirements were limited to such as the respect for the right, law, legislative behavior and participation of the individual in public work on law and order protection.

In the democratic society (Russia proclaimed itself as a democratic, legal state), where there are real mechanisms for influence of the citizens on the lawmaking sphere, the responsibility of ordinary citizens for quality of accepted laws is increasing. Therefore the ability of citizens to critically estimate adopted laws, their readiness to participate in legislation preparation to protest against the laws contradicting the right spirit (humanism and democracy principles) is an obligatory component of legal culture of the individual living in the democratic society, the use indicator in the society of positive elements operating in cross-cultural communications.

For the right in the democratic society the recognition and protection of human rights and the citizen by the state is characteristic, granting to the citizen the right to protect the rights in all legal ways. Therefore the important indicator of presence of state-legal culture of the citizen of the democratic society is not only knowledge of the rights and freedoms, but also the ability and readiness to protect the rights in case of their infringement and to make common cause with other citizens, whose rights are also broken.

Legal principle operating in the democratic society "everything that is not forbidden is authorized" means granting to the state citizens the wide opportunities to choose the directions and ways of activity in different spheres of the society life, at the same time it considerably raises the requirements to legal knowledge of the society citizens for them, when using given freedom, being not beyond legal space. Thus, legal education of citizens of contemporary Russia should be guided by formation of legal culture of citizens of the open democratic society.

The citizen of Russia as democratic state, which is at the stage of formation of the civil society and legal state, can and should realize such

legal values as equal protection of the law, recognition of integral natural human rights, human rights on individuality, restriction of possibility of intervention of the state in the private life of citizens, the right to protect the rights and freedoms from the state, presumption of innocence and the right of the citizen to protect the rights and freedoms in case of their infringement, reality and width of the political rights and freedoms of citizens and a number of others.

The urgency of realization of purposeful, effective legal education of citizens focused on the formation of humanistic and democratic state-legal culture of the personality, is defined by requirements of the state, society and personality, directly connected with those processes which are characteristic for contemporary Russia and perspective tendencies of its development.

Transformation of Russia into a legal state is impossible without overcoming the legal nihilism of citizens, which is characteristic for the previous stages of the Russian history, but is amplified in the 1990's in connection with the critical revaluation of moral values of the Soviet society which are not replaced, however, in consciousness of people by new democratic and humanistic values. If the legal nihilism is overcome, and level of state-legal culture is raised, readiness and ability of citizens to protect the rights and their intolerant attitude to any facts of infringement of human rights will become the important factor of improvement of the Russian society, movement to the moral state and civil society.

For perfection of the state-legal culture the following recommendations in the sphere of nation-wide strategy can be offered: aiming of the state policy at the protection of the individual interests; the development of the uniform legal policy; the all-round maintenance of well-being of citizens; the strict observance of the Constitution and laws of all state bodies. In the lawmaking area: professionalization of legislative activity; granting to the population the right of the legislative initiative; the spread of knowledge in the field of legal technics; wide public illumination of law-drafting activity, strengthening of the legal liability of infringement of the rights and freedoms of citizens. In the law enforcement sphere: licensing of legal trades; development of the judicial system, maintenance of direct action of norms of the Constitution of the Russian Federation; carrying out of practical seminars for workers of the state bodies; creation of the advisory councils at legal departments. In the field of legal education: increase of the general morals of citizens; popularization of legal knowledge (including via mass media); use of role games and practical situations; awakening of interest to legal knowledge and increase of its availability, application of methods of advertising; development of family legal education; jurisprudence and the juridical education — further development of research in the field of legal

culture; overcoming the rupture between science and practice, increase of efficiency of the higher juridical education; introduction of legal disciplines in not legal higher schools and comprehensive educational institutions. In the field of the civil society formation and the personal initiative — development of the system of public organizations; active upholding the rights by the individual; the struggle against any displays of illegality and arbitrariness [3, p. 35].

The level of state-legal culture will start to rise only when at least the part of the listed above recommendations will start to be carried out. The history shows that the lawmaking and law enforcement activity becomes effective only when in these processes along with powerful self-organized fundamentals, the priority place is occupied by conscious, organized creativity and clever work. Studying of these conscious and creative processes in lawmaking, the nihilism and legal idealism, it comes that working out of these questions began in our science rather recently, more exactly in the late 1980's — the early 1990's. Scientists who dealt with working out this problem are N. N. Matuzov and V. A. Tumanov. Long nonworking out of the questions of legal nihilism and idealism is connected with dominating ideology which excluded these problems basically.

In order to consider the problem on the concept of the law and legal consciousness role we should address to various approaches of understanding of the law because the legal consciousness is one of the law categories.

So, we will consider three basic approaches to understanding of the law and according to them we will define, what place is occupied by the legal consciousness in its existence. These approaches are allocated according to the basis (base element) of the law — the norm of the law, legal consciousness, legal relationship — normativistical, psychological and sociological [5, p. 221] (these are three narrow approaches, and the wide approach to understanding of the law unites the norm of the law, legal consciousness and legal relationship in the law basis). The normativistical approach to understanding of the law puts the legal norm on the law basis. Thereby it ignores the role of legal consciousness in creation and realization of the law norms. The psychological theory is based on legal consciousness, recognizing as the law the individual concrete mental activity, and law enforcement, the law theory formulates the theme of legal consciousness and the state legal culture. Really, in what degree does the intelligent, conscious attitude of the society and individuals to the law conduct to the necessary legal condition of the society, in what degree does the emotional attitude influence on legal or illegal behavior?

The legal consciousness has active influence on regulation of all variety of vital processes in the society and the state, promotes consolidation of citizens, all social groups, maintenance and strengthening of the society integrity and

order. The healthy legal consciousness of the society, respect of the citizens for the law are the basis of the state strength, effective functioning of political and legal systems. Legal representations about justice of the rights and duties of the person, permissions and interdictions — all of these influence the formation of motives and attitudes of of the person's behavior in legal sphere of the society life, and via regulation of legal behavior of the person the active role of the legal consciousness is shown.

The developed legal consciousness and legal activity of citizens are the basis of leadership of the law in the civilized society, the legal state base. Education of the legal consciousness of citizens is a necessary component of preventive maintenance of offences, struggle against criminality. The weakly developed consciousness renders negative value on the society and its institutes. The forms of such negative display are the legal nihilism and legal idealism. These two phenomena are important for studying because they play an important role in the course of realization of law norms and instructions.

The legal consciousness is one of public consciousness forms. The public consciousness in the scientific literature is defined as the special form of reflexion of the objective validity carried out by the person [6, p. 110]. The forms of public consciousness exist in the unity as a whole — active reflexion of social being. Among the forms of public consciousness they allocate legal consciousness, political consciousness, moral consciousness, religious consciousness, philosophical consciousness and others. These forms of consciousness exist in close connection, because their carrier, the human brain, is general for all forms of consciousness and it causes their interrelation, and if they speak about any consciousness forms, they assume that they are certain thoughts on any certain sphere of life, for example in the field of religion. Therefore, considering the legal consciousness it is necessary to consider close coexistence of all forms of public consciousness. There is no form of consciousness which is indifferent, neutral to the law [7, p. 24]. The legal consciousness most actively co-operates with political, moral and economic views.

The legal consciousness is the certain form of public consciousness which, on the one hand, submits certain general laws for all kinds of public consciousness, and on the other hand, possesses certain features, which allows to separate it from other forms of public consciousness.

In the Russian literature there is another approach to studying of the legal consciousness. The legal consciousness acts as an element of the legal superstructure along with the law and legal relationships. The law, legal consciousness and legal relationships are in close connection with each other, they co-operate and interpenetrate [1, p. 200], but it is not necessary to identify these phenomena as they do not coincide neither in maintenance,

nor in the display forms. These categories represent themselves as ones of different order, relatively independent elements, each of them carries out the function, special role in the uniform process of functioning of the legal superstructure [ibid., p. 201], but this approach does not deny the existence of legal consciousness as a form of public consciousness.

So, the **legal consciousness** is one of forms of public consciousness, representing a set of views, ideas, concepts, estimations of feelings, emotions of people concerning all legal validity [4, p. 277]. Being the specific form of consciousness, the legal consciousness has a special subject of reflexion and objective influence. The subject of reflexion of legal consciousness is the surrounding legal validity. The legal validity includes legal relationships, legal norms, legal phenomena, the mechanism of legal regulation, acts of people in the law sphere, etc. — in one word, everything that is connected with the law.

In the legal validity they also include those public relationships which require legal regulation. It arises owing to the objective properties inherent in the legislation and the public relationships, static character and dynamism accordingly. As to the legal consciousness the way of reflexion of the legal validity is specific. Comprehension of the legal phenomena of the society life is carried out by means of special legal categories. The category of the legal consciousness is the most general concepts which help the society to estimate the legal validity. The main ones, inherent in the legal form of public consciousness, are categories of the legal rights, legal duties and legality [6, p. 128]. On the basis of these categories the legal consciousness estimates the behavior of the law subjects as legal (corresponding to the rights, duties and legality requirements, following from the law norms) and illegal (contradicting the duties or breaking the rights, following from the law norms). The legality, legal rights and duties are the most general categories peculiar to any type of legal consciousness. From these categories all other, more difficult, categories develop: legal personality, law and order, offence; and such concepts as legal and illegal. Categories of the legal consciousness are not invariable. Their sense and maintenance depend on dominating political, economic, moral, philosophical views in the society.

The structure is the internal organization of the complete system representing a specific way of interrelation, interaction of cut-off components [2, p. 38]. The structure always acts as a set of elements and their interrelations, as orderliness and organization of the system, as character, law, a way of communication of the elements. The science allocates two elements of the legal consciousness, they are legal psychology and legal ideology.

Legal psychology is estimations, feelings, experiences, traditions, habits, emotions, moods of people concerning the legal validity. Legal psychology

is an initial step of legal consciousness, it occurs at the empirical level and is irrespective of the activity of the human brain (unconscious). Legal psychology has its structure.

The most changeable part of legal psychology is legal feelings, experiences (the emotional party of legal psychology). Legal feelings are always connected with the attitude of people to the law, legality, with approval of legal actions and indignation in the attitude to them, with trust or mistrust to legal establishments. They are the response to any events and facts of the legal life of the society. Very often the reasons of legal feelings are any events in legal sphere of the society life (legality infringement, committing a crime). Legal feelings act always as mental experiences which arise in consciousness of the person concerning this or that public relationship regulated by the law [6, p. 137]. Legal feelings have a rather independent value. In legal feelings the attitude of people to the acts and actions regulated by the law norms is expressed in the emotional form.

The important part of legal psychology is legal moods. Legal moods can induce people to legal activity, observance and respect of the law or lead to its infringement. They leave an essential mark on all behavior of people. Legal moods differ from legal feelings as they have more mass character, are considerably more stable, and more poorly shown. Legal moods can act not only as a separate element, but as the condition of legal feelings connected with certain behavior of people. These moods are developed by the influence of many factors though the main role belongs to social being. However, the role of the subjective factor is great: the order of the equal protection of the law, successes in legality and law strengthening, activity of the state and the public in the struggle against offences, etc. Legal moods happen to be optimistic and pessimistic.

The important element of legal psychology is legal representations. People always have certain notions about the law, justice, legality, crime, punishment, etc. This element has a great value for realization of the law norms because if the individual has a wrong representation about the law, for example, only as about the system of standard legal certificates, it will not promote the further development of its representation about the law as a whole because the individual will cease to be interested in the law as he will consider he knows all about the law.

In legal psychology along with feelings, moods, representations there are also other elements, such as legal emotions, legal skills. Legal emotions express the attitude of the subject to the reflected validity in the form of the positive or negative or mixed display in the form of grief, pleasure, delight, etc., legal skills, settled stereotypes of legal behavior.

The peculiarity of legal psychology is that it arises always as mass legal consciousness, being a product of direct activity of social unities [7, p. 78].

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It takes place in various kinds of legal activities of people: in legal creativity, application and execution of the law.

The second level is legal ideology. This reflects the legal validity in the form of the systematized views, ideas, principles, concepts, judgements, carried out on the rationale, i. e. it is connected with logic thought, with its forms, instead of with sensual experience which is given to us in sensations. Legal ideology represents the systematized kernel of all public legal consciousness. In it the interests, requirements, problems of social development and the role of state-legal means in this process are reflected and proved. It acts as conceptual system of ideas reflecting the validity from a certain position [2, p. 49].

The basic signs of legal ideology are: firstly, conceptual judgement and expression of radical interests and the purposes of the given society; secondly, development by its ideologists (politicians, lawyers, philosophers); thirdly, purposeful orientation of legal ideology to realization of the possibilities via various forms of consciousness to become the motive of practical activities of the society, people. Legal ideology is not a direct product of the society as legal psychology is, and it represents the result of the conscious, purposeful and organized activity of theorists.

Legal ideology has its elements: the concept, judgment, conclusion, principle, theory, notion, etc. The majority of definitions of these elements can be found in formal logic, which underlines the theoretical character of legal ideology. It is pertinent to show the difference and interrelation of legal psychology and ideology.

The difference of legal psychology from ideology.

The first difference is shown in the fact that legal psychology reflects the legal validity not as a system and as a certain set of disconnected facts, the parts of the surrounding legal validity. Legal ideology, on the contrary, reflects the legal validity as the system whole. Legal psychology reflects the legal validity in empirical level, i. e. at the level of those facts which are perceived by the subject. Legal ideology — at the level of laws inherent in it — is beyond life experience of the subject. Legal psychology is more advanced, reacts to changes in the legal validity as the subject tests these direct changes faster. Legal ideology reacts to changes in legal sphere more slowly because deep ideology and psychology interaction is shown in the following. Firstly, if legal ideology is separated from legal psychology, the latter loses the empirical base and becomes scholastic, without life experience it will be incorrect, torn off from the reality. Secondly, if the previous operation is done on the contrary, the legal consciousness of the individual never leaves frameworks of the experience and will never explain those facts, which it (legal psychology) faces. Thirdly, legal psychology is the most important indicator of practical realization of legal principles, theories, concepts, and if these principles are realized without the account of legal psychology they

are doomed to destruction and default. Only in the unity these two spheres of legal consciousness comprehensively reflect social being and have the active influence on all social life of the society.

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CORPORATE CULTURE AND STRATEGY OF BUSINESS IN INNOVATIVE MODERNIZATION OF RUSSIAN ECONOMY

Innovations are the result of realization of new ideas and knowledge for the purpose of their practical use for satisfaction of certain inquiries of consumers. Hence, the basic properties (criteria) of innovation are: novelty, practical applicability, realizability, i. e. the ability to satisfy certain requirements and inquiries of consumers. The innovative process represents a process of creation and distribution of innovations. The concept "innovative process" is *broader* than the concept "innovation" as actual innovation is one of the components of innovative process. In a general view the basic components of innovative process can be presented as follows: 1) novation — a new idea, new knowledge; 2) innovation (*English* "introduction of the new"); 3) innovation diffusion.

The issues on how there come new ideas, new knowledge is generated, are basically analyzed in such area of research as science methodology, where for last decades they construct various models of formation of scientific theories, their parities with the empirical facts, development of scientific knowledge, the role of internal and external factors of this process, etc.

There is a considerable time rupture between novations and innovations which brakes the innovative process as a whole. The prime "mover"

of innovative processes in the conditions of the market is reception of competitive advantage [1, p. 13]. Strategic innovations (break innovations) are radical administrative novations, i. e. for example, the new approach to management of any social and economic object, a new way of realization of any business, a new way of conducting competitive struggle, etc. Low innovative activity of a considerable part of enterprises of the real sector of economy, a low level of development of small innovative business are a consequence of those basic problems which are marked in the national innovative strategy development in our country [1, p. 164].

These issues in the national innovative strategy development of Russia are integratedly expressed in capitalization of intellectual resources occuring mainly out of Russia. It underlines the urgency of the system development of the innovative sphere, liquidation of "ruptures" in the innovative processes expressed in insufficient development of the sector of applied research and works, the absence of effective infrastructural mechanisms of new technologies' commercialization.

The first stage of formation of the innovative economy theory is the postindustrial society concept. In the 20th century the microeconomic system underwent cardinal transformation in the course of transition from processing of resources to information manufacture, from application of energy to realization of innovative ideas. Every style of development is known to have the principle of functioning, round which technological processes are organized: industrialism, informationalism, innovationalism [2, p. 13].

Within 40 years developed economies have been exposed to cardinal changes. The term "neo-economy" or "new economy" which is a synonym of innovative economy, appeared in the mid-1990's when on the market there came first Internet companies. The innovative model of economic development is characterized by formation of the market of innovations and products of scientific intellectual property. The consequence of prompt development of these processes is becoming the increase of a share of high technology manufactures in the economy, the essential change of the human factor role as a creator of novations, the intensification of reproduction process as a whole. Transition from transformation to *modernization of the Russian economy* raises the importance of innovative jerk for which realization, on the one hand, scale financial resources by the state (about 800 billion dollars) are saved up, on the other hand — there amplifies the competition of the developed countries on the technological level, quality of production and new developing countries — in the price owing to lower costs on the "work" factor.

Innovative technologies as major mechanism of modernization are a necessary condition of increase of competitiveness of the Russian economy at the

world level. Allocation of innovation as the basic function of business *updated* the problem of intrinsic definition of "innovation" category. Y. Shumpeter for the first time in the business theory conceptually proved the model of innovative development of an economic system on the basis of the analysis of interaction of system, structural and cyclic factors [2, p. 22]. His theory was subjected by serious criticism, however the business theory became the initial basis of evolution of the theory of innovations, having brought thereby the essential contribution to the economic science. According to K. Errow, the scientific and technical progress as a evolutionary process is the transformation of numerous private innovations in fundamental technological innovations.

Economic depression of the 1970−1980's in developed countries caused the occurrence of new theories of innovations on the basis of the analysis of modernization of phases and duration of cyclic dynamics of the economic system owing to which the works of the last quarter of the 20th century in the sphere of innovations started with theories of cyclic dynamics, and first of all with the concept of long (Kondratyev) waves, adapted for specific features of the contemporary market economy [2, p. 208]. The evolutionary theory of economic development gives business the leading part in economic development as it serves as the generator of innovations of institutional changes. Innovations as a starting point of modernization of the economic system influence first of all its structure, defining rates and scales of economic transformations.

The peculiarity of transition to the innovative socially-focused type of development consists in the fact that Russia will solve simultaneously problems of both catching up and advancing development. In the conditions of modernization of the Russian economy with the beginning of an active phase of its structural reorganization there is an essential delay which is expressed in the slowed down reaction of business, discrepancy and low competence of the authorities [2, p. 216−217].

The *innovative modernization* is necessary for Russia, and its basis is: creativity basis; business freedom; competition; education system modernization; reforming of sphere of sciences; formation of the industry of innovations; improvement of quality of the social capital. Economic modernization demands also corresponding quality of the *human capital* as concerning professional level of the population, and perfection of its economic consciousness which testifies to solvency of *Homo informaticus* to manage innovative processes.

New innovative strategy of economic development is realized, taking into account national, historical traditions, mentality of the population, its culture, originality and uniqueness, which enter the national innovative system, raising its internal potential. The increase of a role of the human capital as major factor of economic development is connected with the fact

that the level of competitiveness of contemporary innovative economy is mostly defined by the quality of professionals, degree of their socialization, cooperationity and creativity.

Owing to that, the precondition of *innovative modernization of economy of Russia* is the formation of neo-economy — the economy based on knowledge which raises quality of preparation of the personnel and on this basis expands employment of highly skilled labor. In its turn the high educational level acts as the necessary precondition of movement to innovative economy. The major criterion of efficiency of modernization is rates of economic growth, and also co-transfer of its quantitative indicators in qualitative ones. Thus, for Russia the unique way of overcoming of backlogging from developed countries is the formation of the innovative economy providing creation not less 10−20% of gross national product and 15−25% of export which is estimated as the largest target shift in the forecast of structure of the Russian economy [2, p. 221].

Figuratively speaking, investments at the stage of research transform money into knowledge, and then their embodiment in innovations transforms knowledge into money; it is schematically possible to present this process as the following:

money — investments — knowledge — innovations — money',

where: money' = money + Δmoney [2, p. 267].

In Russia now innovations are introduced by about 3% of national enterprises, whereas in Germany, the USA, France and Japan — from 70% to 82%. In contemporary conditions the innovative activity is one of the main conditions of modernization of economy and competitiveness of its managing subjects. Hence, the innovative climate is conditions, generated definitely, in which the worker is motivated to creative work. The innovative climate is a necessary component of *corporate culture of all firms*, carrying out the working out of new production counting upon the market success. The choice of this or that competitive strategy of the firm depends on the condition of innovative potential [2, p. 349].

Today "innovation" is a word of the day. Results of last years testify to the occurrence of some tendencies of improvement of the economic situation in the country. However, analyzing the 15-year-old period of market transformations in the Russian Federation, they regretfully have to ascertain, that the majority reproduction and social-economic indexes have worsened [3, p. 7]. The strategy of social and economic development of Russia till 2020 plans the ways of formation of the innovative economy, meeting objective requirements of introduction of achievements of science in manufacture, improvement of quality of contemporary education, technological and information revolutions [4, p. 5].

Thus, the analysis of the conventional defects of granting innovation on the market shows, that the success of innovative process in many respects depends on effectiveness of the system operation of business and innovative activity, therefore the human factor — the staff competence, propensity of top management to innovations, inclusion of the innovation manager in the personnel — is an essential limiting condition of efficiency of innovative activity at the micro-level.

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ORGANIZATIONAL CULTURE IN THE FORMATION OF INNOVATIVE SOCIO-ECONOMIC SYSTEM

Serious changes in economies of all countries, connected with growing globalization, the rapid growth of the market of intellectual products, the entry with them on the world markets, the expansion of the international integration in research-and-production sphere demand from the each enterprise structure, aspiring to be competitive, constant innovative activity, liberation of the enterprise energy of absolutely all employees. Today innovations and innovative processes are the basis of economic growth of any social and economic system, however the priority of innovative development is very often in the contradiction with economic interests of both individuals, and various groups in the organizations, causing resistance to conducted innovations. The given phenomenon is the direct consequence of the factor of the uncertainty, consisting in innovation and perceived by a certain part of workers as threat to their stable position in frameworks of the existing social and economic system. There are some groups of reasons, causing fear for participants of innovative process. First of all, it is necessary to list the following: fear of material losses; fear to lose work; fear of increase of volume and complexity of works, possible professional discrepancy; fear of loss of the status, authority; unwillingness of any changes which could break the settled way of life.

Thus, the success of innovative transformations directly depends on readiness of the personnel to apprehend introduction of technological and process innovations. The human factor and degree of its use all over the world are considered today as the key condition of success in realization of strategy of innovative development. Meanwhile in Russia, as experts mark, there is some paradox consisting in discrepancy between possibilities of economic growth (huge natural resource potential, high intelligence of the nation, unique geopolitical position) and a real condition of industrial production. The chance to construct in Russia the competitive innovative economy can be successfully realized only with creation of conditions for the increase of readiness of the highly educated personnel to participate in innovative processes. Constant updating of the organization, perfection of its production, impeccability of reputation, originality of style, social civil responsibility, creative perception of failures, aspiration to learn from possible errors a lesson are the qualities on which employees of the contemporary organization should be focused.

For the organization in which there are constant innovative transformations, continuous training of employees, replenishment of knowledge, exchange of opinions, birth of new ideas are characteristic. The primary goal of management is creation of necessary conditions for formation of positive reaction of all employees on forthcoming changes, their active inclusion in process of introduction of innovations. Such conditions can be created in the presence of organizational culture of a certain type — effective organizational culture which is a trustworthy ally of management in realization of innovations. With such culture initiative and innovation are in every possible way encouraged, and strategy and traditional methods of conducting activity constantly undergo the changes necessary for adaptation to fast changing conditions of the market. The effective organizational culture promotes integration of all employees, reducing conflicts and disagreements to a minimum, promotes advancement on the career ladder first of all those workers of the company who are capable to create new useful ideas which serves the development of innovative processes. In such organization people usually feel psychological comfort because of possibility of enrichment of the knowledge, possibilities to share the experience. The management of the companies with the effective organizational culture, which main value is its employees, conducts necessary organizational changes only when they are really inevitable, trying not to hurt interests of workers.

Thus, one of the major problems of any social and economic system is the problem of forming, by means of organizational culture, the innovative behavior of all employees which is to provide achievement of objects in view. The organizational culture is to bring up the coincidence of the scale

of values of different people, the feeling of adherence to the enterprise, absence of fear of all new.

However, it is necessary to remember that the strong organizational culture not only creates advantages for the company, facilitating its management, but also is a serious obstacle on the way of carrying out changes to the organization, and with illiterate management can hold down the initiative of workers. The heads who effectively supervise interaction between the workers adhering to various values, can only win from the variety of innovative ideas. One of the primary goals, which the head of the enterprise should solve, is the problem of creation of atmosphere of creativity in the organization. It means the creation of culture, in which the norm is creativity, readiness for the risk, new ideas are welcomed and encouraged with the management. The people working in such organization, understand the importance and utility of perfection of knowledge, development of the personality.

The effective organizational culture assumes involving of all categories of the personnel in decision-making process, allowing workers to show the innovative approach to business, instead of simple executing the professional duty according to instructions. Management support thus plays a main role. From the point of view of culture it is essential for workers to participate in decision-making, provided with certain rituals and procedures, which is simultaneously a training process. Joint actions of all employees raise managerial effectiveness, and this practice supported by material stimulus promotes fuller inclusion of motivational structures of the personality approaching its status to the enterprise.

The American researcher of organizational culture R. Hauess in the 1980's, carrying out the analysis of successful companies, trying to find in them similar lines which caused the successful activity, came to the conclusion, that the common thing in them is the attentive relation to employees as a basic value, formation of special system of mutual relations, i. e. special organizational culture. He noted that "much in the management of the companies with manufacture of the world class can seem paradoxical, mysterious and even ridiculous. The main thing is not creation of the universal, extremely rationalized system of relationships of cause and effect, but formation of 'psychological' state of employees" [1, p. 19].

For the organization focused on "cultivation" of enterprise of staff some moments are characteristic. Firstly, the accent on training of common corporative thinking. It means, first of all, the dedication of the worker in the circle of issues of the firm through training and working in different divisions of the firm, participation in working out common decisions, delegation of powers, etc. Secondly, formation of installations of identification with the firm destiny — corresponding maintenance of the

career, expansion of possibilities of the choice of concrete functions of not only working life, but also leisure of workers, assistance to their other vital needs. Thirdly, introduction of the lists of staff adequate to innovative processes allowing each to feel importance — the major condition of mobilization of motivational possibilities. Fourthly, purposeful formation of "folklore bank" of the firm, every possible myths and legends containing, in the compact form, the experience of the solution of problems in the past.

From all mentioned it is possible to draw the conclusion, that there are the following basic features of effective organizational culture promoting development of innovative activity of employees of the contemporary enterprise:

- open strategy and process of planning innovations;
- creation of conditions for active creative activity;
- constant search of new ideas, thoughts, directions;
- selection and hiring of competitive and innovatively active personnel possessing high professional motivation;
- constant increase of competence, qualification of workers;
- development of consciousness of workers and comprehensive support of their initiatives;
- delegation of powers;
- attraction of all employees to decision-making;
- clear and open communications;
- high trust of the management, assumption of errors in activity of employees and disagreement expressions;
- variety and creativity priority over monotony and timeserving;
- account, estimation, recognition of all merits and compensation of the contribution of each worker in organization development;
- compensation for acceptance of additional risk.

It is necessary to note, that removal of unreasonable bureaucratic restrictions on display of creative, enterprise energy of workers objectively demands development and more refined approaches to management, control and behavior stimulation. In the companies where resistance to changes is a norm, the heads often prefer the conservative style of behavior as more favorable for the personal career. They avoid all risk and traditionally prefer rigid management methods that can interfere with development of the organization and lead to competitiveness loss. Care and evasion from risky operations are becoming more important for the career than the initiative, introduction of achievements of science and technology. This feature is the most typical for the companies with the expanded officialdom, for a long time taking in the lead positions in the economic sector. In the similar companies the majority of decisions are accepted on the basis of personal mutual relations, thus interests of business recede before reasons of personal

benefit. Elimination of negative values of such organizational culture is a long and difficult process because of strong adherence to the rooted values, customs, attachment to old management methods.

In the conditions of constant changes in the environment, the effective organizational culture forces the enterprise to work so that organizational changes become a norm. Besides material stimulus, worthy working conditions, huge value non-material stimulus, such as possibilities of personal growth and development, participation and involvement development, ability to work in a command, self-expression and self-realization of inventors and innovators. Besides, in the course of innovative changes the personnel gets the experience allowing in the future to reduce probability of errors. In this connection the transformations, similar to already carried out ones, are conducted with more qualification, with smaller expenses and in shorter terms.

The system of training of the personnel in the organization which is constantly introducing innovations, is to be capable to react accurately and adequately to the slightest changes in the environment by starting the new program of training, improvement of mechanisms of interaction of the enterprise with educational institutions for the purpose of reception the synergetic effect in the course of integration, introduction of new technologies. In such conditions the major advantage is the facilitated exchange of knowledge and information between its participants, which allows to generate new knowledge, to form the intellectual capital which is accessible to all participants of the enterprise. At the enterprises which introduced the given model, they observe higher innovative activity reproducing high qualification of the personnel and allowing to provide the personnel conformity to problems of introduction of any technological innovations. For maintenance of such conditions in the enterprise it is possible to offer creation of the continuous system of reception, use and transfer of new knowledge and abilities. To solve the given problem various ways are possible, for example, integration with educational institutions, or transfer of training functions to the managers, who will be trained in the innovative centers.

Meanwhile the introduction of innovations as a natural way of maintenance the organization viability is possible only provided that motive power of initiatives are corresponding sights and values of all employees of the given organization. It in its turn means, that if the company managed to create effective organizational culture, the management relieves itself of constant struggle against own employees and can concentrate on realization of the changes allowing to the organization to effectively function in the conditions of rigid competition. Such approach is conformable to the thought stated by Ch. Darvin, that in the nature not the strongest and the

cleverest survive, but those who are better than others able to adapt to requirements of the environment. The processes of changes, supported by all employees, proceeding in the organization, only raise its ability to adapt for varying conditions of the environment. Such way is the most effective one from the point of view of use of human resources.

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Margulyan Ya. A.

PROBLEMS OF REGIONAL SOCIAL SPHERE FUNCTIONING UNDER CONDITIONS OF REFORMING RUSSIAN SOCIETY

The integrated character of the social sphere is shown in the fact that it appears as a certain complete space, inhabitancy of people, forming with communications and relations certain communities — real sets of individuals, families, social strata and groups which act as subjects of social activity and relations, and it represents a difficult branched multidimensional system having various communications, relations, infrastructure which in aggregate provide the life-ability and development of human community.

For many years there was no system in the country, purposeful activity to work out and systematize the realization of development strategy of the social sphere as a major component of the society, and social policy, on the one hand, was reduced to separate measures on maintenance of the guaranteed social minimum, and from the other hand, to "patching up holes" at occurrence of extreme situations in the social sphere. Social policy, substantially, happened to be the strategy of social development directed on the development at the macro-level, formation of the uniform social unity, and the regional social policy — on practical realization of a complex of measures for development of the social sphere in the subject of the Russian Federation.

Most generally, in our opinion, the regional social sphere represents a constantly transformed subsystem of the society, where its social function on continuous reproduction of the personality and enrichment of regional community as subjects of vital process is realized.

In the pre-election article "Justice Building. Social policy for Russia" V. V. Putin notes, that "during last years the expenses of budgetary system on the social sphere are more than half of the general budgetary expenses. Only for last four years they have grown in absolute expression in 1.5 times — and within the gross national product from 21% to 27%. Any of social guarantees has not been shaken in the conditions of crisis of 2008–

2009. Moreover, even during this period the salaries of workers of budgetary sector, pensions and other social payments have increased" [1].

With all the positive changes of the last years it is necessary to ascertain, that the social sphere continues to remain in a crisis condition. It is shown in: serious reduction of volume and decrease in quality of welfare services given to the population; insufficient financing of branches of welfare complex, leading to destruction of material resources and loss of personnel potential; low technological level of objects of the social sphere; absence of purposeful scientifically proved policy of reforming of the social complex, no working out of the accurate and effective mechanism of the state support of branches of the social sphere in the conditions of the world economic and financial crisis. But the main problem for branches of the regional social sphere is still the absence of clearly formulated social policy which the government would consistently support.

As the social sphere carries out its basic function — qualitative reproduction of the person — not to the full degree, it is possible to speak, firstly, about the tendency of preservation of functional insufficiency. The given tendency is not the only one which characterizes the present condition of the social sphere and its change.

Secondly, there is decentralization of the social sphere and its infrastructure. So, many problems of social protection are solved at the regional and local levels. There operate developed regional and city programs of social protection, established regional and local (city, regional, rural) funds of social protection of the population. Not state structures of social support (organization, funds, services, etc.) are actively formed.

Thirdly, the tendency of municipalization of the social sphere, i. e. moving its basic load on municipal, local level. It is shown in formation of municipal system of social services. Each citizen, as researchers mark, faces anyhow all levels of the power, but thus about 70% of the requirements is satisfied at the local level [2, p. 14].

Fourthly, re-structuring of the social infrastructure. The "industrial" principle of its organization has given way to the "territorial" one. Except for separate cases, the majority of the enterprises are not able to maintain and develop welfare establishments, to carry out social programs in considerable volume.

Fifthly, commercialization of the social sphere and its infrastructure is one more characteristic tendency of their development in the conditions of market reforming. It is especially considerably shown in the education sphere where the share of not state higher schools and number of the students trained on a commercial basis considerably increase.

The given prior directions depend on a number of interconnected economic, socially-demographic, ethno-political, natural, sociocultural, eco-

logical factors and follow from the strategic targets of the social policy which is carried out by federal, regional and municipal public authorities. Therefore as main objectives of thee regional social policy there is not reduction of rates of inflation and a budgeted deficit, but occupation level increase, growth of individual incomes and savings, demographic development, maintenance with comfortable and accessible habitation, foodstuffs, social protection of various categories of citizens, public health services and education development, etc.

In spite of the fact that there is a general strategic direction of development of social and economic processes in the country, at the region level there can be the local purposes reflecting the originality of its social, economic and other problems.

So, the primary goals in studying of the mechanism of interaction of social, economic and demographic processes in the region are:

– allocation of the social and economic processes directly influencing the population and acting in relation to other economic processes as preferable link, influencing population reproduction;
– Revealing of the given processes which are directly influenced by a demographic factor and are a link between the demographic factor and other social and economic processes.

Thus, the solution of the problems directed on the achievement of basic principles of socially focused state, definition of rational directions of strategic development of social sphere, is connected with the state redistribution the available material and spiritual blessings through establishment of effectively functioning system of taxes, formation of the state budget, increase in financing the social programs. As the basic strategic orientation of development of the social sphere there is steady growth of investments into socially and economically significant projects on the basis of strengthening of protection of the property rights, maintenance of equal conditions of competition, decrease in superfluous administrative barriers to the enterprise activity, increase of financial transparency of enterprises and organizations.

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Slanov V. P.

THE IMPACT OF EFFICIENT ENTERPRISE CONTROL ON THE DEVELOPMENT OF THE INDIVIDUAL'S POTENTIAL UNDER THE CONDITIONS OF POSTCRISIS ECONOMY

Research of economic problems and techniques of their solution in the conditions of globalisation of the world market, crisis and reforms is executed on the base of works of some famous scientists. Ye. V. Balatsky notes [1] that the economic science has approached the natural boundary, behind which there is nothing constructive. Academician V. M. Polterovich offers plans of Russia's exit from the economic crisis and its development in the form of gradual conservative reforms [2]. Academician A. I. Tatarkin and the member-correspondent of the Russian Academy of Sciences R. S. Grinberg estimate social and economic consequences of Russia's joining the WTO and state the techniques of diagnosing the economic safety of Russian regions [3]. The Nobel prize winner Patrick J. Buchanan offers models of sustainable development of the state on the basis of the theory of games of two partners in the politics [4]. The mentioned works do not consider the problem of efficient control of the enterprise and its especially valuable resource — a social one — though the enterprise and its central link — the person — make the national economy basis.

Changes occurring today in the world economy allow to say that understanding of human and intellectual resources from the positions of not passing values is becoming the fundamental criterion of economic development. The big polarity, concerning understanding the place and roles of the person at the enterprise, existed earlier. Practice of Russian organizations during last years testifies a serious turn of administrative approaches of the majority of successful firms towards the attention strengthening to human making activity. Thus representation about the complete organizational-administrative context of functioning and development of enterprise structure is becoming the major aspect of the analysis.

Enterprise development is possible under the condition of strategic and logically consecutive approach to management of the most valuable active of the enterprise — people working in it, that is under the condition of efficient control of human resources.

The enterprise is a social and economic system. According to the system-evolutionary approach, the individual can formingly influence the social environment while it is formed by the environment. The dilemma between the environment and the individual is considered not as polarity which aspire to win each other, but create a fruitful pressure. Organizations represent simultaneously both possibilities and restrictions for the person.

Therefore evolution of social and economic system cannot be investigated without the separate analysis of its social component and the indicators reflecting efficiency of its development. From the indicators reflecting efficiency of development of the social subsystem it is possible to allocate the most significant ones on which relative solidarity is observed. The basic concepts for economy are: life quality, requirements, the personal potential, efficiency, motives, working conditions, distribution of incomes [5]. The quality of the human life in the enterprise, the potential quality, the personal quality, potential quality of the person, harmonization of the person are the important indicators of development of the social subsystem [6; 7].

The concept "person" and "personality" have much in common and a number of essential differences. If in the concept "person" the general features inherent in it are meant (ability to think, create, compose music, verses and other literary works to make products and services, operate, speak, write, read, enter public relations, etc.) in the concept "personality" they mean the level of development of the person in its basic signs providing formation a steady system of socially-significant features, characterizing as member of the society or community.

It is necessary to understand its possibilities as quality of human life to satisfy potential and spiritual needs in all their variety, up to requirements of ecological character.

In the economic literature the most recognized generalizing indicator of life quality is the characteristic, named an index of growth of human potential, caused by a total internal product per capita, level of its formation and longevity of the person. However, it is impossible to recognize these indicators as comprehensible to calculation in the generalized kind of life quality because of three principal causes.

Firstly, these indicators appreciably duplicate each other. Therefore the higher the education is, the more the gross national product per capita is. The more the gross national product per capita is, the longer the human life is. Secondly, life expectancy of the person is influenced not only by the factors causing it (life quality) directly in the form of quantity of applied resources and their qualities, but also by the conditions not connected with them, for example, the genetic device of the person influencing the life duration. Thirdly, there is no authentic method of calculation of the generalizing indicator of life quality on the basis of the three specified characteristics.

In connection with the stated, the generalizing indicator of life quality, estimated in the doubtful way using the three specified characteristics, it is impossible to recognize as comprehensible neither in the contents, nor in the way of calculation.

Between the growth of quality of human life and conditions of development of potential of the person there is a certain interrelation. Namely, the higher the life quality is, with other things being equal, the more significant the level of development of potential of the person is, and vice-versa. Human life quality improvement is means of development and harmonization of the person. Development of potential of the personality is to be interpreted as escalating of values of the characteristics reflecting its basic personal signs.

Harmonious development of the personality is expressed in proportional escalating of values of the characteristics reflecting its basic personal signs.

Level of the harmony of development of the personality is expressed through a parity of actual and standard structures of its basic personal signs expressed by means of corresponding indicators. The harmonious personality is considered to be such one where the actual structure of the basic personal characteristics coincides with the standard ones.

It is necessary to understand the structure of the basic personal characteristics as the percentage (relative, in shares) parities, each of which is quotient from division of actual size on standard one of the produced material welfare on the i-component. The following concerns such basic components of the material welfare:

– annual volume of production (services) (in primary activity sphere), falling to the given person;
– annual volume of production (services) made in housekeeping, including services on self-education, increase of cultural-moral level;
– annual volume of production (services) out of sphere of primary activity and out of housekeeping sphere.

With reference to the basic (industrial) field of activity the degree of life quality giving in measurement is expressed in absolute units (roubles of the labor income of the worker per year) and in the relative units reflecting a parity of actual (potential) quality of life and standard quality of life expressed through rational consumer's basket (Ts_{rpk}) [1]. This parity is characterized a relative degree of quality in comparison with a standard or the relative level of social security fluctuating from zero to one.

Quality of life is shown at consumption of the material and spiritual welfare, quality and potential of the personality — at its (welfare) creation.

It is necessary to understand its ability as potential of the personality in the corresponding set of applied resources to produce useful production (services) or socially useful welfare in all spheres of display of this personality.

The considered potential of the personality should have socially useful character. Hence, creation of the socially-useless welfare is not considered at calculation of indicators of quality and potential of the personality. For

example, it is not necessary to consider as a part of potential of the person a stock of the knowledge got, but not finding applications in practice in any socially useful sphere.

Considered quality of human life should have socially useful character too. Hence, consumption of the socially-useless (harmful) welfare is not considered at calculation of the indicator of real quality of life. For example, it is not necessary to consider as a part of quality of human life acquisition and consumption of harmful material benefits (spirits, tobacco and other drugs) or spiritual "welfare" used (any reading of immoral books, watching similar TV programs, etc.), harming personal morals.

Between quality of human life and level of the social security there is direct connection. Namely, the human life quality degree is simultaneously an indicator of level of the social security.

Thus it is necessary to distinguish the potential level of social security and its real level. It is possible to be convinced, if the specified indicators are express in the appropriate way.

$$U_{sz.\,r.} = U_{sz.\,pot.} \times k_{real.} = \overline{D}_{tr.} \times k_{real.}, \tag{1}$$

where $U_{sz.\,r.}$, $U_{sz.\,pot.}$ — real and potential level of social security;

$k_{real.} \leq 1$ — factor of realization in life of potential quality;

$\overline{D}_{tr.}$ — labor and other incomes received actually by the person (worker) for the accepted time unit (for example, for a year).

The analysis of the specified formula allows to draw a conclusion that, the more values of the indicator $k_{real.}$, the higher real degree of life quality (real level of social security), and vice-versa. The more labor and other incomes of the person, the higher potential degree of life quality (potential level of social security), and vice-versa.

Level of potential security (potential quality of life) person can be shown in two forms.

The first form is expressed by the indicator $U_{sz.\,pot.} = \overline{D}_{tr.}$.

The second form — by the indicator $U_{sz.\,pot.\,max} = \overline{D}_{tr.max}$, where $U_{sz.\,pot.\,max} = \overline{D}_{tr.max}$ — the greatest possible incomes (and first of all labor incomes) of the person (worker) in a unit of time, corresponding to standard (greatest possible) size of the personal (worker) productivity.

The person (worker) should be considered, wherever functioning, as a part of corresponding set of applied resources (fixed capital, material circulating assets and a contingent of workers). Even in house conditions the person operates with a corresponding set of applied resources, being engaged in housekeeping or carrying out in the apartment the function of self-education, increase of the cultural-moral level, etc. Out of the cor-

responding set of applied resources there cannot be shown either quality of life, or potential of the person (worker).

It is possible to estimate level of harmonization of the person by the formulas reflecting structure of the vital material and spiritual welfare which is potentially and really created by the given person.

The standard level of development (standard-reference potential) of the personality corresponds to the "reference" person, creating in normal conditions, without re-pressure, a maximum quantity of socially necessary material and spiritual welfare. It is necessary to recognize the structure of this welfare corresponding to this person as a standard one.

The structure of socially necessary welfare created by others, except the standard person and people, is subject to updating, because in some components of it (welfare) these people will have an excess over it (welfare) in the standard sizes corresponding to the person-standard, causing the standard (material welfare) structure.

The best variant of development and harmonization of the personality is what is provided in standard conditions without re-pressure with the "standard" person.

The possible (in perspective) delay of consumption of the material welfare because of limited natural, including ecological, resources, cannot be an obstacle for application of recommended methods of calculation and the factorial analysis of rates of change of quality of the population life, including the person of homogeneous group, rates of cost growth, quality and potential of the personality. The application of the specified recommendations in ecological and economic crisis will be promoted by the restriction, organized by the state, in consumption of the most scarce kinds of the material and spiritual welfare.

Thus, we put and may solve the important and complex problem connected with specification of concepts of "quality of human life" and "level of development and harmonization of potential of the personality". Methods of calculation of indicators of quality of human life and level of development and harmony of potential of the personality, as well as the technique of the factorial analysis of rates of change of these indicators are developed and proved. The important conclusion is that, with reference to the basic (industrial) field of activity of the person, rates of growth of level of development of potential of the personality, are caused by rates of improvement of life quality, which in its turn depends on rates of escalating limiting (counting on the average worker) the productive force (capacity), which (escalating) can be provided by introduction and application on a constant basis of system of efficient control of the enterprise as a social and economic system, proceeding from corresponding criteria of optimality and restrictions, in the presence of external conditions (including structures

of patterns of ownership), corresponding to interests of the society of social security.

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Baranova A. Yu.

FORMS OF INTERACTION OF LARGE AND SMALL BUSINESSES

Now the following basic forms of co-operation of large and small businesses are allocated:
– outsourcing;
– leasing;
– enterprise networks;
– contract management;
– franchising;
– clusterization;
– techno-parks and science-cities;
– intrapreneuring, incubating, satellite form, subcontract;
– state-private partnership, state order, concessions, etc.

Let's stop at them in detail.

The word "outsourcing" in translation from English means: *out* — "out of" and *source* — "place". With reference to the personnel this term means transfer of a part of functions of the organization to the employees who formally are not in the staff of the organization, but working with it under

the contract. The first representatives of outsourcing were bookkeepers, today outsourcing received the greatest distribution in IT industry, banks, insurance companies, trading networks. Outsourcing can be favorable for companies, when in certain moments it is necessary to concentrate on the key direction of activity, and other kinds of manufacture or collateral business become less important. In this case, to keep forces for advancement of dominating products or sectors, it is expedient to transfer not main items of maintenance to others.

Leasing is called a long-term kind of renting any property for the purpose of its gradual repayment of premises, expensive hardware.

One of interesting forms of interaction is enterprise networks, i. e. behavior of a number of independent organizations as a uniform structure. Examples of similar networks are found in the international practice and draw attention of economists. Among advantages of this form of business there is flexibility, stability to environment changes, ability to development without considerable investments, fast introduction of innovations.

At contract management the risk of the operator is minimum, as the activity is not connected with investment activity in general or its volume is minimum. All losses from primary activity as well as expenses on building are borne by the hotel owner. On average, the foreign operating company (OC) cost for the owners 4−8% of a turn plus 8−12% of profit. Management contracts promote expansion of hotel networks without attraction of large investment injections. If the hotel owner cannot provide demanded means for project realization, the operator should renounce the interests and promote maintenance of missing resources at the expense of attraction of external loans or own means. At default of the hotel owner's obligations the operator can become the co-owner.

Payment of professional management is cheaper for the hotel owner, than acquisition of services in the franchising contract. Today franchising is the most fast-growing method of the organization of business in market system. Statistical data on business development in developed countries show that in 8 recreated franchising enterprises only 1 stops the existence.

Cluster principle of organization of industrial interaction is another mechanism of integration of large and small businesses. The cluster in a general economic sense represents a group of geographically localized interconnected companies, suppliers of equipment, accessories, specialized industrial services, infrastructure, research centers, higher schools and other organizations complementing each other in achievement of concrete economic effect and strengthening competitive advantages of separate companies and, hence, the cluster as a whole. The important distinctive feature of the cluster is the factor of innovative directivity. Clusters, as a rule, are formed where perspective advancement in en-

gineering and production technology areas and subsequent employment of new market niches are carried out or expected. The cluster approach allows to raise efficiency of interaction of the private sector, the state, trading associations, research and educational institutions in innovative process. The cluster approach can form the basis for meaningful dialogue between representatives of the enterprise sector and the state for the purpose of development of science and manufacture, realization of available investment possibilities and necessary measures of the state policy. The cluster approach is a stimulus of strengthening of innovative orientation of regional development, which finally leads to increase in employment, deductions in budgets of various levels, increase of stability and competitiveness of regional branches.

Formation of conditions for association in the cluster on the basis of mutually advantageous cooperation of small organizations, science centers, higher educational institutions promotes distributions of new knowledge and technologies. Thus the major condition of effective transformation of results of scientific and technical activity in innovation, and innovations — in competitive advantages, is formation of a network of steady communications between all participants of system formation. Such interaction is characteristic for science-cities and techno-parks — municipal units, which basic direction of activity is transfer of local economy into an innovative way of development by use of advantages of achievements of science and technology, and the increase of competitiveness of the organizations is inter-branch interaction between sectors of science, education and industry.

Among forms of interaction of the large and small organizations it is possible to allocate:

1) intrapreneuring (formation of small, often temporary collective for realization of some purpose or working out of some idea necessary for increase of the technological level of a large enterprise);

2) incubating (small firm "cultivation", rendering various help at stages of its formation);

3) satellite form (organization of small firms-satellites — small firms, legally independent, but economically essential depending on radical structure, etc.). Satellite forms arise usually as a result of restructuring of enterprises, i. e. by allocation of a small firm from a large one;

4) subcontract (cooperation of enterprises when a large enterprise on the basis of the contract places an order, defines the specification of products, gives raw materials or a half-finished product for the further processing, etc., and executors (small firms) carry out partial or finishing processing of the given material).

Popularity of the given kinds of integrative communications is caused by:
– the subcontractor's lower production costs;
– temporary lack of capacities of a large firm with the overloaded portfolio of the orders;
– necessary manufacture of especially specialized kinds of products;
– requirement for penetration in the market with small consignments of goods without expenses for creation of marketing systems.

However, such forms of interaction of small and large businesses as intrapreneuring, incubating, subcontract in Russian conditions have not received due development yet. It restrains a number of problems:
• requirements of stability, forecasting and predictability of economic development of the country as a whole;
• the majority of businessmen do not have the necessary starting capital for occurrence in the integrated system;
• absence of domestic experience;
• fear to lose economic independence.

In Russia there are still a lot of problems in this direction which private structures are not capable to consult. Therefore it is necessary for the state to create conditions for organic interaction and cooperation of small, middle-sized and large businesses in interests of participants of cooperation and the society as a whole.

In the countries of the developed modern business it is considered to be recognized that the state regulation in different forms is the law of market economy. As an effective form of interaction of the state and the private sector in the world the state-private partnership (SPP) under which they understand economic relations at joint participation of material and non-material resources of various enterprise structures of municipal units for realization of joint mutually advantageous projects.

In contemporary conditions the state regulation of development of various forms of integration of subjects of business should be directed on:
– maintenance of motivation of innovative and other activities of all enterprise structures;
– development of modern business by means of the system of innovative centers, techno-parks, techno-incubators, business incubators, science-cities;
– integration of support of modern civilized business of the state at the level of federation, regions, enterprise structures;
– simplification of taxation of the integrated forms of business;
– reduction of administrative procedures and rules;
– development of the system of mutual insurance and mutual crediting of small, middle-sized and large businesses;

– granting of the state guarantees for small organizations on a competitive basis at the expense of means of the budget of development, simplification of procedure of passage of competition;
– perfection of the patent system;
– formation of the effective system of the statistical account of activity of subjects of business;
– perfection of the antimonopoly law, etc.

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LEGAL CULTURE AS A COMPONENT
OF NATIONAL CULTURE — INSTRUMENT OF ACTIVE
AND EFFECTIVE FORMATION OF THE STATE

The value of legal culture is great enough especially now — in the period of formation of a civil society in Russia. In this connection it would be expedient to consider how the legal culture of our state has developed. In general, all the history of Russian Law can be divided into some periods: 1) Old Russia (9th–13th centuries); 2) Moscow state (14th–17th centuries); 3) Imperial Russia (18th–20th centuries); 4) Soviet state. In this chapter we will try to give the fullest characteristic of formation of legal culture in each of these periods.

Certainly, it is difficult enough to speak about a high level of legal culture during the period of the 9th–13th centuries, nevertheless, it existed. In general, Old Russian Law became, improved together with Old Russian

state. The given type of law can be named the feudal law, so it was the law-privilege, that is served different social groups.

It is difficult enough to establish exact dates of occurrence of Old Russian Law, it is partly connected with the fact that the first form of expression of the rule of law was the custom which, certainly, was not documented. There is a point of view that the common law is formed as follows: a stronger person acts how it is necessary for him; others simply follow him, thus, there is a habit to act so, instead of differently, from here there has been a custom of which there is a general belief about necessity for everybody to operate so. But, according to M. F. Vladimirsky-Budanov, "thus at the heart of the law there would be arbitrariness, that is law negation" [2, p. 109]. The primary source of law is most likely to be named human nature. The law at the first step is an instinct (it can be revenge or protection of children by parents, etc.). People act equally owing to identical feeling, instead of imitating one another. At the second step, the law gets consciousness, now it is not nature action any more, but will phenomenon; that is, it turns in what it should be. So the common law is born.

The common law, first of all, finds the expression in legal actions: "monotonous repetition of the same actions is the safest index for the common law recognition" [ibid., p. 110]. It is possible to name such important form of expression of the common law as certificates of legal transactions and judicial certificates which served first of all for recognition of the civil and criminal law. In them we meet persons who try to make the action coordinated with the law, but it does not always manage. The common law is expressed also in the conditional facts which are created for expression of legitimacy of the phenomenon; so, for example, "setting the prince on the table" means the legality of acquisition of the power. The common law can be expressed in legal proverbs, some of which became later the law form. In his work M. F. Vladimirsky-Budanov quotes such proverbs: "Young for fight, and old for thought", "Brother judges as judge", "Thief steals — the world grieves", "You listen to that one whose bread you eat".

The common law has a number of properties: 1) law is measured not only by personal conscience and law consciousness; 2) law has religious significance; 3) the common law was considered to be born for a tribe or nationality; 4) law is conservative, any change threatened with law destruction; 5) law was capable to change, as it was not hand-written. Further the common law starts to pass to the law, what was in many respects affected by reception of another law [4, p. 167]. The matter is that after 10th century the East Slavs had to face some remote countries — Byzantium and West European countries. In many respects it affected Old Russian law: a variety in understanding of legal norms amplified, there were first re-

ceptions of the legislation (contracts with foreigners and receptions of another law) [3, p. 115].

Four contracts with the Greeks, for example, were made: in 907 and 911 by Oleg, in 945 by Igor, in 972 by Svyatoslav. These contracts are very important for history of Russian law. The Law expressed in them cannot be named either Byzantian or purely Russian (though there are much more traces of Russian law in the contracts): it is made by contracting parties for the agreement of Russian common law with more cultural Byzantian law. Thanks to the influence of the people of the higher culture the Russians try to express for the first time legal norms in writing, moreover: to make them for themselves obligatory.

Besides Greeks, the contracts were made with the Germans though it concerns later time (12th and 13th centuries), contracts were made by Novgorod, Smolensk, Polotsk, Galitsky states with Hansa cities, Gotland, Riga, the German Order and Sweden. From the contracts with the Greeks they are distinguished only by the fact that the maintenance of legal norms are very close to the Russian law that is caused by cultural affinity of the parties.

The legal life of Old Russia was greatly influenced by Christianity adoption in 988. The matter is that norms of the common law in many respects contradicted the church law and Christian morals. Nevertheless, in spite of many innovations, the local law was not completely replaced, only some codes of the Byzantian secular law were received. It is necessary to notice that it was free reception.

Except law reception Christianity caused also independent legislative activity among Russian princes. There were laws in the form of charters — separate decisions on certain questions usually with reformatory contents. Separate church charters were attributed to Vladimir Sv., Yaroslav, Vsevolod Novgorodsky, Svyatoslav Novgorodsky, Rostislav Smolensky.

The major legislative monument of Old Russian state was the Russian Pravda, as in it there are almost all branches of the contemporary law. The Russian Pravda, according to M. F. Vladimirsky-Budanov, is "a number of collections made by private persons from princely charters, the common law and partially — the Byzantian sources" [2, p. 116]. The Russian Pravda survived for us in a set of manuscripts, the oldest of which are of the 12th century. As a part of the given document they distinguish three collections: Yaroslav's Pravda, The Yaroslavitches' Pravda and the Long Pravda.

The legislator is interested in norms of criminal law most of all, very many articles were devoted to it. There is not without attention legal procedure, but the division into criminal and civil processes is not seen. In the Russian Pravda property questions are regulated, the system of contracts is developed. Contracts on storage, personal hiring, purchase and sale are regulated, but most attention is paid to the loan contract [5, p. 23].

Repeatedly in the literature the attention to the question on historical sources of the Old Russian law was brought. There was even the thought on the overseas origin of Russian law [8, p. 6], however "to consider the Old Russian law a collection of norms from different languages would be eroneous in the highest measure. The Old Russian law was created on the Russian soil, it reflected those public relations which developed in Russia, fixed those usages which were caused by the nature of the Old Russian feudal society. The Old Russian legislation grew from the common law, and the customs originate deeply in the people's history" [2, p. 117].

Thus, it is necessary to say, that in the law of Old Russia there was constantly a dialogue of patrimonial and class principles. The combination of the tribe law, where all people were equal, and the new, state class law based on inequality in the rights between people, was the basis of the laws united by the Russian Pravda. And even if the level of culture was not high enough, the development nevertheless is observed.

Initially it is necessary to say, that in spite of the fact that the general course of sources of the law in the Moscow state led to definitive celebration of the law over a common law, in the legislation they nevertheless tried to legalize customs. Some norms started to be established only in late 17th century. In this connection, it is possible to name the Moscow period the time of balance of the law and custom.

From the 14th century in the Moscow state there remained less traces of action of the Russian Pravda. In turn, the Byzantian sources received more and more wide application. Besides them in Moscow local codes — the Novgorod and Pskov judgment Papers — were known too. The Pskov Paper was the code of laws of the Pskov republic of 14th–15th centuries. It included decisions of the Popular Assembly, a council of boyars, the Prince's Papers, some norms of the Russian Pravda, the common law. It regulated ground, debt and other property relations, the law of succession. The Pskov judgment Paper represents the step subsequent to the Russian Pravda in the development of the Russian legislation, and in comparison with the Russian Pravda it contains more norms of civil law and less norms of criminal law. The Pskov Paper is the final edition of the legalizations published at various times by Pskov princes. Nevertheless the Pskov judgment Paper was the local code, therefore more important role was sometimes played by given and authorized papers.

The given papers could be named privileges, or private laws. These papers were in the first period, but the highest peak of development of this form of law is the period of the Moscow state when the power was concentrated in the hands of the grand duke who became a unique source of rules of law. The number of given papers was great enough, and their big part was given to monasteries and other church establishments, smaller — to secular people.

The authorized papers represented certificates which defined local management of an area. In the 14th and 15th centuries there were papers deputy management (labial and authorized local papers are codes of laws). The given papers define relations of the deputy to inhabitants of a district or volost, thus, the boundless power of the deputy was resulted in certain borders.

During the period of the 16th–17th centuries the big role was played by codes of laws [1, p. 405]. The first of them is the Code of laws of 1497. Before it a little was known to us about the Moscow law. Therefore the codified act of Moscow grand duke Ivan III is extremely interesting — the Code of laws of 1497 ("the grand-duce code of laws"). Most part of articles of the Code of laws contains norms of criminal and civil law. In volume the Code of laws of 1497 as a whole is equal to the Pskov judgment Paper and the Russian Pravda. Its text is divided into articles (68), but articles are more in volume than articles of the Pskov Paper and the Russian Pravda (where there are over hundred ones). The code of laws of 1497 increased the number of structures of crimes. Among punishments there is death penalty and trading execution, the fine is very seldom applied. In the Code of laws, rules of transition of peasants in Yury's Day are regulated, it was the first step to enslaving of peasants. The code of laws distinguishes inheritance under the law and inheritance under the will.

The majority of norms of the Code of laws was devoted to procedural law. In legal proceedings the higher instance is the Boyars' Duma and even personally the grand duke (tsar). Occurrence of the following code of laws — the Code of laws of 1550 — is connected with the activity of the Zemsky Council in 1549–1550 Anyway, the Boyars' Duma and the Consecrated cathedral took part in its discussion. The code of laws of 1497 and numerous papers laid down in the basis of the new Code of laws; finally the latter contained more than a third of the new articles which were not in the new Code of laws. The structure of the second Code of laws almost completely repeats the structure of the first one. Unlike it, the Code of laws of 1550 divides the material in articles or chapters (nearby 100) and does not use headings. The second Code of laws subjects the material of more strict ordering: articles on civil law are concentrated in one department, the codifier specially provides an order of replenishment of the Code of laws with new legislative materials. The code of laws of 1550 concretizes kinds of punishments, enters new structures of crimes and new civil-law institutes [1, p. 421]. At the same time, as well as the Code of laws of 1497, the Code of laws of 1550 did not completely reflect the level which has reached by the Russian law of 16th century Having noted tendencies to the state centralization and having paid the basic attention to litigation development, the Code of laws of 1550 gave not enough attention to development of the

civil law which appreciably was based on the norms of the common law and legal practice.

The following code of laws which is of great importance, — Council Code of 1649. The Given code of laws was adopted by the Zemsky Council in 1648−1649 in Alexey Mikhailovich's reign. The adopted Council Code, consisting of 25 chapters (967 articles), operated till 1832 (some articles — till 1861). The document confirmed firmness of the feudal system and autocracy, resolved the basic contradictions in the class of feudal lords, equalized estate and ancestral lands in the rights, forbade transition of peasants in Yury's Day, termless investigation of the fluent was entered. By the Code new acquisition of the lands by church was forbidden. Its numerous privileges were simultaneously reduced. Thereby the economic power of church was limited. For management of ancestral lands of monasteries and clergy the Monastic order is established. For the first time high treasons were allocated.

This 17th century grandiose code of laws long played the role of the All-Russia legal code. The Code, much more widely, covers legislation area, it tries to get into the society structure, to define position and the mutual relation of its classes [8, p. 301]. Summing up, it is necessary to say, that in comparison with the first considered above period, the level of legal culture of the Moscow state becomes higher. The state develops, and together with it the law develops too, the general level of sense of justice raises.

In the 28th century as a unique legal source they admit the law. The law at that time had a quite reformatory character. Catherine II considered the law not as expression of consciousness of the people, but only reflexion of concepts and will of the legislator. The certain notion about the law, ways of its occurrence and force of action is established. The law is represented now as the will of a sovereign correctly declared. Because neither the Senate, nor other establishments had a former legislative value of the Duma, the old formula "the sovereign specified, and boyars sentenced" disappeared in days of Peter I. Peter I established, that "verbal decrees are never subject" though actually he himself gave then verbal decrees under any circumstances. Nevertheless, on March 16, 1714, printing of laws was confirmed as a constant condition of the publication. Usually perusal of decrees passed in monastic and parish churches, at fairs in trading days. Lists were put in visible places. The law was obligatory for knowing by everybody. Law interpretation was given to the Senate though it was required that laws were clear. In the Empire there were new forms of the law. It is possible to allocate the following: firstly, these are charters. According to Vladimirsky-Budanov, "charters are understood as special legalizations for known department or any part of the substantive law" (Army regulations of 1716, Sea Charter of 1720, Charter about bills of 1729, Charter of discipline 1782 and

Charter about bankrupts of 1800) [8, p. 274]; secondly, these are regulations and establishments which are enactments for the branches of management. Each of the boards based by Peter, had regulations. Catherine II's major law of a similar sort was the Establishment about provinces of 1775.

At last, the third form of laws, the most plentiful and important, is decrees. "In decrees there are all properties of the legislation of the 18th century (instability, large number and discrepancy of laws, and also mixture of orders, sometimes rather insignificant, and laws)" [ibid., p. 275]. Here also are instructions at audits and other manifestos through which the most important transformations to state law areas (cancellation of obligatory service of noblemen, secularization of church property, etc.) were made.

By the early 18th century there was collected a new legislative material changing and supplementing the Code 1649. In this connection in 1700 the edition of the new full code begins, however codification attempts could not achieve the object: new reformatory legalizations followed, besides "the legal life did not settle yet in quiet forms, the new and old did not assimilate". Some attempts of codification of laws were undertaken. One of them was passed by Peter I, however neither "New Code Book", nor "Summary Code" were adopted. Even another system of codification — the loan of entirely other codes — adopted by Peter I in 1719 ended with nothing.

Peter's successors also undertook codification attempts. It is necessary to note, that by 1744 they developed, but not confirmed "Pravda, how there are Maly Russian legal proceedings". In 1754 the empress Elizabeth established "commission for composition of the Code" which existed till 1767. As the result of its activity the Projects of criminal Code of 1754—1756 and the Project of new Code (Part 3) were printed.

Further it is necessary to pay attention to Catherine's Order. And, though it also is not a law, the Order consists of 655 articles, divided into 22 chapters. All of them are devoted to the definition of the general properties of the legislation, state, estates, legal proceedings, criminal law, civil law, national economy, national education, police and finance. The Order articles have scientific (philosophical) character and in the contents are philanthropic. The Order had influence on the spirit of the legislation in Russia.

The following codification was in 19th century. Emperor Alexander I established the commission as special establishment at the Ministry of Justice, and then at the State Council; baron Rozenkampf, then Speransky, was the main figure in it at first. After 1826 under Nikolay I there was a new establishment — the 2nd branch of His Majesty Office. The full collection of laws made by Speransky, was divided in two parts: the 1st full collection finished before the reign of the emperor Nikolay (on December 12, 1825),

and the 2nd full collection proceeding from then. From such historical material, but with strong influence of the French code, the Code of laws of the Russian empire which began on January 1, 1835, was made [3, p. 117]. That was the state of legal culture during the absolutism period.

Development of the Soviet law after 1917 includes 3 main stages. The first (from October revolution to adoption of the Constitution of the USSR in 1936) — socialism construction. The second (from 1936 to 1985) must have been the period of development of the socialist state to communism, but it appeared more likely to be the stagnation period. The third stage — perestroyka.

Legal culture is the major sign, the integral line of the socialist legal state [9]. In the literature it is possible to meet the following definition of legal culture of the socialist society: it is "caused by social, economic and political system, a qualitative condition of the society life, expressed in the reached level of development of legal certificates and other texts of legal character, level of legal activity, sense of justice and as a whole legal development of the subject, and also the degree of freedom of behavior of the person guaranteed by the state in unity with its responsibility before the society" [7, p. 21].

V. I. Lenin, marking dependence of the successful decision of problems of state-legal building on high level of cultural development of the people, inter-conditioned character of socialist legality, the law and order and culture level, specified in necessity of increase of culture of activity of all state mechanism, on all-round development of socialist legal activity of citizens. "...Each citizen should be put in such conditions, — wrote V. I. Lenin, — that he could participate in discussion of laws of the state, election of the representatives and carrying out of the state laws into life" [6, p. 9].

Late 1970's — early 1980's are marked by intensive attention of researchers to theoretical problems of the legal culture comprehended from the different views: both as "qualitative ideological condition of legal life of the society at a certain stage of its development", and as "a set of all elements of legal superstructure in their real functioning", and as "knowledge of the law, ability to apply it", and as "a version of public consciousness" [ibid., p. 20].

In 1960–1980's there were many serious researchers of sense of justice and now hardly somebody begins to consider it only as "an appendage of political views". In the CPSU program legal education was allocated especially. The legal culture had a relative independence.

As it was already marked above, legal culture of the person plays a very important role. In the Soviet years there is understanding of legal culture of the person as not reduced only to legal knowledge, but also as to ability to use them by the person in the activity. The one seized legal culture is the only one who does not only possess rather sufficient knowledge in the

field of the law for performance of the social functions, but also enriches by progressive achievements of the rights oflife of the society and is able to apply them in a concrete life situation.

The legal culture of the Soviet person, according to V. P. Salnikov, includes such qualities, as knowledge of the law and the main thing — understanding of its essence and principles, valuable properties and qualities; respect of the law; belief in justice of the main ideas of the socialist law and humanity of the Soviet justice; a habit of observance of legal instructions; ability to provide law realization according to its sense and purposes. In other words, "the legal culture in this sense assumes not only knowledge and understanding the citizen of the Soviet right, but also judgment about it as about considerable social value of our society, active struggle for its steady realization, for strengthening of socialist legality and the law and order" [ibid., p. 35]. Thanks to knowledge of bases of constitutional, civil, family, criminal and other branches of the law, the Soviet people have possibility to carry out duties of the citizen more successfully. The legal culture penetrates all spheres of human relations. The socialism is "a society of accruing variety in judgments, mutual relations, activity of people" [7, p. 36]. Each person has the social experience, level of knowledge, erudition, legal culture. The huge range of opinions, beliefs, estimations which demand the attentive account from here follows.

On the basis of beliefs the person develops the habit to observe the law. It is the conviction in justice of the basic ideas of the socialist law, in necessity of the strict observance of legality. Legal culture supposes transformation of knowledge, legal ideas of citizens into their personal belief necessarily.

Reorganization spent in our country in legal sphere, according to V. P. Salnikov, provided to each Soviet citizen the condition for familiarizing with values of legal character and, that is very important, gave the chance to participate personally in lawmaking activity, in creation of legal requirements, and also in their realization, explanation and protection. Social value of legal culture is also a necessary condition of active legal practice of the Soviet citizens.

It is necessary to add, that the lawful behavior which is not caused by legal culture of the person, and only fear of punishment, does not testify to presence of legal culture of the concrete individual. For a socialist society it is not indifferent, why this or that citizen observes operating statutory acts — whether in force of conviction in their justice and respect of the law, or because of fear of punishment for infringement of the established instructions. Possibility of application of punishment in this case acts as an original warning facility of an offence and education of the person. Being afraid of punishment, the person follows rules of law, and their repeated ob-

servance under certain conditions can turn to a habit. It is necessary to add, that though there is no direct dependence between bad knowledge of the law and its infringement, nevertheless legal knowledge and understanding of legal instructions are the factors preventing an illegal act.

Summing up, in our opinion, it would be not superfluous to give L. P. Semitko' words: "Legal culture of the Soviet society can be recognized, as a whole, fair on the ground that it expresses, fixes and regulates such system of public relations which is directed to an exception of exploiting a person by another person, one class by another class and which is at present historically defensible and progressive system and also on the ground that it promotes maintenance of level of conformity of requital historically possible and necessary in a given society to act" [ibid, p. 37]. Thus, it is possible to note, that the legal culture of the Soviet state gets the new lines which are distinct from all that was earlier.

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EVENT MARKETING AND SPECIAL ACTIONS: DEBATABLE ASPECTS

Special actions and event marketing are different phenomena. In the given work we will try to give reason for this assumption.

The object of research — event marketing and special actions as communicative experts.

The subject of research — the conceptual device of these phenomena.

Solving tasks in view, we will consider the definitions given to event marketing by different researchers; we will study examples of the successful actions carried in the area of event marketing. It will help us to reveal features of the object of research, will help us to deny or confirm opinion on identity of the phenomena of special actions and event marketing.

Special actions

"Special actions" (*special events*) are the actions conducted by the organization with a view of attraction of attention of the public to the organization, its activity and products.

"Special events" urged to break a routine and habitual course of life in the organization and environment, to become an event for target groups of the public.

The main special events, within the competence of PR:
- opening ceremony;
- receptions;
- visitings;
- presentations;
- conferences;
- open doors' days;
- round tables;
- exhibitions [1, p. 340].

Event marketing is a complex of the actions directed on advancement of trademarks, brands, services by means of remembered events: concerts, parties, presentations, corporate receptions, work at exhibitions, fashion parades, performances, road shows, sports actions, city holidays.

This definition is very similar to definition of special actions. The difference is that by the above described definitions the special action urged to draw attention to a brand, goods, service; and event marketing urged to advance them. Whether the author of concept considered to advance and draw identical attention, we do not know.

"Event marketing is one of components of advancement of a brand. Special actions (the basic tool of event marketing) are conducted for the purpose of creation of certain emotional communication between the brand and the consumer, and also for increase of level of loyalty of clients to the brand" [3].

Here we find out the opinion, that special actions are the basic tool of event marketing. Thus, we can assume, that event marketing is something more than a special action, which in turn is only one of its tools.

"Special actions can be divided into working (training seminars, congresses); informative, dressed thus in the entertaining form (release of the first consignment of goods, rewarding of the millionth buyer, company birthday) and entertaining — focused on dialogue and entertainment (concerts, fashion parades, trips, festivals)" [2].

Speaking about event marketing, and here are some names of articles ("Event marketing. Specificity of event marketing", "Event marketing as means of advancement of goods"), authors use the term "special actions". We admit, similar classification is pertinent. In that case, how such working event as congress or training seminar can become a bright, remembered, "real" event which repeats each definition of event marketing?

Planning and foreseeing of event marketing

* Target audience. Concrete segments of target audience. Audience type. It is first of all defined, on what segments of target audience advertising or marketing efforts will be directed PR. Among three directions of integrated marketing communications PR considers the greatest quantity of target groups of the public. Advertising, by and large, the target groups sees the buyer and the consumer.

* Time-resource possibilities and restrictions. Financial-technical possibilities.

* Economic situation in the society.

* Sociopolitical situation in the society.

* Activity of competitors.

* Calendar of "red" days (events).

* Marketing and other research

* At the analysis stage of preliminary research it is very useful, or even it is necessary, to study and measure the following parameters:

– knowledge (knowledge of representatives of target audience about existence of the advanced trade mark, product, brand);

– attitude of target audience to the advanced trade mark, product, brand ...;

– adherence (a share of representatives of target audience, stably buying production of the trade mark, advanced by you, brand);

– working out of the general concept of the project;

– scenario working out.

Efficiency estimation

As planning is very long work, therefore the risk to miss something or commit a serious error is too great.

Having in hands the ready document with the additional information, it is necessary to check it up about presence of some important problems:

• whether the planned action corresponds to the purposes put in strategy and problems; if not, it is obligatory to find the reason;

• weaknesses which can give failure;

• to check up, whether any important points in the verifying list and the project schedule are missed;

• how high the level of the planned action is and whether it corresponds to our audience;

- whether the feedback is provided; if not, make changes to the plan;
- to study very attentively the prospective schedule of works and in weak spots to add some extra days for force-majeur case; the same for the budget.

In summary we will sum up the done work.

Coming back to the problems, we can tell with confidence that:

1. We considered the concept of special actions:
– analyzed some definitions of this concept;
– considered some examples of special action;
– revealed the problem of mixture of concepts of event marketing and special actions.

2. We studied available material on event marketing:
– analyzed a number of definitions of event marketing given by various researchers;
– studied the conceptual device and offered correct, in our opinion, variants of terms;
– considered the variety of examples of actions of event-marketing, and gave detailed comments to each of them.

3. We correlated concepts of special actions and event marketing:
– compared the definitions given for both concepts;
– compared characteristics and genres inherent and characteristic to both phenomena;
– revealed distinctive lines of two concepts.

4. We made definition and classification of phenomenon of event marketing:
– being based on the material studied above, we made the developed definition of phenomenon of event marketing;
– in the same way the scheme of the main components of the event and primary classification were deduced and offered.

5. We, in details, considered the process of planning, organization and carrying out of actions of event marketing, starting with primary research, finishing efficiency estimation of the event.

Thus, the work overall aim — as much as possible to open the concept of event marketing, from accurate definition of the phenomenon to methods of its realization, is reached in full.

These advantages of event marketing are unanimously allocated by many researchers and experts. Some of these advantages are one more indirect demonstration of the fact that event marketing is the phenomenon much newer, wider, more difficult, more complex than special actions.

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ISSUES OF NATIONAL AND LEGAL CULTURE DIALECTICS, LEGAL IDEOLOGY AND INTERNATIONAL LAW IN THE SPHERE OF RESEARCH ACTIVITY

Today it is much spoken about culture in general and legal culture in particular. In the light of the international standards there are a lot of reasons of necessity of increase of legal culture of the Russian society and theoretical, scientific judgment of its condition, level and tendencies. They are various, but the main one is the system crisis of all social organism of Russia. Especially sharply it is shown in spheres of culture, ideology and morals (see: [1]). It is a question of multilevel social contradictions, immorality, lawlessness, criminality growth, the roughest and even criminal infringements of the rights and freedoms of the person and the citizen [4], sharp easing of safety and the international authority of the state. Social roots of the crisis are, first of all, in sociopolitical relations.

But policy and sociopolitical relations are realized through subjective factors among which the ideology in its all forms possesses a main role. The special social role in formation of the policy, all objective and subjective bases of public life, including material and spiritual culture belongs to political and legal forms of ideology. They express the most essential social requirements, interests, aspirations and purposes of any social generality and a society as a whole. Moreover, the political and legal culture, political and legal ideology represent especially one-serial and interpenetrating categories and social phenomena. The legal culture, its rather independent forms — national and international law — in the higher achievements and standards is legal ideology. American professor S. Kolin believes, that "the law is especially interesting expression of ideology. It has the specific form... It is directly connected with ruling class hegemony... represents directly expressed phenomenon of the theory of ideology and a method of its knowledge" [8, p. 7]. The main contradiction of contemporary Russian culture is the contradiction between increasing necessity of its eminence and decreasing possibilities of the state and the society to provide this eminence.

If we speak about theoretical working out of problems of legal ideology, in legal theories their legal form is absolutized, and sociopolitical and

ideological essence is ignored. The liberal-democratic theory of the law is inclined to absolutize a role and value of legal levers of regulation of social processes. In norms of international law it sees almost unique means of the solution of Russian problems, absolutely ignoring ideology, legal ideology as culture achievements. The abstract-dogmatic theory minimizes the role of the law, legal institutes in social processes, considering ideology as a universal remedy of the permission of social contradictions [2, p. 23–24].

Actually the interrelation of the law, including international law, legal ideology and legal culture is difficult enough. On the one hand, legal culture, legal ideology and the law are in close unity and interaction. On the other hand, they are contrasts under the relation to each other, and their social role is inconsistent.

As the system of legal ideas, views, theories, estimations, ideals, instructions to the actions, organized in certain forms both reflecting interests and aspirations of a certain social generality, legal ideology is the difficult mediated reflexion of social being in all its various concrete historical forms. The legal culture includes values of both ideal (subjective), and material (objective) order. The approach on allocation of any party or side of legal culture is unilateral [1, p. 214–215; 3, p. 241; 7, p. 120].

The legal culture is not limited to norms and values of the law and not reduced to its functions. As components of legal culture all values created by mankind in the field of the law, legislation, legal ideology and jurisprudence, strengthening of legality and law-enforcement activity act. The legal culture of the society can be defined as system of legal indicators of sense of justice, legality and legal practice of the given society, providing its optimum performance and forward (progressive) development. The legal culture of the society and legal culture of the person correspond accordingly as the general and individual.

The most essential signs of national and legal culture are: 1) its dialectic communication with sense of justice, legal ideology and legal practice; 2) presence of a certain uniform indicator or the standard expressing certain character, level and unity quantitative and quality indicators of sense of justice and legal practice; 3) unity of ideal and material elements; 4) communication and unity of legal and general culture.

Specificity of legal culture as independent form of the general culture consists in *legal* character of its essence, means and mechanism. Legal culture is an indissoluble component and the major indicator of level and social efficiency of legal system. It's ideal part — character, level, state, qualitative characteristics of sense of justice — makes internal, that is spiritual party. The legal practice including developed system of legal relationships, law, its application for regulation of social processes and management of them, form a material aspect of legal culture. This party is defining as the sense

of justice and all legal system are derivative of the most social practice generating necessity and reality of the law, sense of justice and legal system. But it, in no way, belittles a social role of the ideal party of legal culture, its spiritual elements — legal feelings, knowledge, legal psychology and legal ideology [6, p. 5–12].

The dialectics of international law, interstate culture, legal ideology and legal culture consists in the following:

- they are one-serial in the essence, the main signs in relation to the social carrier, laws of origin, functioning and development; entirely submit to laws of materialistic dialectics, having uniform sources, motive forces, contradictions, mechanism and uniform forward character of development from the lowest forms to the highest ones;
- they correspond between themselves as the general and special where the general is the moral-legal culture, and the special — legal ideology and international law. As the general, the legal culture defines character, level, forms, contents and the functional role of legal ideology.

But the legal ideology is an independent category and social phenomenon. Specificity of legal ideology consists in its sources, social base, the carrier, social orientation, ways and realization forms. Sources of legal ideology root in social structure of the society, various and even antagonistic interests of the sociopolitical forces holding reins of the economic and political power in the hands, in social contradictions various social generalities and sociopolitical forces. In contemporary Russia there are rich and very rich levels of population, inn number hardly reaching the tenth share of percent of the population of the country. They are adjoined also by the part of the population (approximately 10–12%) which serves the ruling elite. They, these layers, define the character, level of development and, the main thing, social orientation of legal ideology. The latter causes measure and level of scientific character of legal ideology, form and degree of adequacy of its reflexion of valid legal relationships in the theory, legislation and in all forms of legal practice. It is the powerful tool of substantiation and realization of social interest in norms of the law, legal structures and institutes.

The international law in the ideological-theoretical plan represents cumulative social experience. It is a self-sufficient achievement and the independent form of world legal culture, embodiment of the best legal models, the universal form of the international dialogue and hostel. The international law incorporates the most comprehensible, checked up by practice of the international relations of idea, ideological relations, formations and structures. In its norms there are ideas of humanism, humanity, good neighborhood.

These ideas are inherent to both legal culture, and legal ideology. But it is one side of them, that is international law, legal ideology and legal cul-

ture. The other, opposite side consists in contradictions in them and between them. Contradictions of these components of the society and mankind are caused by distinctions of social structure of the society both on national-territorial, and on international levels. The contrast of interests of their social carriers inevitably generates struggle, collision and even antagonism between them. The international law quite often serves as a cover of not only bad, but also frankly aggressive intentions and actions. For examples it is not necessary to go far. For the whole world the aspirations of the USA and NATO to achieve narrowly unilateral purposes under the cover of the international organizations and agreements are obvious. Thus, ideological, propaganda structures and ideological-theoretical researches possess a main role. The USA goes on obvious rupture of the Contract on Anti-missile Defense, using for this purpose not so delicate propaganda methods like assurances about preservation of the international peace and about desire to help Russia to solve its problems. It is strange, that Russian liberal democrats willingly take these promises in all good faith.

The legal ideology carries out only social functions inherent in it: world outlook, socially-focusing (formation of sense of justice, mass legal psychology), methodological, ontological (disclosing of essence of the legal phenomena, law, its norms and institutes), cumulative (accumulation of the best models of sense of justice and legal practice), moral, prognostic (development of the legal theory), etc.

From the above it follows, firstly, the legal ideology is an inside, essence, quintessence, level, form of expression, functioning and development of legal culture, law in general and international law in particular. Secondly, internal discrepancy of legal ideology defines social character, features of forms of realization, level of development and social functions of legal culture. Thirdly, it is necessary not to get rid of it, as liberals consider, and to create and develop originally scientific and progressive legal ideology. Fourthly, progressive, creative character of legal ideology and, hence, really optimum level of legal culture are in direct communication and dependence on the dominating policy and ideology of the given society that is in turn defined by all the set of objective factors of social development.

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Gusev A. Yu.

BUSINESS AND CROSS-CULTURAL COMMUNICATION: ON THE EXAMPLE OF RUSSIAN-AMERICAN JOINT-STOCK COMPANY "INTERNATIONAL PAPER"

Last two decades Russia has become an attractive market for foreign companies that caused considerable growth of foreign investments in the country. Among them the considerable place is occupied with a share of American and joint companies. So, for example, "International Paper" began its activity in Russia in 1998, with acquisition of pulp-and-paper factory in Svetogorsk, located on Karelian isthmus. During this period of time "International Paper" has directed more than 600 million dollars on modernization of the factory manufacture therefore the assortment of production has been expanded, the degree of quality and productivity has raised.

"International Paper" is one of the leaders in the Russian market of sheet papers with well-known brands of office paper Ballet® and Svetocopy®, produced in Svetogorsk. The factory also enters into a number of the largest manufacturers of cardboard for packing of liquid foodstuff.

In December of 2008 "International Paper" developed a new organizational structure for business dealing in Russia for the purpose of expansion of its commercial interests and fastening of positions in the Russian market for the near future.

In February of 2009 for the purpose of support of new organizational structure of "Svetogorsk" Pc it was renamed into Joint-Stock Company "International Paper".

There is absolutely new, for workers of such firms, situation of meeting of the American and Russian cultures. Cross-cultural communication at these enterprises become one of the important factors of stabilization, strengthening of social-psychological climate, unity, softening of disagreements and difficulties, expansions of the spectrum of collective actions in solving

various problems of the organization. Contacts of representatives of the given cultures are diverse: industrial, office, business, intergroup, interpersonal.

There are undecided formal and informal interactions inside and outside of the Russian-American companies which make direct impact on productivity, efficiency, trust, perspectivity, competitiveness and success of the given firms. In the complex of intra- and non-corporative interactions it is necessary to allocate the spectrum of cross-cultural communications. A special place is occupied by linguistic, psychological, organizational, intercultural and discourse aspects of the given interrelations.

The demand of scientific research of problems of cross-cultural communications in business organizations is caused: growth of number of joint ventures where Russian and foreign workers work, quality of cross-cultural relations and interactions of the personnel during performance of functional duties, efficiency of joint activity, partnership, preventive potential of decrease in a possible conflict.

The practical importance of the problem is caused by formation of new kinds of the social capital which becomes a resource not only of life ability of new joint companies, but the factor of solving of their organizational and administrative problems. There is a new cross-cultural environment of interpersonal and group dialogue actively influencing growth of the human capital of the enterprise and its employees. The modern type of such companies sets a new configuration of social and life experience of Russian and foreign workers. For the sociological analysis cross-cultural and communicative experts at the given enterprises, are new object of structure of social space in local places of professional employment within the limits of the city.

In practice inter-human relations and communications at the enterprises, both on interpersonal, and on group levels, are built depending on various factors among which it is possible to allocate the culture which is represented by and from which participants of dialogue identify themselves, and also their life experience, education, habitus and other factors.

The problematics of cross-cultural communication at Russian-American enterprises consists in the duality of the process of communication: on the one hand, the formal component which occurs in the subject of activity of the company and already initially has the set frameworks facilitating interaction, but not depriving its disputable moments; on the other hand — the informal component, which frameworks and rules are not rigidly defined where each participant builds the behavior according to those samples and norms which are accepted in their culture, having vague or scrappy idea about norms of culture of other participants.

Kislaya T. I., Kireenko N. V.

FORMING THE POLICY OF CORPORATE SOCIAL RESPONSIBILITY: TEORETICAL AND METHODOLOGICAL ASPECTS

In modern conditions of economic development of the Republic of Belarus one of the most important conditions of stability is harmonization of the relations of business structures, the authorities and societies. It is connected with active development of domestic business for which accurate rules of market game, predictable regulatory legal base, tax, monetary and credit and external economic policy are necessary. Society and the power, in turn, demand from business structures of more responsible behavior, active participation in the solution of economic and social problems.

The scientific and practical tasks causing social and economic problems of business, consist of a number of aspects. First, modern Belarus more and more needs accurate system of mutual obligations of business, the power and society, to create which only the international standards of corporate social responsibility (CSR) are capable. Secondly, now CSR is the business concept and an integral part of communication policy of the large companies. In the international corporations this kind of activity has an orientation on long-term and strategic successful development, growth of cost of firms in the world financial markets. Nevertheless, in actions of the domestic enterprises of small and medium business is absent or the considered direction is insufficiently applied. Thirdly, continuous and dialogue of participants of process of formation equal in rights and introduction of these norms in Belarus is one of the most important conditions of stability of the modern state, providing creation effective organizational and economic, standard and legal and social mechanisms of partnership of business, the power and society.

Studying of teoretiko-methodological bases, conceptual approaches and practical experience shows that development of effective social policy in modern conditions of managing demands coordination of activity of the enterprise at all levels of planning with observance of strategic stability and stability. It can be carried out on the basis of a market approach, from a position of state regulation, corporate conscience or interested persons (stakeholders) (fig. 1).

Corporate social responsibility is a set of provisions, which define responsibility of the organization for its decisions and activity influence on society and environment through transparent and ethic behavior, which [1]:
- promotes sustainable development, health and welfare of society;
- considers expectations of interested parties;

Object is the social policy of the enterprise

Subjects are organizations, state institutes and services, consumers, the personnel, shareholders, investors, etc.

Strategic objective of CSR is the increase of competitiveness of the enterprise through realization of socially-oriented and responsible policy

Stages of management of CSR:
- development and acceptance of strategy of socially oriented behavior;
- definition of priorities of social policy of the company;
- creation of structure of management of social programs in the company;
- business organization according to special programs of training in the field of social responsibility;
- realization of social actions and company programs;
- assessment and informing interested parties about the results of social actions and company programs

Minimum feature set of corporate social responsibility
- production of the qualitative and safe goods for use and services;
- payment in full of all types of taxes;
- regular payment of a salary to the workers and contribution into their social security;
- observance of requirements of the antitrust law;
- observance of legislative norms in the field of environmental protection and state requirements to non-polluting production;
- safety, health and labor protection of the workers, observance of standards of the labor law;
- observance of the human rights provided by the constitution

CSR functions:
- redistribution;
- correlation;
- reproduction;
- nature protection;
- the standard and ethical ones;
- the culturological one;
- the organizational and economic ones;
- the ideological one

CSR principles are:
1. Absolute voluntariness of acceptance and implementation of social obligations which are beyond those registered in the legislation.
2. Mutual satisfaction (moral, material) received both by business and employers, and society and workers.
3. An integrated approach in the implementation of the comprehended domestic and foreign social policy of the enterprise.
4. The Systemacity is creation and introduction of the relevant systems of management on providing CSR standards.
5. Constancy (continuity) provides an ongoing socially oriented activity of the company, including participation in the long-term projects, and not just in single charitable actions.
6. Development of social dialogue assumes establishing agreements with social partners of mutually advantageous communications based on trust, exchange of information.
7. Openness and publicity.
8. Addressing character of social support is the assistance to those who really need it.
9. A variety of forms, methods and directions of realization of policy of CSR depending on a financial condition of the company, development of civil society, region or country economic and social situation

Fig. 1. Theoretical and methodological bases of corporate social responsibility

Source: made by authors on the basis of own researches

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- corresponds to the applied legislation and it will be coordinated with the international norms of behavior;
- it is integrated into activity of the whole organization and it is embodied in relationship.

Researches show that the minimum set of provisions CSR includes [2, p. 23; 3]:
- production of safe goods and services of good quality;
- payment in full all types of taxes;
- regular salary to the workers and contribution into their social security;
- obeying the requirements of antitrust law;
- obeying the legislative norms in the field of environmental protection and state requirements to non-polluting production;
- safety, health and labor protection of workers, obeying the standards of the labor law;
- observance of the human rights provided by the constitution.

Talking about economics, one can describe the need for CSR from the following positions:
- improving the reputation of the company — influence on the opinion of investors, sponsors and financial community;
- formation of unique image of the company which is ethically focused. It influences the help in attraction and personnel preservation, in particular, in the competitive market of graduates of higher education institutions;
- minimization of risk of such incidents, as scandals connected with corruption or ecological failures;
- reduction of checks from activists and the governmental organizations.

Corporate social responsibility is one of the major steps from business to formation of civil society. A socially responsible company can take up the obligations entering into a voluntary feature set of social responsibility that is equitable to interests of the company and society as a whole.

Studying scientific literature testifies that scientists offer various recommendations about policy formation in the field of social responsibility, in each of them authors open its essence and practical mission, based on results of the analysis of theoretical and methodological bases of this category and their own point of view developed in this regard. In the course of researches we analysed the methodological approaches based on definition of base stages of strategic actions formation (tab. 1).

In our opinion, the integration of a market approach to CSR and the approach from position of interested persons is the most adequate thing, according to modern economic conditions, as it is practically useful.

Table 1

Approaches to policy formation in the field of corporate social responsibility

Author	Stages of strategy formation
Spatov B.	Social responsibility of the firm is the maximum use of advantages of the company and minimizing of shortcomings which influence participants of business, and society as a whole
Dictionary "Social management"	Social responsibility differs from legal one and it is considered as a voluntary response of the organization to social problems of the workers, residents, edge, the country, the world
Figlin L.	Social responsibility means the ability of the organization or the enterprise to estimate consequences of the activity for sustainable development of society. Social responsibility is a wide concept covering such problems, as ecology, social justice, equality. The organizations are obliged to show responsibility in three areas: finance, influence of their activity on society and environment, impact on ecology. It belongs not only to business, but also to the governmental, public and voluntary organizations
The international forum of business leaders under the aegis of the prince of Wales "Social measurement in business"	Social responsibility of business is the concept, which says that business, besides observance of laws and production qualitative products/services, voluntarily takes additional obligations to the society
Palazzi M., Stayer G.	Basically, social responsibility represents a philosophy or an image of relations between the enterprise circles and society, and these relations demand management for their realization and stability during the long period of time
Institute of the Wold Bank researches	Social responsibility of business is a complex of directions of policy and actions connected with key stakeholders, values and fulfilling legality requirements, and also people considering interests, communities and environment; aiming of business at a sustainable development
European Commission	Corporate social responsibility, in essence, is the concept which reflects the voluntary decision of the companies to participate in improvement of social life and environment protection
Litovchenko S. E., Korsakov M. I.	Corporate social responsibility of business is a voluntary contribution of business to social development in the social, economic and ecological spheres, connected directly with the primary activity of the company and it goes beyond the minimum, defined by the law
Fitch Gordon H.	Corporate social responsibility is a serious attempt to resolve social problems caused by actions of corporation, partly or in the whole
Kitchin Tim	Corporate socially responsibility means specific obligations of the company and actions of the commercial organizations, resulting

Author	Stages of strategy formation
	from them concerning the solidarity needed. They are defined and placed out of the main operational business environment
Robins Stephen P., Coulter M.	Social responsibility is the obligation of a firm to pursue the long-term socially useful goals, accepted by it. It is over the demanded level according to the legislation and economic conditions

Source: the table is made by authors on the basis of their own researches.

The integrated approach assumes the possibility of the effective solution of strategically important problems and the organization on the basis of the concept of CSR and the concept of a sustainable development without direct intervention of the state and taking into account interests of stakeholders. At the same time one should note the importance of participation of the state in mitigation of "market failures". However not in the form of direct intervention, but in the form of the accurate specification of the property rights and use of various economic incentives for impact on behavior of agents.

Researches show that the methodology of formation of modern policy in the field of social responsibility of business should be under construction on the following principles:

- absolute voluntariness of acceptance and implementation of social obligations which are beyond the registered indicators in the legislation;
- mutual satisfaction (moral, material) received by businessmen and employers and by society and workers as well;
- an integrated approach in the implementation of the deliberated domestic and foreign social policy of the enterprise;
- systemacity is creation and introduction of the relevant systems of management on providing CSR standards;
- constancy (continuity) provides the continuous socially oriented activity of the company, including participation in long-term projects, and not just in single charitable actions;
- development of social dialogue assumes establishment of mutually advantageous communications based on trust and exchange of information, gained by agreements with social partners;
- openness and publicity assumes transparency of activity of the companies concerning expenses on social projects using social audit;
- targeting social support means assistance to those who really need it;
- variety of forms, methods and directions of realization of policy of CSR depending on financial conditions of the company, on the

development of civil society, region or country economic and social situation.

Thus correction of policy should be carried out as a result of dialogue of interested parties: consumers, the state, industry, workers, non-governmental organizations (NGO), and also the organizations rendering services, support or leading researches in the field of social responsibility, and others.

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Kosheleva T. N.

WELFARE ENVIRONMENT AS A NECESSARY ELEMENT OF SMALL BUSINESS FORMATION

An indispensable condition for innovative economy formation is the existence of private property, the stable state economic and social policy, developed infrastructure of business support, formation of flexible market mechanisms of increasing activity of businessmen [2, p. 5] first of all at the expense of continuous process of increase of their qualification and continuous self-education. Only business based on so-called "economy of knowledge", i. e. business which is applying and using new knowledge and constantly improving it, can be called innovative and can promote creation of preconditions for innovative economy formation. To develop and introduce production and process innovations [3, p. 29] one can not do without continuous process of self-education and an exchange of the received knowledge and experience.

Innovative economy should be based on forming an innovative system which is a dynamic, developing part of the whole social and economic system and should act as a set of certain interconnected elements and the processes providing fast and proper response to changes in external conditions, first of all changes of the market requirements and welfare conditions for formation and development of small business. The author refers intrinsic communications of subjects of small business with the sociocultural environment, having a set of steady components (fields and the respective spheres of activity). Fields and spheres of activity have the qualitative characteristic and act as spheres of activity rather delimited from each other

and interactions of subjects of small business with world around and other managing subjects.

The author considers social responsibility of representatives of small business which is one of the most important elements of welfare conditions of small business formation and developing a positive image of small business. The concept of social responsibility of business includes such concepts, as social responsibility for the activity, ecological safety of the activity and the production, i. e. external culture of the business activity. For compliance to society requirements according to social responsibility of business and enterprise ethics, various enterprise associations (The union of businessmen of Russia, etc.) are created. They carry out functions of control of compliance of businessmen to requirements of consumers and society by means of peculiar Codes of honor for businessmen adopted by these voluntary associations. Unfortunately, social responsibility at representatives of small business, especially at representatives of re-created small enterprises, is almost absent.

But, there is one more problem in the sphere of socially cultural environment of small business, which is very important. It is a problem of restraint of demand for production of small business as a result of increase in poor segments of the population, thanks to carrying out inefficient social policy. The experts, who are correcting the development strategy till 2020, on the instructions of the government, actually recognized social and economic policy of the government insolvent [4]. Experts specify that though the amount of people with the income below a living wage, decreased since 2000 almost three times, the concentration of children in poor families conducts to falling of quality of human capacity in the country. In fact, in Russia there is a reproduction of poor population with a simultaneous special subculture of poverty which can't stimulate the enterprise activity. It defines restraint demand on only cheap vital goods and food, and small businessmen can hardly with trading network giants in the prices for them.

On the other hand, the average level of unemployment across Russia at the end of August, 2011 is 6.2%. The greatest unemployment rate was fixed in Ingushetia, it is 48.6%, the smallest one is in Moscow (1.1%) [5], namely job search is one of incentives to open an own small enterprise. According to the research carried out by the Gesellschaft fur Konsumforschung (GfK) company, readiness of Russians for opening own business is very high and exceeds business potential of Europeans — 72% in Russia against 69% in Europe [1]. And the more small businessmen we have, the higher is competition between them and there will be incentives for social responsibility for the work, enterprise ethics and culture of business activity. These things are lacked only in small business, but also in big business. Thus, the welfare environment as a necessary element of formation of small business, is

defined by very many factors among which it is possible to call efficiency of social policy, an unemployment rate, readiness of Russians for opening own business, possibility of the competition to trading network giants, and a derivative of these major factors statement is social responsibility of small business, enterprise ethics and culture of business activity.

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Kyarimova A. D.

ROLE AND PLACE OF THE BRAND IN THE RUSSIAN MARKET

In the modern world economy there are two dominating models of brand management. They are a Euro-American (western) and a Japanese (east) one.

The American model of branding is mainly used (with a certain correction) in the countries of North America and Western Europe, and the Japanese one is used in the countries of South East Asia. In the last decade of XX century not only distinctions between two called models were designated, but also there was a situation when it became difficult to speak about preservation of these two models in their "pure" look during globalization in general. They inevitably have a strong impact on each other, and characteristics of each of them gradually "flows" from one in another.

The Russian market has specifics from positions of advance of a brand. On promotion of a new brand of consumer goods in the domestic market, less time is required in comparison to the western market expenses. It makes the Russian market attractive to new foreign brands. The inflow of foreign brands compels Russian firms to be engaged in active advertizing support of the brands.

An important element of brand management is price positioning concerning other brands in the market and non-brand goods or price policy.

The whole system of marketing is directed on formation of image, under it the system of production, distribution and delivery of the goods or firm service is arranged. It is considered that the enterprise does not sell goods, it sells "symbols" and responses to requirements of the market.

In the Russian market it is possible to allocate two groups of the firms. Their attitude to brands is essentially differ:

1. The former Soviet enterprises where there is a traditional production approach to management. Trademarks at such enterprises, as shown above, in many respects were defined by a compounding and the production technology.

2. The firms created during reorganization. Owners and managers of these firms are more mobile. They look at management from marketing positions more often than the former Soviet enterprises do, though in such firms resistance of the personnel is possible, but it is easier overcome. technologists at the enterprises have strong positions. Theiy traditionally correlated brand of production to its compounding, an essentially complicated process of introduction of new brands at the enterprises making food. The situation in the Russian market changes, and for a successful work with brands the following preconditions are necessary:

- the firm should be rather mature and already crossed that boundary when efficiency of activity is discussed only in terms of finance, that is the understanding of importance of market positions, shares of the market and other marketing indicators comes;
- modern management is developed and there is an accurately expressed aspiration to move forward which is obviously supported by top management;
- the service of marketing is developed, it is capable to form an image of a trademark (together with advertizing agencies) to trace situation changes in the market, including carrying out an appraisal of perception of brand of firm consumers. Besides, the developed dealer network is necessary for working with trademarks.

The carried-out analysis allowed to allocate methodical parcels on which the control system of trademarks should be based:

1. The dual nature brands allows to consider it as an object of management and as the instrument of impact on consumers.

2. As object of managing the trademark is under the strong influence of environment which is in a formation stage in the conditions of economy in transition.

3. Management of trademarks is a part of marketing activity which actively influences a trade policy, sale and delivery system, communication policy of firm therefore there is a problem of coordination of the specified activities, target (strategic) installations and positions in the market.

Margulyan M. V.

MAIN TENDENCIES IN THE TRANSFORMATION
OF THE MARKET OF LABOUR AND RUSSIAN POPULATION
EMPLOYMENT UNDER MODERN CONDITIONS

The ongoing world financial and economic crisis had a considerably negative impact not only on the level of economic development of the leading countries of the world, but also showed, how connected these economies are in the modern conditions. It is necessary also to ascertain a deep dependence of condition of regional labor markets on influence of the macroeconomic tendencies occurring at federal and world levels.

In difficult conditions of a transition period when the market relations are formed in the country, it is necessary to have reforms, which are aimed at the person by means of adequate policy of population employment. In turn, the employment policy should be guided by the concept of market economy with a social orientation. It is necessary to designate, what the employment at the specified type of the economy should be like, what changes will occur in its main characteristics, in what way the future employment will differ from that in the conditions of extensive economy in the country. Limitation of application of foreign experiment on employment regulation in Russia, doesn't reduce urgency of studying the results of advanced technologies of solving the problem of unemployment.

Problems of employment and unemployment are key social and economic problems of of any state's development, and in the conditions of global crisis they are important macroeconomic indicators of state economy having not only economic, but also a social orientation. Employment reflects needs of people not only for the income, but also for self-expression through socially useful activity, and also a degree of satisfaction of this requirement at a certain level of social and economic development of society. The need for paid work, a measure of labor participation, choice of profession and work places, labor motivation, interest in highly effective work and possibility of such work based on professional qualification and working capacity — these aspects develop as a result of social orientation of a person in society.

Employment is the major universal value and it represents the activity of citizens connected with satisfaction of personal and public needs, and also the system of relations on providing able-bodied population with workplaces. Employment in a social production depends not only on a public education system condition, but also on the healthcare system, a level of science development and, finally, on the normal functioning of all social institutes and social structures.

The labor market is a system of the relations and a social and economic mechanism of interaction of employers, hired workers and social partners in coordination of conditions of reproduction, hiring, distribution and an exchange of labor for vital means. The labor market, on the one hand, transforms employment, and on another hand it develops itself under a great influence of its characteristics. The labor market as the social and economic mechanism takes a key place in market economy and it essentially differs from commodity markets, housing, finance, securities, etc. The main difference is in the possibility and stability of balance on a labor market.

Lately the certain tendencies, allowing to estimate both specific, and typical lines of the Russian labor market were designated. It is possible to carry a wide circulation of various forms of non-standard employment to specifics of formation of the Russian labor market, both among employers, and among workers. So, in an initial stage of carrying out market reforms it was possible to avoid a large-scale unemployment for two main reasons. First, during the difficult crisis period the enterprise didn't resort to policy of mass dismissals. Instead of this measure managers used, for example, a mode of reduced working hours, administrative holidays, and also accumulation of debt on a salary and some other. In this regard it should be noted that for the Russian workers these measures appeared acceptable. Thus, there was an artificial preservation of workplaces and formation of the hidden unemployment (at the expense of the fact that it was possible to avoid an open mass unemployment). Secondly, the most part of economically active population addressed to self-employment and secondary employment that undoubtedly, had the compelled character in the 1990th.

Having shown specific lines at the first stage of formation, later Russian labor market starts to follow those regularities which are more and more characteristical for a labor market and the sphere of employment of industrially developed countries. Undoubtedly, movement towards global universal transformations and the developed tendencies occurs slowly and it is inconsistent. Nevertheless, the changes saved up for the last decade in the sphere of employment show that the majority of them correspond to the developed universal tendencies. They are: distribution of flexible employment, decrease in a share of unqualified work, employment growth in services sector branches, formation of characteristic structure and duration of unemployment etc. Besides, the Russian labor market is characterized by:

- high intensity of intra branch and interbranch movings of the qualified labor in search of high earnings within one or adjacent professional groups. Also professional mobility of new fields of activity working for the purpose of development is observed. The reasons of low mobility in a number of branches are their prestigiousness and appeal

(bank, insurance, legal, etc. activity) or narrow specialization and insufficient demand of their personnel in other branches;
- distribution of a risk group called "working poor" that is caused by nature of their employment and low compensation;
- increase of number of interbranch and versatile specialties, and also the dual professions, one of which is more fundamental.

The emergence of need of high label competition, based on its mobility and professionalism is interfaced to transition to market economy and formation of a labor market. The structure and employment forms are changing, there is a personnel differentiation at the enterprises, domestic markets of work are formed; the accents in the work organization are displaced on integration of labor functions and group work; there is a primary development of horizontal communications and interactions in innovative processes that involves need for continuous professional development and personnel retrainings, concentrates on creating complex control systems by results.

The state can't automatically guarantee employment any more (including the cases of planned redistribution of workers) even while having free workplaces. Therefore in the conditions of crisis it should develop a number of measures for employment regulation of the population and a labor market, the actions of preventive character directed on regulation of quantitative and qualitative equation between requirement of the population in work and requirement of a national economy in shots representing set, between the offer of labor and demand for it on a labor market.

Thus the mechanism of regulation of a labor market, in a narrow sense, acts as a set of regulations, legislative or collective and the partners are guided by them to the realization of employment policy. Approaching to this task in a wide context, it is necessary to consider the whole range of the economic, legal, social and psychological factors defining functioning of a labor market. Such regulation is carried out through employment system, including the branched-out network of departments of employment, databanks about workplaces, state programs helping to get professional knowledge and free employment, but wishing to work for the population, the target programs of the enterprises providing retraining of personnel in connection with planned modernization of production, carrying out the policy of stabilization of shots and other preventive measures at the enterprises. That is, unlike policy on a labor market, generally connected with the assistance in employment by the unemployed, the policy of employment should solve more global problems.

Thus, labor market formation in Russia is influenced by the following macrofactors:
1) formation and development of system of market realtions — privatization implementation, property privatization, well-developed

new forms of managing, the sphere of private and individual business;

2) restructuring expansion (change of structure of economy in connection with integration of Russia into the international market, the forthcoming changes of technical business, familiaryzation of modern technologies);

3) economic policy of the government of Russia, directed on economy liberalization, and on financial stabilization.

The factors which directly influence a vosproizkvodstvo of labor and its movement on a labor market, and consequently, and on scales of a quantitative and qualitative mismatch between labor demand and its offer in many respects depend on these macrofactors forming new conditions of social and economic development of Russia.

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Miklyaev V. A.

INTERCULTURAL COMMUNICATION AS AN OBJECT OF INTERDISCIPLINARY RESEARCH: POSSIBILITIES OF THE ECONOMIC APPROACH

Intercultural communication (ICC) having its originality is a part, an independent direction of the general theory and practice of communication. Within this direction the researches investigate various phenomena of communication of representatives of various ethnoses, local civilizations, cultural and historical types, social cultures and subcultures and the theoretical and practical problems of communication connected with these distinctions. One of such problems is a gradual involving various social humanities, their conceptual and methodological interface, in the ICC research, within the uniform theory of intercultural interaction [1, p. 11].

Formation of ICC as of an independent scientific direction is in many respects connected with the interaction of such sciences as natural, tech-

nical, social ones and the humanities, informatics and mathematics, psychology and ethnography, linguistics and sociology. The communication theory in R. Wiener, R. Hartley, K. Shannon's works at first was issued as the mathematical theory in which technical aspects of process of information transfer were considered, codings and formalizations of messages, efficiency of the process of communication were estimated regardless to the nature of the parties of the communication act. However in philosophical, psychological and sociological literature of the beginning of the XX century communication was considered in indissoluble communication with problems of human communication and social contacts. If communication and communication are in fact, synonyms for linguists, "communication is an updating of communicative function of language in various speech situations" [2, page. 10], sociologists and psychologists differentiated and considered the concept of communication and communication as an interconnected and interdependent one. The term "communication" was used in three semantic close values:

1) means of communication of any objects of a material and inner world;
2) the act or information transfer process to other people (an exchanging representations, ideas, knowledge, installations, moods, feelings, etc. in human communication);
3) transfer and exchange of information between addressees in society with the purpose of impact on social processes.

Characteristics of interpersonal interaction of people are fixed to the term "communication", while people are exchanging the cognitively or affectively estimated information using mainly verbal means of communication. The term "communication" bears an additional and wider value — it is a socially caused process of transfer and perception of information, both in the interpersonal, and in mass communication on different channels by means of various verbal and nonverbal communicative means.

Modern sociological and socially philosophical mainstream (Bakhtin, Mamardashvili, Schedrovitsky, Humberto Eko, Habermas, Jaspers, Apel) surely includes treatment of communication as process of the fundamental importance for the institutionalization, an explanation and understanding of social and personal life. The essence of this process is a continuous exchange between social subjects (certain individuals, groups, states) the material and cultural wealth, presented in a sign form and possessing the information contents such as a message — information sent to direct or indirect addressees or opposing them in an obvious or hidden way (Bakhtin). The communication content here is an infinite variety of culture, and communication is fundamental for culture as a whole and for its production of goods in particular.

At such substantial understanding of a social and humanistic essence of communication one can clearly note the urgency of scientific and technical, economic, legal, political and spiritual efforts of the civilized people and the states according to the solution of a number of practical problems. In our opinion, it is possible to refer to them such problems as:

1) building up a communication content from generation to generation, upon transition from an old technological way of production to a new one, from one political system to another cultural one (including, first of all, humanistic values and scientific knowledge);
2) increase of stability of process of communication including the failures of communication, caused, in particular, by a cultural originality of the people and variety of living languages by fast overcoming of failures;
3) developing tools available to the mass consumer, local and global networks of communication, information technologies;
4) prevention or neutralization of dangers and threats of information violence, a psychological manipulation and zombiing on the basis of application of modern information and communicative strategy and technologies, mass media, receptions of neurolinguistic programming;
5) achieving the high level of adequacy of mutual understanding between scmmunicants, it increases their cultural susceptibility and tolerance.

Can modern economic science make the contribution to the solution of the designated problems? It is necessary to add such directions of the ICC scientific researches as transversalny philosophy, sociolinguistics, the transfer theory, training foreign languages, comparative cultural science, sociology, ethnopsychology, for example, with ethnoeconomy, comparative economy, ICC economy? It is not the name that matters, it is an affirmative answer to the first question. And arguments in favor of such answer can carry both a historical, and a logical character.

Historically trade and military science became the first social practices of communication between ethnoses. And considering the fact that wars were a version of social activities in primitive society, it is possible to argue, that exactly economic needs of people and their communities provided ICC a sustainable development on all historical prospect. During the era of the most ancient civilizations formation, there was an economically reasonable exchange of life subjects, jewels, original samples of the weapon and other exotic goods, it was actively carried out. Thanks to the active road construction and stable commercial relations in the Roman Empire there was an adjustable system of intercultural communication. The dealer was one of the first actors of the international cultural interaction, along with soldiers

and diplomats, as, however, both owners and managing directors of infrastructure of hospitality. In the Middle Ages in connection with registration of commodity-money production and growth of value of the cities there was a formation and such an ICC form, as exhibition activity. In Renaissance and New time there was the need for conditions of division of labor to organize production process in the increasing geographical scales conducted to emergence of new means of communication in the form of vehicles and systems (land, river, sea, and from XIX century — railway and air). Originally a revolutionizing impact on ICC rendered the invention of both subsequent mass production and distributing electronic means of communication worldwide, since creation of a phone and radio and finishing with satellite television and the Internet.

Industrial societies subordinate to value and tradition of ICC to economic values of increase in production and consumption, the industrial and financial capital, expansion and segmentation of sales markets and sources all of new types of raw materials, intellectual and a manpower, maximizing arrived, production efficiency increase up to our days. Some kind of economic imperialism sees an obvious obstacle in realization of such values in cultural distinctions of the people. But already from the middle of the XX century one can obsderve the tendencies of recognition not only the value of cultures variety, preservation, expansion and ICC deepening, but also reassessment of many values, introduction of new values, at least, changes of their communication, subordination. Eventually, among economists there is an opinion that the economic approach isn't comprehensive, it is not applicable to all kinds of human behavior, as G. Becker [3, p. 29] stated. We accept the thesis of V. A. Kanka that the conceptual maintenance of an economic science is made by the economic values giving special sense to acts of people, the theory of pragmatical truth, a pragmatical method and principles of efficiency and responsibility [4]. So a comprehended economic science, certainly, can make a worthy contribution to the solution of problems of cross-cultural interactions, their influences on various spheres of public life, including real economy, marketing communications in particular.

In the modern post-industrial, information society, and in the long term — and in the society based on knowledge (Knowledge Society), production, accumulation, storage, distribution, presentation, consumption, exchange of information turns into the most important highly technological branch of the industry and trade. World economy, having mastered social, legal and political mechanisms of overcoming of national borders, states a problem to the economic science. It is a problem of judging the features of business in the multicultural regional and global environment, managements of structures and the personnel of multinational corporation which is necessary to call not transnational, but multinational corporations — MNC.

Stating the question of a condition of intercultural communications in the conditions of post-crisis economy gives economists a possibility to establish scientific empirically fixed communication between economic processes, characteristic for the real stage of development of the world community as a whole and the separate states, on the one hand, and basic changes in the contents, ways and implementation forms, a set of actors, communicants, the list of areas, spheres of intercultural communication, on the other hand.

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Molodtsova G. I.

STUDENTS' EXCHANGE: DEVELOPMENT EXPERIENCE

Internationalization is one of the most important current trends of development in the sphere of the higher education.

Internationalization of education includes such forms of the international cooperation as mobility of students and teachers for the educational purposes; mobility of educational programs; formation of new international standards of educational programs; integration into training programs of the international measurement and educational standards; creation of strategic educational alliances. Within Bologna Process, the great value as important element of formation of the all-European educational space is attached to the academic mobility of students. Mobility of teachers and students creates possibilities for personal growth, development of the international cooperation between people and institutes, increasing quality of the higher education and scientific researches and putting real life in the concept of open European space [1, p. 388].

Academic mobility in the European higher education is understood as granting a possibility of higher educational institutions to students and teachers to spend a semester or a year in one of the European higher edu-

cation institutions for the purpose of an experience exchange, receiving new knowledge and competences. The main goal of mobility is to give the chance to the student to get all-round education in the chosen direction of training, to expand the student's knowledge about European culture.

The academic mobility is directed on developing a subjectivity of the student. It is connected with formation of such common cultural competences, as: knowledge and understanding international systems; an ability to understand other cultures, knowledge of foreign countries and cultures, an ability to interact with people, with representatives of other cultures and to establish foreign contacts and interpersonal relations; an ability to communicate in foreign languages, an ability to work in collective. The students' mobility also promotes development of the following professional competences: using modern means of communication: interpersonal, business, information and computer ones; getting professional experience in a certain area, etc. [2, p. 12]. Effective academic mobility assumes development of many personal qualities, namely: skills to communicate, reliability, responsibility, adaptability, resistance to stress, initiative, creative thinking, inquisitiveness, integrity, tolerance and empathy.

The various programs of the European union, directed on development of mobility (for example, Erasmus, SOCRATES, Tempus), and also the projects initiated by the national organizations of the European countries, promote development of internationalization. Strengthening of ties between European universities is promoted also by the international project European University Foundation — Campus Europae.

Participants of the *Campus Europae* program spend two years abroad — one year at each university of two different countries. During the first year in foreign higher education institution the student has a training time according to the bachelor degree program. In the other higher education institution the student can spend the second year of training for a master degree.

But do students choose or know anything about the program of an exchange *Campus Europae*? We tried to find out it from 540 students of faculties of political science, philosophy, philology and St. Petersburg medical state university. As the poll showed, the main source of information for the students are their friends. Many students find information on a site of faculties and university. Answering a question of the purpose and the main reason for chosing *Campus Europae*, 81% of students (from 240 expressed desire to be trained according to this program abroad) declared that this trip gives them an opportunity to improve their knowledge of a foreign language, 43% think it is useful for having special courses on vocational training, and another 36% of students explained the choice as a desire to get acquainted with culture of one of the European countries closer. For 14

students the fact that *Campus Europae* also offers a financial support, served its purpose in favor of a choice of this program. The fact that some students said the main reason for training abroad is learning foreign languages, partly speaks of the fact that not all credits gained in partner higher education institution, can be transferred in the native higher education institution. It also confirms that fact that the students, who did not wish to use this program for training in a partner higher education institution, called the impossibility of referring the credits the main reason.

For successful implementation of the *Campus Europae* program, for possibility of referring the credits on their return from foreign higher education institution it is necessary to carry out a preliminary coordination of curricula that often becomes a complicated incomparability of subject matters, owing to a divergence of names of programs and national specifics. Therefore *Campus Europae* introduced special *Subject Committees*. Representatives of subject committees of Campus Europae work at regular meetings for the solution of difficult issues connected with a problem of comparison and adaptation of training programs on the corresponding specialty in the partner higher education institutions. Representatives of fifteen higher education institutions take part in the work of this subject committee on pedagogics of *Teacher Training Subject Committee*, including the St. Petersburg State University.

The work on comparison and adaptation of programs in the subject committee on pedagogics began with selection of all courses by training and their description according to the following scheme: the university name, the course name, the short description of the main contents, a semester in which the course takes place, and the labor input of a course expressed in test units. Then discussion of the purposes and the maintenance of these courses took place during bilateral negotiations of representatives of committees of various higher education institutions. It was important to define, as far as the purposes and the maintenance of courses coincide in programs of the various countries. Often the courses having different names, coincided according to the contents. Or the plot of a course in this higher education institution included the plot of two and more courses of other higher education institution. Many options were examined. The programs which contents coincided not less than for 80% admitted comparable. As a result of such negotiations and laborious work on programs the uniform matrix was made. It included all the courses which were comparable in the higher education institutions, entering into subject committee on the pedagogics direction.

The matrix gives the choice of those courses comparable to the courses in native higher education institution, and they can be consequently referred. Students have a possibility to make a choice necessary for passing in

Table 1

Contents of programs of a course "General pedagogics"
St. Petersburg State University and Vienna University

St. Petersburg University		
Name of Course	**General pedagogy**	
Usual Cycle / Semester	W/S	Credits 1,5 ECTS
Short Description of Content, Aims, Examination Type	Course introduction. Pedagogy as science; connection of pedagogy with other sciences. Categories of pedagogy. Didactics. Learning process. Teachers and their roles. Learners (types, age pecularities). Methods of teaching. Models and forms of teaching and learning Assessment and evaluation. Appearance of upbringing (aims, goals). Institutions, styles, kinds of upbringing. System of education, structure, alternative education theories. Developmental tendencies in pedagogy (21st century)	
University of Vienna		
Name of Course	**General pedagogy**	
Usual Cycle / Semester	W/S	Credits 3ECTS
Short Description of Content, Aims, Examination Type	Course introduction (course description, aims and objectives, terminology, links with other sciences). Teachers and their roles. Learners and learning (age peculiarities, learner types, and multiple intelligences). Classroom management. Teaching integrated skills. Lesson planning. Testing, assessment and evaluation. Development of research skills. Teaching aids (types of teaching aids, course book evaluation, materials development, modern technologies). Models and forms of teaching and learning (simulation and role play, discussion and debate, concept formation and concept attainment, cooperative learning, project work, interactive learning)	

this or that semester of courses, to learn their labor input, in advance. All information is laid out in electronic form at the *Campus Europae* site. There is a contract *Learning Agreement* based on the chosen courses. It is specified on arrival of the student and then the individual curriculum of the student is formed.

There is an example below (tab. 1). It is the comparisons of the contents of programs of a course "General pedagogics" by St. Petersburg State University and the Vienna University.

The contents of programs substantially coincide. It would be desirable only to note that there is no section on education in the program of the Vienna University and the quantity of test units doesn't coincide.

As a result of comparison of programs on pedagogics and education we came to a conclusion that coincidence in contents of the following programs of the St. Petersburg and Vienna Universities takes place: the general pedagogics, didactics of the higher school, methodology and practice of researches in education, the pedagogical theory and educational practice, psychology of pedagogical activity, education and personality development, pedagogics of creative development, pedagogical psychology. Programs on pedagogics with higher education institutions of other countries are also comparable. There are programs which substantially coincide to a lesser extent, but they are present in the curriculum of both higher education institutions and it is possible to supplement them with studying of other courses.

In our opinion, an important factor of development of students' mobility is development of mobility of teachers. Mobility of teachers will promote acceleration of mutual recognition of training results process in partner higher education institutions, coordination of training programs, methods of training and assessment of knowledge of students. The prospects for effective educational and scientific cooperation open for teachers.

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Monina G. B.

EFFECTIVE INTERACTION OF THE TEACHER AND STUDENTS, DIRECTED ON THE FORMATION OF SELF-TRAINING SKILLS

> The educated person is the one who learned to study, adapt and change, who realized that safety is not based on knowledge, but on the ability to get it.
> *K. Rogers*

Experts (E. G. Asmolov [3]) note that modern applicants and students, even masters and graduate students aren't able to express their thoughts coherently, to set an intelligent task, proportional to their forces and possibilities, to keep the purposes of the actions long enough that they are reached. Another tendency is lack of skills of effective communication (E. A. Berezhkovskaya [1]).

Along with insufficiency of certain knowledge and abilities, there is another factor of training inefficacy in a higher education institution is absence of meta — skills, universal educational actions. So, when students are preparing reviews, course works, theses, their incompetence is obvious. It is reflected in choosing and using sources of information, lack of skills of working with the text (printed and electronic one), inability to allocate key ideas in the course of lecture or independent work with a training material to work in group to participate in active and interactive forms of work, to set the acceptable purposes and to realize them. It results in fouled-up seminars and colloquiums, "useless" for many lecture courses, learning material for exams and its instant jamming, thoughtless downloading of prepaired works from the Internet, inability to use knowledge and skills, received in the higher education institution, in professional activity and in life.

And as the sensory period of formation of the specified qualities is missed (initiative, activity (including informative one), independence is formed at a preschool age, diligence is formed in initial classes of secondary school), it is rather hard for teachers of high school to correct the situation with diligence and to help students to become successful. Thus, the main function of school is preparing the graduate for adult life, it remains outstanding, and students, due to the lack of necessary competences, are compelled to adapt independently to new conditions of reality (not always just and useful to personal and professional growth).

The teacher, starting training of students on a certain subject, has certain expectations concerning formedness of competences, important for training on this subject. Therefore, teaching which is carried out according to a fixed plan, is conducted with a support of available skills (according to the assumption of the teacher). Lack of those causes, unwillingness of students to study decrease in motivation of the teacher, leads to the conflict between both parties of educational process, and the main thing is to decrease in quality of education.

On the other hand, one of the tendencies in the modern world is the rigid damend for highly skilled experts. Realization of this inquiry is complicated in connection with the listed difficulties which are available in higher school.

Certainly, the main conclusion from this situation is the conclusion about prevention of similar situations, about an investment of means (ma-

terial and non-material ones) in training and education of children in kindergarten and school.

According to James Hekman, the Nobel prize winner in the field of economy, preventive intervention is more effective and yields more favorable results, than late restoration.
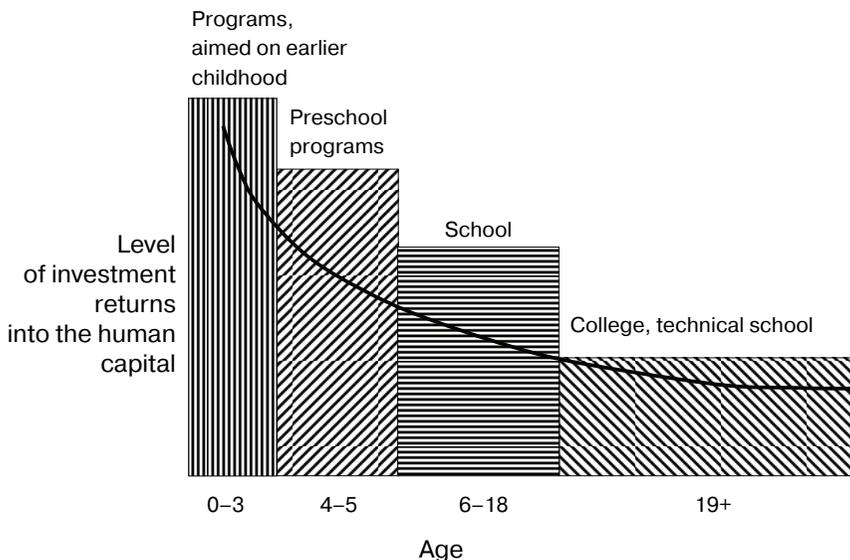
Fig. 1. Efficiency of preventive intervention

And the earlier the child gets the support from experts, the higher is that level of investments. The programs aimed at work with children of early age, not having special emotional and communicative problems, will benefit not only from certain children, but also from the state.

However such offer, which is very attractive and correct, can't help today's students and teachers. And investments into development of early age children will come true only in 12−15 years.

What is the way out today?

The only way out in these circumstances is not to accuse representatives of different structures and levels in forming this situation, but to solve the problem today, purposefully and systematically.

In the course of traditional training up to 80% of speaking activity belongs to the teacher, a studying person (student) occupies a passive position: the teacher sets the purposes, chooses means and ways of training. If the teacher takes a position of not information transmitter,

but of a facilitator, there comes a task for the student. This task is to think independently.

Self-training assumes getting skills of independent acquisition of knowledge, independence formation is a professionally significant personal quality of a future expert.

The first step of self-training is the self-knowledge based on introspection and a reflection. Then on the basis of self-knowledge a person seizes effective ways of informative and communicative activity.

Thus, self-training begins with self-knowledge. However experience shows that it is rather difficult to realize this strategy, training students are not ready to self-training.

And the task of the teacher is to create conditions for self-knowledge, development of self-interest, responsibility of self-control of activity, training reflection skills in the course.

From the psychology point of view "reflection" is a research of informative experience, reflection. During the course the student carries out introspection, planning further actions on its basis, identifies himself or herself with the others.

According to L. M. Perminova [5], the reflection in educational process is accompanied by attention of the student to him-or herself, to the plot of material, to the relations between the student, material, teachers and other students.

K.Rogers notes that in the course of introspection it is much more important to fix attention not on failures, but on successful situations, which result in self development (special for each person). The algorithm of successful actions [4] is possible.

This type of reflection is necessary for "interweaving" into the general scheme of occupation, to plan in advance. However there are some restrictions of such activity of the teacher, and first of all they are constant skills of teacher's reflection, systematic work on skill formation of students, instead of the spontaneous, single appeal to reflection.

Here are conditions of effective interaction of the teacher and the students, directed on formation of skills of self-training:

1. Teacher's skill of reflection.

2. The organization of joint activity of the student and the teacher directed on formation of independence, initiative, reflection. Gradual transfer to the student's responsibility.

3. Individualization of process of training and developing the ability of students to self-individualization.

4. Orienting the student at the creative activity.

The questionnaire for students offered by us can become one of the tools of self-knowledge and reflection. It is developed on the basis of serious ana-

lysis of theoretical researches and long-term experience with students of higher education institutions of St. Petersburg. The idea of creation of the similar questionnaire belongs to our colleagues from Slovenia (Educational Research Institute — Tatjana Vonta).

At the end of each period all students fill in a specially developed form regular. Working with it promotes formation of reflection skill, ability to accept responsibility for own actions, development of informative activity and independence.

There are two options of using each questionnaire: in the day of a certain period and upon termination of a course on this discipline (in a short look). The questionnaire can be universal or specially developed for each occupation.

On the following occupation students carry out mini-presentation and tell how they plan their own activity in the course of occupation (on the basis of the previous experience).

From these questionnaires, distributing materials, the presented written works, one can create a student's Portfolio. Its materials can become an option of total control of knowledge formation. Besides the specified materials Tatjana Vonta suggests to include the Introduction and the Conclusion into the Portfolio. They will be made by students. In the introduction (before the beginning of studying of discipline) students describe the attitude to the subject, their fears, expectations, personal and professional interest in subject studying, the expectations from a subject, from the teacher, from themselves during the course of studying of a training material. Respectively, in the Conclusion the student analyzes, his or her expectations from studying of this subject are how they are realized, what information appeared the most valuable, how the students estimates own activity (passivity), what material can be used at work and in life etc.

Except questionnaires it is desirable to use video, for development of reflection abilities. Some occupations (lectures, seminars, a practical training, etc.) are registered by a video camera, and then are discussed by students from a position of the detached onlooker. This equipment allows not only to avoid subjectivity, but also gives possibilities to receive and analyze additional information (poses, the gestures, separate phrases and words etc.). After viewing students answer questions (it is desirable — in writing): how satisfied I am with the position, activity in the course of occupation (it is possible to use a 10-mark scale for marking the level of activity); the things I succeeded in; what helped me to be effective; what is possible to make even better, where can I apply this successful strategy?

Thus, students, having received feedback, learn to analyze it and to use it in real life, and also learn to assume responsibility for results of the

training and for own real life, that they have been in an active position of the researcher. And if successes in training are transformed to successes in life, the purpose of training is reached: today's student is ready to enter adult life and to become a successful person and professional.

For the purpose of formation of independence, initiative and responsibility use of training methods in the course of training is possible. Interactive methods (games, exercises, etc.) allow students to reveal individual style of activity (including educational one) understanding it will help to build effective vital strategy. After completing certain exercise each student receives a feedback from other participants. The feedback should be analyzed, it also helps to develop success strategy.

Work of the teacher on formation of student's reflection skills can be carried out not only at the end of the educational process, but also before its beginning. So, before lecture (a seminar, practical occupation) the student can formulate, how he will act in the course of work to appear most successful (G. S. Sukhobskaya [2]). These recommendations can rely on results of the analysis of the previous activity.

Carrying out similar work with students promotes identification of resources of each student, understanding and using the strategy of success, and the main thing is to accept the responsibility for training, independence and initiative development.

The modern teacher is focused on introducing innovative methods of students training, corresponding to modern requirements, trusts the student "to chose independently the way to learn". The teacher takes a position not of a source and information compiler, but of a facilitator.

In K. Rogers's opinion, assistance to the serious, responsible doctrine is possible only at creating personal relations between a facilitator and those being trained.

"In each person there is an ability to operate the life so that it satisfies him and has a constructive social sense.

At the special, "helping" relation a person gets freedom to look for and find wisdom and confidence in him- or herself, and he or she starts to make more and more sensible and productive choises" [4, p. 24], learns to be the creator of own life.

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Myachikova I. I., Zhevnyak O. G.

REGIONAL DEVELOPMENT IN THE LIGHT OF INTERCULTURAL COMMUNICATION

Intensification of the intercultural relations during an era of increase of the globalization phenomena compels practically any country in the world to reconsider the foreign policy and to pay the closest attention to a problem of strengthening the geopolitical situation. That means to care about the maximum quantity of countries, who would be interested in developing closest relations with this country. Moreover, these countries should not imagine their existence without services which this state can render them. These services are based on four types of resources: natural and fossil, agro technical, human and infrastructure ones. And each of them is directly connected with certain regions. Therefore an intensification of the intercultural relations today means, first of all, increase of attraction of separate regions, their abilities to satisfy inquiries of the various countries and the people on the greatest possible range of services.

Certainly, today the most effective thing for establishing interstate communications and interest of foreign partners are natural and fossil resources. Stocks of oil, gas, iron and color ores, diamonds, gold, uranium will provide fast geopolitical and economic take-off to any country, any region. Nevertheless, large supplies of these minerals are not enough for strengthening the geopolitical situation and increasing the intercultural appeal, it is necessary to have two more conditions: a convenient geographical position and developed infrastructure of communications, first of all, transport. However, not all regions of the country are rich with natural minerals. Therefore for the intercultural appeal they should define the main reference points in development of the services sector, resources provided on three other types.

With an aggravation of today's problem of food shortage, existence of favorable climatic conditions and natural zones for developing intensive agriculture becomes a powerful tool of strengthening geopolitical influence of any region. And it can pursue two geopolitical aims: to increase deliveries of food made at the regions, and especially, to other countries, and to re-

duce own dependence on deliveries of foreign food. It is very important to find a strong and favorable partner who does not have possibilities for development in intensive agriculture in the first case. And at production for export by the most favorable creation of the large highly technological agricultural enterprises is represented. In the second case it is reduction of import purchases — it is necessary to use agro technical potentialities of the territory most effectively and to find resources for creation of quickly paid back agrarian productions. In this regard developing small farming, hothouse farms, wood crafts, fish complexes is effective.

With strengthening of globalization tendencies, prompt development of information and computer technologies, an important geopolitical value is gained by existence of a large number of the highly-skilled personnel speaking foreign languages in the certain region. The high personnel potential will surely cause mass interest of foreign partner, creation of the numerous joint ventures connected mainly with researches and computer development. It will provide, on the one hand, an appreciable additional inflow of means to the local budget, and, on another hand it will adhere economy of other countries with region economy more closely, it will strengthen communications and relationship of the states not only in economic, but also in social and political spheres.

With strengthening of a geopolitical role of highly-skilled personnel it is very important an improvement of educational system for growth of influence and appeal of the certain region. Improvement of quality and teaching level in higher educational institutions, introduction of the latest systems of training, computer technologies, scientific development, and also active involvement of scientists to educational process can make preparation of highly skilled experts very effective. It will help to develop the international cooperation, mass inflow of foreign students, interest of many countries in using the capacity of the higher education institutions. Thus accounting regional features of an arrangement of data of educational institutions can be useful.

And certainly one of the most effective remedies of increase of geopolitical position of any region is development of traveling business in the territory. The countries and separate regions aren't identical on preservation of historical monuments, on the cultural riches saved up in museums, on beautiful and unique natural landscapes, on the resort centers. However it is absolute in any region, in any territory it is always possible to find possibilities for development of infrastructure of tourist services, the organizations of sanatorium establishments, formations of vacation spots with beautiful landscapes, constructions of interesting buildings, restoration of historical monuments, creations of cozy vacation spots, an up classing of streets, the areas, squares both large, and the small cities.

In Europe there are no countries, which have no brightest events of the World history, ancient architectural or archaeological monuments which wouldn't become the homeland of outstanding figures of a world cultural heritage wouldn't remain. All this should stimulate considerable inflow of tourists to the country; make it the popular vacation spot for foreigners. But very important and key factor for tourist boom in addition should be both skillful and professional advertizing of the tourist services, first of all, on the Internet.

Thus, during a globalization era geopolitical strategy of various regions including small countries of Europe which are not possessing rich stocks of natural minerals, should be focused on developing a wide infrastructure of services in these countries which can be provided to other countries and their population in the sphere of tourism, rest, education, development of small and medium business, and also on granting agro technical resources and on deliveries of high-quality and inexpensive food.

Nazarov E. S.

THE MAIN DIRECTIONS OF MUNICIPAL YOUTH POLICY REALIZATION UNDER THE CONDITIONS OF RUSSIAN SOCIETY TRANSFORMATION

The process of transition of the Russian economy to the post-industrial market economy goes inconsistent and is still far from the end. Management of youth policy faces mass of obstacles in all levels of the social organization of the Russian society. As a result the conceptual installations, even the front lines, remain intentions, and in practice implementation of measures in the field of youth policy appears ineffective. In this sense to find adequate ways of management youth policy — an actual task for modern Russian society. At the same time it and an actual scientific task which is put by practice before management sociology.

It agrees to the approaches accepted in the Russian sociology, the youth policy represents activity of the state, political parties, public associations and other subjects of the public relations, having for an object to influence socialization and social development of youth, and through it — on future condition of society. Other party of youth policy is defined by that the system of ideas, actions, establishments, concerning youth is developed and realized to get of shots of this or that subject of political life support of the political line from it or from its certain part, meaning both momentary, and strategic problems of the political competition [2].

The state youth policy (GMP) is the activity of the state directed on creation of legal, economic and organizational conditions and guarantees for self-realization of the identity of the young man and development of youth associations, movements and initiatives.

The state youth policy is urged to provide:

– strategic continuity of generations, preservation and development of national culture, education at youth of careful attitude to a historical and cultural heritage of the people of Russia;

– formation of Patriots of Russia, the citizens of the constitutional, democratic state capable to socialization in the conditions of civil society, respecting the rights and the personal freedoms, using possibilities of the legal system, possessing high statehood both showing national and religious tolerance, respect for languages, traditions and culture of other people, tolerance to spiritual opinion, ability to look for and find substantial compromises;

– formation of culture of the world and the interpersonal relations, rejections of power methods of permission of political conflicts within the country, readiness to protect it from aggression;

– versatile and timely development of young people, their creative abilities, skills of self-organizing, personality self-realization, ability to defend the rights to participate in activity of public associations;

– formation at them complete outlook and modern scientific outlook, cultural development of the interethnic relations;

– formation at young citizens of positive labor motivation, high business activity, successful possession of the basic principles of professionalizing, skills of effective behavior on a labor market;

– development by young people of various social skills and roles, responsibility for own welfare and a society condition, cultural development of their social behavior taking into account openness of society, its information, growth of dynamism of changes [1, p. 13–15].

Municipal youth policy — set of the purposes and measures for their realization, accepted by local governments with a view of creation and providing conditions and guarantees for self-realization of the identity of the young man and development of youth associations, movements and initiatives. This policy is carried out on the basis of regulatory legal acts of representative bodies of local government and in the tideway of the state youth policy, giving it logic symmetry, system and complete character and doing democratic mechanisms of its realization.

Realization of the main directions of municipal youth policy should be under construction so that to strengthen integrity of nation-wide youth policy. The main directions, programs and projects of youth policy are expedient for realizing in a uniform package of federal, regional and

local programs of social and economic development of the respective territory.

The youth policy at the municipal level, closely connected with a state policy, nevertheless, represents rather independent process with the mechanism of realization. The last assumes the accounting of the most acute problems of youth of concrete municipality in the sphere of health and leisure, employment and education, household problems. At municipal level the complete system of social support of youth, its training and employment which creates possibilities of regulation of processes of youth migration, ensuring protection of the rights and realization of interests of young people, support of young families should be created, promotes development of youth and child youthful movement.

Realization of youth policy at municipal level is interfaced to a number of problems: departmental dissociation and insufficient coordination in management of youth policy remain; objects of social infrastructure for youth (for example: improving camp) are in raznovedomstvenny subordination that doesn't promote coordination of actions; the volume of financing of actions in the sphere of youth policy doesn't allow to solve even the most thorny questions.

In these conditions the most important task of committees and departments of affairs of youth of all levels is search of sources of financing. In a number of regions the obtained funds on youth policy in 1.5−2 times exceed the budgetary financing. These means develop of various funds, the federal financing, the involved means of collaborators according to programs, including balansoderzhatel of objects of the social infrastructure supported from the budget.

The main directions of realization of municipal youth policy in the conditions of transformation of the Russian society treat:

1) financial support of socially useful activity of youth (formation of the draft of the local budget in the field of youth policy, development of standards of financing, formation of public funds);

2) assistance of economic independence of young citizens and realization of their rights to work (support and development engaged in labor activity of youth, MU creation "Youth labor exchange"; assistance to development of youth business; encouragement of the employers promoting employment of youth);

3) development and implementation of youth target programs in the municipality territory (development and financing of municipal youth programs, their examination, calculation of economic and resource expenses, submission of programs on the statement of a city administration and control of their realization);

4) providing youth of conditions for education, educations, healthy lifestyle formations (the organization of mass youth actions; the or-

ganization of activity of clubs, consulting points, the centers which are engaged in the organization of leisure, rendering legal, social and psychological and other aid of youth; interaction with law enforcement agencies and participation in realization of actions for the prevention of offenses among minors and youth);

5) ensuring social service for youth (the social help to young families; implementation of social work in educational institutions; the help to the young citizens who have come back from places of imprisonment, to the neglected young citizens being in special teaching and educational establishments).

Thus, at municipal level the complete system of social support of youth, its training and employment which creates possibilities of regulation of processes of youth migration, ensuring protection of the rights and realization of interests of young people, support of young families should be created, promotes development of youth and child youthful movement.

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Nuryshev G. N.

THE USSR IN GEOPOLITICAL CHAOS

Recent events in the Arab world, North Africa, "velvet", "orange" revolutions, elections to the Duma and of the President of the Russian Federation show that it is possible to lead society into a pre-threshold condition of "self organized criticality", "controllable instability and turbulence" with smooth quantitative change of social parameters. Historical experience of our country also testifies it. It is well-known that political processes in the 80th years of the XX century led to the destruction of the Soviet state. V. V. Putin called disorder of the USSR the biggest geopolitical accident of the XX century. If we declare dialogue of cultures not in words but in practice, it should be noted that the Soviet Union collapsed owing not only to the internal reasons, but contrary to the established opinion. Political actors of the destructive processes were in the country and abroad. "Scientific" justification of anti-Soviet strategy which was created in geopolitics of "an operated chaos", was worked out in more than 400 various centres in the West. Only in the USA over 170 universities and 284 sovetology centres were engaged in the elaboration of such strategy

[1, p. 52]. To create chaos in the USSR these structures developed so-called "organizational weapon". In geopolitics this weapon type is a system of organizational (coordinated on the purposes, place and time prospecting, propaganda, psychological, information, etc.) impacts on the state, forcing it to move in the course preferable for the other party. "The organizational weapon" sends the politician of the geopolitical opponent to the strategic deadlock, exhausts its economy with inefficient (excessive) programmes, arms development brakes, deforms a civilisational matrix of the people, forms "the fifth column' among the elite and the intellectual part of the population, which supports, propagandize and carry out pseudo-reforms in every possible way, all that it is possible to use for formation of slow destructive processes in the country. These processes in process of the manifestation wash away the opponent's resources; compel it to spend constantly the funds necessary for social and economic growth and development, for elimination of the consequences of a large number "organizational diseases" which are badly realized, but influencing each other.

Our "reorganization" also was a consequence of use of this weapon. Peter Schweitzer, one of the western researchers writes: "In any sense the reorganization was a result of Reagan's policy". He refers to Ilya Zaslavski's words (a People's Deputy of the USSR, one of the organizers of "Democratic Russia" movement): "Ronald Reagan was the father of the Soviet reorganization" [9, p. 214]. P. Schweitzer's viewpoint is also supported by the KGB general V. Shironin who writes: "On the basis of the facts I know I can tell that August-91 and October-93 were links of one chain, it is possible even to consider them positions of one general plan developed in a subsoil of CIA— the plan on an anatomic partition of the Soviet Union" [11, p. 102].

Confidential instructions on the national security (NSDD) to dismantle "Soviet empire" were developed in the USA, providing use of technologies of "operated chaos". In March, 1982 "NSDD-32" demanded "neutralization" of the Soviet influence in Eastern Europe through chaos with the use of the anti-Soviet organizations in this region. In May, 1982 Reagan's instruction on national security (NSDM) put the task of blasting and randomization of the Soviet economy by means of "violent involvement of Moscow in technological races". In November, 1982 "NSDD-66" put the task of blasting the Soviet economy by method of attacking its "strategic triad", i. e. the key branches which make the basis of the Soviet national economy. In November the purpose of "NSDD-75" was "fundamental changes of the Soviet system" [ibid., 42]. In March, 1985 "NSDD-166" set the task to defeat Soviet armed forces in Afghanistan and to organise all the possible pressing on the USSR on the international scene [10, p. 210].

The "organizational weapon" of the USA and their allies used during the realization of geopolitics of chaos was directed against a kernel of the Soviet system and comprised:

– "the secret financial, prospecting and political help to the movement "Solidarity" in Poland that guaranteed opposition preservation in the centre of Soviet "empire";
– formation of "democratic popular fronts" in all Baltic republics with support of the western intelligence services with in an anti-Russian character which leaned on powerful nationalist underground created after the Second World War;
– the significant military and financial assistance to the resistance movement in Afghanistan, deliveries for the Mujahideens, giving them a chance to prolong the war onto the Soviet territory;
– the companies on sharp reduction of receipt of hard currency to the Soviet Union as a result of reduction of prices of oil in cooperation with Saudi Arabia, and also restriction of export of the Soviet natural gas to the West;
– the all-round war of nerves developed in details directed on sowing fear and uncertainty among the Soviet management;
– complex actions of a world scale with application of secret diplomacy, for the purpose of the maximum restriction of access of the Soviet Union to the Western technologies;
– widely organized technical, technological misinformation for the purpose of destruction of the Soviet economy;
– growth of arms and their maintenance at a high technological level that should undermine the Soviet economy and aggravate crisis of resources" [9, p.11].

Realization of "the concept of operated chaos" in our country began in Soviet period with formation of "the fifth column", a network of agents of influence for ensuring processes of the organization of chaos and the subsequent interception of management. The preparatory stage provided selection and education of a personnel reserve future "imperious elite" ready for a destruction of a geopolitical subjectivity of its country. The group of graduates generally of the capital colleges was included in this network. They were devoted to the ideas of "economy privatisation", "free market", obedient to the western instructors and the international financial organisations. This group passed training in the American universities and received necessary knowledge for the economic analysis of activity of various branches of national economy for the purpose of their future privatisation and sale to multinational corporations [3, p. 302]. Technologists of "operated chaos", well informed in pre-electional confusion, advanced a hot material from very bottoms which, seemingly

spontaneously and in practice regulated by experts, loosened not only the central authorities, but also all political structure. This material, creating from outsiders and simple people with jet mentality, made a shock battalion of destruction [7, p. 23]. The idea of the Soviet Union destruction was a mature part of democratic project, A. D. Sakharov having become its loud-hailer. Offered by him "Constitution of the Union of the Soviet Republics of Europe and Asia" (1989) meant a partition of the USSR into one hundred and a half independent states. It was supposed that the former RSFSR forms the republic of Russia and a number of national states with the rights of federal republics, including the North Caucasus. In Russia there would be four economic regions — the European Russia, the Urals, the Western Siberia, the Eastern Siberia. Each economic region receives full economic independence, and also independence in some other functions, including in power structures [2].

Destruction of the USSR by means of technologies of "operated chaos" was carried out in these main directions.

1. Blocking the country development, including neutralisation of the purposes of progress of society that assumed:

– updating of the system of myths and stereotypes: socialist property "belonging to no one", "deprived of the real owner", "command system is the evil", "the state is the exploiter", "the West will help us", "all western goods is better than domestic ones", "the free market will adjust everything", "the centre is a black hole", "we shouldn't feed the others" etc.;

– adoption of Laws of the USSR about cooperation, the socialist enterprise, regional self-financing, introduction of selectivity of heads of the enterprises, discharge of professional managers, scientific community from a country government;

– discredit of the "antinational" power which is subject to elimination ("fire on staffs!"), destruction of the developed system of public administration, introduction in a control system of the personnel reserve, betrayed to idea of "free market", disorganisation of a social production;

– artificial destruction of structure of communications and economic proportions, an unjustified currency issue without commodity providing, the antialcoholic company, simultaneous closing of the enterprises making tobacco products, washing, washing means, blocking on access roads to the capital of hundreds refrigerators with meat, oil, cheese etc. [8];

– system of technical and technological misinformation, the organisation of system of actions for a country deindustrialisation, including strikes of workers, and first of all miners;

- motivation to increase in an internal and external debt, purchase of big parties obviously poor-quality and, respectively, unclaimed grain abroad at inflated prices, untwisting of non-payments, inflations, permanent change of the legislation [5, p. 86];
- involvement in extortionate option of credit dependence on the international financial systems, gold sale abroad, elimination of control of capital export from the country, blocking to counteraction of import dependence in the vital spheres;
- bureaucratization and corruption of the state system, blocking of active participation of the people in country's development, destruction of domestic science and education.

2. Destruction of communicative communications in society, its individualisation and an atomisation:
- kindling of inter-ethnic and inter-faith contradictions, provoking of anti-Russian moods among the people of the USSR;
- adoption of the Declaration on the state sovereignty of Russia, undermining moral spirit of Russian and other people of our country, discredit of their traditional spiritual and moral values;
- acceleration of society differentiation on "democrats" and "partocrats", rich and poor (creation of communicative barriers);
- destruction of communications of the immediate social environment (through the cult organisations, decrease in quality of life at the most part of the population, etc.);
- destruction of transport highways within the country;
- a rupture of communications between generations, destruction of historical memory of the people of the USSR, expansion of the rights of federal and autonomous republics;
- introduction of an image of "an inevitable victory" into public consciousness information, forcing of the close catharsis, inevitable and joyful regeneration of all society "at once after the victory".

3. Restriction of freedom of influence on socio-political processes and events in the country:
- abolition of the 6th article of the Constitution, de-ideologisation, denial of former "ballast" of values, planting at first ideological pluralism, and then neoliberal ideology;
- destruction of the concept of life (according to Z. Bzhezinsky), planting of a cult of money and system of primitive values, sharp increase of material inquiries, first of all political elite;
- folding of independent mass media, establishment of complete control over television, radio, newspapers, publishing houses;
- stimulation of ultrahigh corruption and society criminalisation;
- wide introduction of manipulative technologies in election campaigns.

5. Blocking of a social reflection:
– establishment of liberal interpretative dictatorship, transformation of mass media into subjects of market economy;
– blocking of bills on establishing order in the information sphere;
– export of political technologies of "reflection blocking" in election campaigns;
– mass export of the cultural organizations (educational like *Life Spring*, religious like scientology, etc.);
– planting of primitive mass culture, first of all with the help of television.

6. Education of "manual imperious elite" and formation of conditions for external management:
– active use and lobbying of created and engaged in advance representatives of imperious elite, power monopolisation by the corrupted officials;
– control establishment over imperious elite, "elite mapping", identification of self-sufficient groups in it, formation, deepening of contradictions between them;
– active mass inclusion of representatives of imperious elite in the international public structures (Rotary Club, People to People International, fund of Marshall, etc.).
– financing and support of anti-Soviet, anti-Russian actions around the world [4].

All these actions of "the organisational weapon" supplemented and synergetically strengthened each other, forming "a chaos and disintegration zone". Political performance of "GKCP putsch" according to the classical scenario of "orange" revolutions of the modern American strategist and Stephen Mann's geopolitics, a set including it from 198 methods of nonviolent actions [6] became a final geopolitical chord. The Supreme Council which has as a result gathered for extraordinary session of the USSR, and then and extraordinary Congress of People's Deputies of the USSR, couldn't oppose any alternative to centrifugal tendencies in policy any more and to burst "parade of sovereignties". Already on August 24 Ukraine proclaimed the state independence, 27 — Moldova, 31 — Kyrgyzstan, on September 1 — Uzbekistan, 9 — Tajikistan, 29 — Armenia, on October 18 — Azerbaijan, 27 — Turkmenistan. Russia, which earlier has already declared the sovereignty, denounced the 1922 Contract on the USSR formation on December 12, 1991. Four days later on December 16 Kazakhstan proclaimed itself an independent state. And on December 25, 1991 Mikhail Gorbachev voluntary left the powers of the USSR president. The USSR unfortunately ceased to exist as the subject of world geopolitics.

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Pelyushkevich M. L.

**FORMATION OF ADMINISTRATIVE DECISIONS
ON THE BASIS OF MARGINAL ANALYSIS**

Marginal analysis for the modern Russian enterprises managing in the conditions of market economy should be considered as the most important component of the complex economic analysis as results of this analysis show future possibilities. Its technique is based on studying ratio between three groups of the major economic indicators — expenses, volume of production (sales) of goods and profit — and forecasting of size of each of these indicators at a preset value of others. This technique is based on division of production and business expenses into variables and constants and use of category of marginal profit.

The following notions are defined in the course of the marginal analysis:
- marginal profit (the marginal income);
- a critical point of break-even of sales (a profitability threshold) at the set ratios of the price, constants and variable expenses;
- influence of factors on critical break-even sales volume;
- a stock of financial durability (safety zone), i. e. the sales volume exceeding break-even sales volume;
- sales volume for receiving the set profit on sales;
- production efficiency of separate types of production (works, services) and separate segments of the enterprise with bigger accuracy;
- the most optimum version of the administrative decisions concerning change of capacity, the range of production, price policy, options of the equipment, the production technology, acquisition of completing products, etc. for the purpose of minimization of expenses and increase of the income.

The marginal profit — is a difference between revenue and the sum of variable expenses. Besides, the marginal profit represents a source of covering constant expenses and of income formation. The higher is the marginal profit the higher is the probability of covering constant expenses and of receiving profit on a production activity. It forms a basis for determination of break-even sales volume by each type of production both as a whole on the enterprise and for justification of the optimum version of different administrative decisions.

At the heart of calculation of break-even of sales of the goods definition of a critical point ($q_{cp.}$), i. e. sales volume after which should get profit.

$$q_{cp.} = S_{con.} / (P_u - S_{var.}), \qquad (1)$$

where: $S_{con.}$ — sum of constant expenses;

P_u — price of a unit of production;

$S_{var.}$ — variable expenses of a unit of production.

Important task in the marginal analysis system is the definition of the stock of financial durability (safety zone) of the organization. If the profitability threshold is known, the stock of financial durability (FD) is defined as follows:

$$FD = N - N_{cv.}, \qquad (2)$$

i. e. it represents excess actually reached (or planned) proceeds from sales (N) over critical volume (N_{cv}). In relative expression (as a percentage to actually received (planned) to sales volume)

$$FD = N - N_{cv.} / N \times 100. \qquad (3)$$

The safety zone shows, on how many percents the sales volume is higher than the critical one at which profitability is equal to zero. If on the contrary

the revenue appears below a profitability threshold, the enterprise has losses, the financial condition worsens. In this case it is necessary to reduce constant expenses for a decrease in a threshold of profitability.

With a view of ensuring break-even work of the organization studying influence of factors (constants and variable expenses and the prices) on critical sales volume. For which we will use a formula of a break-even point in natural expression (1). From this formula it follows that the threshold of profitability of a separate type of production depends on the size of constants and variable expenses, and also from the product price.

Any increase in constant expenses leads to growth of critical volume as there is a need for sale of additional quantity of products for a covering of the increased expenses. This dependence is directly proportional. Therefore, concrete size reduction of constant expenses can serve as one of the ways to decrease the break-even point. Change of variable expenses operates in the same direction, as constants, but is not equivalent to it. Even insignificant growth of these expenses generates much more considerable changes of revenue and arrived to force of action of effect of the operational lever. In relation to a threshold of profitability the factor of sale prices is rather sensitive. The higher is the price the less is the sales volume which is necessary to achieve the break-even point, when the financial position of the enterprise is respectively better.

Let us consider an example of the analysis of factor influence on change of critical volume of production ($q_{cv.}$) of a unit at the following basic data:

Option	I	II
Product price (P_u), rubles	2,000	2,200
Variable expenses ($S_{var.}$), rubles	1,200	1,320
Constant costs of all production ($S_{con.}$), rubles	160,000	168,000
Volume of production, unit (q) 500 600	500	600

It is obvious that in option II the growth of the price on a product and variable expenses are provided by 5%, while the constant expenses by 10%.

In the reporting period by comparison with the base one it is possible to determine the influence of each factor on the change of critical production volume with the help of the method of chain substitutions.

Algorithm of calculation of the influence of factors on change of a profitability threshold by a method of chain substitutions:

base indicator $S^{con.}_0 / (P_u - S^{con.}_0) = 160,000 / 2,000 - 1,200 = 200$ units;

1st substitution $S^{con.}_1 / (P_{u_0}^0 - S^{con.}_0) = 168,000 / 2,000 - 1,200 = 210$ units;

2nd substitution $S^{con.}_1 / (P_{u_0} - S^{con.}_0) = 168{,}000 / 2{,}200 - 1{,}200 = 168$ units;
reporting indicator of $S^{con.}_1 / (P_{u_1} - S^{con.}_0) = 168{,}000 / 2{,}200 - 1{,}320 = 191$ units.

From these calculations it follows that the break-even sales volume decreased on 9 units ($191 - 200$). Influence of the factors created:
- increase of the sum of constant expenses: $210 - 200 = +10$ units;
- growth of the price of a product: $168 - 210 = -42$ units;
- increase of variable expenses: $191 - 168 = +83$ units.

Thus the increase of the price of a product on 10% allowed to lower profitability threshold for 21% ($42 / 200 \times 100$). Similar change of variable expenses on the same 10% led to the increase of profitability threshold for 41.5% ($83 / 200 \times 100$). Growth of constant expenses by 5% caused shift up a critical point too for 5% ($10 / 200 \times 100$).

The factors influencing the change of financial durability are the same as influence profitability threshold, including sales volume. For the factorial analysis of this indicator (in %) the following mixed model can be used:

$$F_d = q - q_{cp.} / q \times 100 = q - (S^{con.} / (P_u - S^{var.}_u)) / q \times 100. \qquad (4)$$

In model of formation of a stock of financial durability the following factors are considered: sales volume (q), size of constant expenses ($S^{con.}$), product price (P_u), variable expenses ($S^{var.}$).

Consistently replacing base value of each factor in a formula on reporting, we determine change of a stock of financial durability by each factor separately:

$$F_{d_0} = (500 - 200) / 500 \times 100 = 60\%;$$
$$F_{d\,ex._1} = (600 - 200) / 600 \times 100 = 66.7\%;$$
$$F_{d\,ex._2} = (600 - \{168{,}000 / 2{,}000 - 1{,}200\}) / 600 \times 100 = 65\%;$$
$$F_{d\,ex._3} = (600 - \{168{,}000 / 2{,}200 - 1{,}200\}) / 600 \times 100 = 72\%;$$
$$F_{d_1} = (600 - 191) / 600 \times 100 = 68.2\%.$$

As a whole the stock of financial durability (safety zone) of the enterprise increased for 8.2% ($68.2 - 60$). It occurred under the influence of the increase of the following:

1) sales volume: $66.7 - 60 = 67\%$
2) constant expenses: $65 - 66.7 = -1.7\%$
3) product prices: $72 - 65 = 7\%$
4) variable expenses: $68.2 - 72 = -3.8\%$
Check: $6.7 - 1.7 + 7 - 3.8 = 8.2\%$

It is obvious that the negative influence on safety zone change, as well as on the profitability threshold, created rise in price of constant and variable expenses, while the positive one — growth of sales volume and the product price.

On the basis of the marginal analysis it is possible to establish critical values not only of the sales volume, but also of the sum of constant expenses, and also of the price and variable costs of a production unit at given value of other factors.

At the heart of these calculationsis the base model of profit (P) considering interrelation "expenses — sales volume — profit":

$$P = q \, (P_u - S^{var.}_u) - S^{con.} \text{ or } P = N \times d_m - S^{con.}, \qquad (6)$$

where d_m is a share of marginal profit in revenue.

The critical sum of constant expenses at the set level of marginal profit and sales volume count as follows:

$$S^{con.} = q \, (P - S^{var.}_u) \text{ or } S^{con.} = N \times d_m. \qquad (7)$$

The essence of this calculation consists in defining the most admissible size of constant expenses which becomes covered by the marginal income at the set sales volume, the price and level of variable expenses for a unit of production. If constant expenses exceed this level, the enterprise will be unprofitable.

Let us assume the product price of 40 thousand rubles, variable unit costs of 20 thousand rubles, possible volume of production of goods — 3,000 units. It is required to define critical level of constant expenses.

$$S^{con.} = q \, (P - S^{var.}_u) = 3,000 \, (40 - 20) = 60,000 \text{ thousand rubles.}$$

At such sum of constant expenses the enterprise will have no profit, but also there will be no loss too. If constant expenses appear above the critical sum, they will be excessive for the enterprise in these circumstances.

For definition of a *payback period (z) of constant expenses of the reporting period*, it is necessary to increase break-even sales volume for 12 months and to divide into annual sales volume:

$$z = 12 \times \text{break-even sales volume / sales volume in a year.}$$

For example, the annual sales volume makes 500 million rubles, constant expenses of the enterprise in a year — 30 million rubles, profit — 20 million rubles. It is required to define a payback period of constant expenses.

At first we will define the sum of marginal profit (M) and its share in total sales: $M = 30 + 20 = 50$ million rubles; $d_m = 50 / 500 = 0.1$.

The break-even sales volume will make

$$N_{cv.} = 30 / 0.1 = 300 \text{ million rubles.}$$

The payback period of constant expenses will be equal

$$z = (12 \times 300) / 500 = 7.2 \text{ months.}$$

Other 4.8 months the enterprise will get profit. Therefore, the most part of a year the enterprise will compensate its constant expenses.

The critical level of variable expenses for a unit ($S^{var.}_{u}$) at the set sales volume (N), the price (p) and the sum of constant expenses ($S^{con.}$) is defined as follows:

$$S^{var.}_{u} = p — (S^{con.} / N). \tag{8}$$

At such level of specific variable expenses the enterprise will have zero financial result. The difference between actual and critical levels of this indicator as the percentage to its actual size also is the indicator of risk of operating activities.

Critical price level ($p_{cr.}$) is defined from the set sales volume and level of constants and variable expenses:

$$p_{cr.} = (S^{con.} / q) + S^{var.}_{u}. \tag{9}$$

If the volume of production makes 2,000 units, the sum of variable expenses for a unit of production — 18 thousand rubles, the sum of constant expenses — 60,000 thousand rubles that the minimum price necessary for a covering of constant expenses of the enterprise, should be following:

$$p_{cr.} = 60,000 / 2,000 + 18 = 48,000 \text{ rubles.}$$

At such level the price will be equal to full prime cost of a unit of production, and the profit and profitability will be equal to zero. Price establishment below this level is unprofitable for the enterprise as the loss will be as a result received.

So threshold values of the considered indicators are very valuable tools in administrative activity. With their help it is possible to operate risks and financial results more effectively.

Thus increase of overall performance of the enterprises in the conditions of the market in many respects depends on extent of use of scientific methods of the economic analysis by preparation of administrative decisions. Therefore it should be obligatory to use the marginal analysis in practical activities of any enterprise.

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Perekatiyeva T. A.

STATE OF ENTREPRENEURSHIP ENVIRONMENT IN THE RYAZAN REGION

The main objectives of the region's social and economic development are growth of quality of life and creation of suitable conditions for a sustainable development of economy. One of the directions to achieve this purpose is business development and first of all creation of the favourable enterprise environment.

Subjects of business are the main sources of the local budget income therefore conditions of their comfortable existence should be provided first of all. The more favourable external factors are, the more possible it is to expect high level development of managing subjects. It is necessary to create such conditions which on the one hand did not restrain economic freedoms of businessmen, and on another provided creation of the competitive environment and stimulated innovation.

Among the sources of the region enterprise environment formation we can name: financial, investment, labour, scientific, innovative and material potentials, economy infrastructure, institutional transformations, non-financial non-productive assets, structure of regional economy, external economic activity.

From the point of view of system functioning, legislative and executive bodies of the local power influence by means of tools on the formation of the enterprise environment infrastructure. Efficiency of such influences is defined proceeding from dynamics of productive indicators, a response of the system, allowing to approach to management process and strategic planning at regional level more precisely.

The assessment of the enterprise environment is necessary for beginning with geographical conditions as they are defining for some branches. The Ryazan region has convenient geographical situation. The region is rather close to Moscow (the district border it at distance of 147 km) that gives certain economic advantages.

Climatic conditions of the region allow to go in for agriculture, thus actively developing plant growing (the southern regions of the district), and animal husbandry (northern regions of the district).

The Ryazan region is rich with minerals and has the developed fuel and energy complex. The region possesses enough of water resources necessary for conducting any economic activity. And availability of high-quality all-widespread minerals allows developing industries connected with production of construction materials. According to the Ministry of environmental management and ecology of the Ryazan region, the most ex-

plored reserves at present are so-called concrete raw materials which make 35% from the general stocks.

Now increasing attention is given to problems of ecology and ecological production efficiency. So in the concept of long-term development of the Russian Federation till 2020 the following directions are allocated as ones of the main: formation of ecologically competitive productions; improvement of quality of environment; preservation of habitat of the person and his health; savings of natural resources, growth of eco-power production efficiency. It should be noted that such indicator as ecological and power efficiency of economy can be the indicator of productivity of programs of modernization at any level.

In the region level of technological development of production remains at rather low level that confirms with the 12th place in a rating (in CFD — the Central Federal District) by technological efficiency and 17 on dynamics of this indicator.

From the point of view of human potential in the analysis of eco-economic efficiency of economy it is necessary to pay attention to positive dynamics of viability and living conditions in the Ryazan region. Among the CFD regions — the 5th place that speaks about effective social policy of authorities of the region. Thus on viability indicators the area takes the 7th place, and on ecological living conditions — the 5th. Thus, the integrated indicator of human potential deduces the Ryazan region on the 4th place in the CFD and on the 6th place in the Russian Federation.

There is positive dynamics of change of natural stability on the indicator of stability and integrity of ecosystems in the Ryazan region, an effective work of public authorities is also noted in this direction. The Ryazan region has rather high potential of natural stability.

In the structure of LRT (lacertus reproductive technologies) of the region the tendency to increase in a share of the organizations taken in the production sphere and a services sector is observed. The steady tendency to business development in the territory of the region and first of all small and medium business was outlined in the sphere of production and services.

The share of economically active population living in the city district slightly exceeds the share of economically active population living in rural areas that speaks about rather uniform distribution of manpower on the region territory.

In 2010 decrease in an unemployment rate in comparison with 2009 to 8.4% is observed. In region economy for the studied period shift of needs of employers, towards employees having the higher and secondary professional education, i. e. rather high qualifying level is traced.

The existing number of educational institutions allows providing the region population with necessary educational services, and employers qua-

lified personnel. The share of education in LRT of the region increased since 2008 by 0.7%.

Average per capita monetary income of the population of the Ryazan region in 2010 made 13,324.7 rubles that below an average across Russia for 5,277.9 rubles. The size of a living wage for 2010 made 5,424 rubles. Thus at 46.4% of the population of the region size of the average per capita monetary income less than 10,000 rubles.

In 2009–2010 in comparison with 2008 the increase in the nominal monetary income of the population is observed, but the real monetary income decreased. The population for the present remains inclined to savings and strong growth of consumer expenses isn't observed. Consumer expenses of the population increase a little, but their growth rates are comparable to a consumer price index that allows speaking about invariable volume of the consumed goods.

In 2010 the share of expenses of the population increased by different types of services, including housing-and-municipal. Change of structure of distribution of the income of the population influences dynamics of development of branches of a national economy. Considering the main expenses which bear enterprise structures in the course of the activity, except labour costs, it is necessary to allocate expenses connected with acquisition of main types of fuel and energy resources. From 2007 till 2010 there increased cost of all main types of fuel and energy resources. And lately for agricultural producers and the industrial enterprises this increase passed different rates, nevertheless, by 2010 there was an alignment of rates of increase in the prices.

Considering economic operating conditions of enterprise structures of the region it should be noted that during the period since 2008 growth more than for 20% of the businessmen working in transport branch and communication is observed. However, crisis processes in economy as a whole on the region led to decrease in goods turnover in 2009 for 53%. The main influence on this indicator rendered decrease in transportations on an inland water transport (decrease for 80%) with simultaneous increase in volume of transported cargoes motor transport for 23%.

In an assessment of the enterprise environment it is necessary to give a certain attention to change of the prices for means of production which involve also change in cost of the final product. So in 2010 growth rates of the prices at producers of the industrial goods of the Ryazan region made 113.9%, and as a whole across Russia of 116.7%. On agricultural production and construction the same year growth rates of the prices made 148.6% and 111.6% respectively. This dynamics remains and for a consumer price index. So on foodstuff it made 115%, and for non-foods of 104.2% that respectively above and below an average across Russia of level (foodstuff — 112.9%, non-foods — 105%).

Since 2005 the Ryazan region improved the investment appeal thanks to growth of industrial production, positive dynamics in agro-industrial sector of economy, achievements in the social sphere. However crisis of 2008 affected inflow of investments to area. The volume foreign investments into economy of the Ryazan region in 2010 increased in comparison with the 2009, but for the present didn't reach volumes of 2007−2008. The volume of fixed assets of the region increases annually approximately by 10%. Result of lack of accurate investment policy at the majority of managing subjects of the region, was the increase in wear of fixed assets to 49.4% in 2010. On wear of fixed assets the Ryazan region takes the 19th place in Russia.

Considering scientific capacity of the territory it is possible to draw conclusions on possibility of development on it of the enterprises demanding high qualification of the personnel. The Ryazan region possesses the corresponding scientific base for development of such productions.

The share of the enterprises engaged in innovative activity in 2010 made 7.0% which are carrying out technological innovations — 5.8%, and organizational and marketing innovations of 3.8%. The number of the organizations carrying out scientific researches and development in 2010 increased in comparison with 2009, but didn't reach while pre-crisis level. Thus the volume of expenses for technological innovations in 2010 not only increased, but also exceeded an indicator of 2008 for 22%. Besides it should be noted positive dynamics on increase in internal expenses at scientific researches and development.

For 2010 the enterprises of the Ryazan region use 528 types of advanced technologies. Thus in the region territory since 2000 there created 19 types. Costs of technological innovations of the enterprises of the region are not stable, meanwhile on the average since 2003 their increase is observed.

Development of business is directly connected with degree of development of production and non-productive infrastructure. Speaking about production infrastructure, it should be noted that the Ryazan region has the developed transport infrastructure. Besides, in the region the network of highways of regional value is developed. For 2010 it is possible to speak about rather high level of existing objects of social infrastructure, financial institutions and various forms of organizational off-exchange mediation. The operating number of subjects of business of financial sector of economy allows having the competitive environment in this market. Since 2009 the credit organizations began to conduct credit policy more actively, nevertheless, growth rates of crediting remain small

Thus, the Ryazan region has the average level of social and economic development. As a whole the enterprises of the region conduct the balanced financial policy, the share of the unprofitable organizations for 2010 doesn't exceed 28%. Therefore, it is possible to speak about rather comfortable

enterprise environment created on the flowing moment in the Ryazan region.

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Petrushina M. V.

SYSTEM APPROACH TO HEALTH CARE MANAGEMENT IN RUSSIA DURING THE TRANSITION PERIOD OF ECONOMY

According to many leading Russian and foreign sociologists and economists, health care crisis in Russia which has begun since the USSR period and had been lasting about twenty years led to a condition of incapacity of the medical sphere in the country. Good personal health defines wellbeing and is the major factor defining the level of social and economic development of society, the condition of national security of the country, and quality of life as a whole.

According to Vaysbord's matrix the health system is the formal system having all characteristic features of the specified model:

1) clarity of the purpose;
2) functional structure;
3) the built and accurately regulated system of the relations;
4) system of compensations;
5) hierarchical system of formal leadership;
6) auxiliary mechanisms in the form of system of budgets, managements of information, planning, control.

Important element of activity of any system is the strategy, common shared values — corporate culture, micro- and macro-environment. Thus, it is possible to apply social and economic categories of an assessment and the system analysis to the characteristic of activity of this branch.

The microhabitat with reference to health system will include its structure, communication between structurally functional divisions, the directions of development of changes of a transition period in branches.

The health system of the Russian Federation is a hierarchical structure built by a multilevel principle of the management and functioning. It is necessary to notice that in such global economy as the Russian one, that possesses extensive territory, which parts are differentiated on various climatic zones and existence of these or those natural resources, principles of the management and functioning are organized according to the similar scheme and have three levels: 1) the federal; 2) the regional; 3) the municipal.

The management of health system at the federal level is carried out by the Ministry of Health of the Russian Federation which plays the main role in planning, financing and introduction of changes in activity of complete system and has a certain monitoring system of occurring processes at other levels. At the regional level there occur the main processes, which connected with administrative decisions on places. It should be noted that in the conditions of an economy in transition the direction of reforms accurately indicates strengthening of a role of regions, reduction of degree of dependence of their financial and social policy from the centre, increase in their independence in the definition of branch development strategy in the region and search of branch financing sources, along with assignments from the federal budget.

It is necessary to consider the asymmetry of regions connected with their placement in different climatic zones, existence or lack of natural resources, the city-forming industrial enterprises and as an important factor — the capable management having authority at the population and rendered trust from federal bodies of management. Today, many regions are partially or completely subsidized whereas the amount of donor regions is far less. One of the problems of the transitional period is the reduction of regional asymmetry by the way of development an effective strategy of region development.

In the analysis of a health care condition in various subjects of the Russian Federation, considering the factors set forth above, the out-of-date material resources of medical institutions attract attention. Not everywhere modern medical technologies of diagnostics and treatment take root actively (in economic concepts it is lawfully to speak about "low speed of business development" and unfortunately high level of technological gap in this branch). If comparing it with the chronology and the characteristic of technological ways, it corresponds to the fourth level of temporary cycle in which Russia finds itself since the 1940's. One of reforms' problems during the transitional period including the Health care sphere is to overcome the

technological gap and to pass to the 5th and 6th levels of technology according to the developed countries of America and Europe.

Important social problem of health care is insufficient readiness of minds of the medical personnel to occurring changes. One of problems of management at this stage is social adaptation of mentality to occurring changes. The public does not accept the new — why does it? Probably, the part of it does not see any benefit, are afraid of new technologies' complexity, feel mistrust to policy of the authorities in the conditions of high level of corruption. How to change this thinking statics? How to force people to refuse stagnancy of belief, opposing both new and, at first sight, difficult and low-studied? How can we involve positively conceiving youth into the health care sphere, ready to bear changes in branch and to aspire to gather "speed of medical business" in Russia (I understand "business" as a complete system of functioning). How to make the management capable and effective in the conditions of changes? On what health system reforms are directed in Russia?

The macro-environment has showed that our own production develops in the lowest rates in the conditions of the branch national economy. The problems of development of own production is up-to-date in the medical branch too. But to solve it not an extensive way is necessary, by creating barriers to foreign producers entrance into the branch and by establishment of preferences to the Russian products, without improving thus neither quality of production of a medical technology, nor service level. It is necessary to develop own production, being based on the latest development stage, to conduct search of scientific thought and to involve investments into innovative technologies. The creation of the innovative centre "Skolkovo" gives solution of this problem. There would be created special economic conditions for the companies working in priority branches of modernisation of Russian economy, including the medical branch. It assumes creation of conditions for concentration of the international intellectual capital by direct and indirect investment in development of the project of the large international partner companies which also lay hopes on a similar form of economic cooperation with Russia.

Considering transitional elements to market economy in Health care, it was already mentioned that it is easier to break system of the centralized management than to exercise effective administration in the conditions of the created chaos which is the result of insufficient readiness of legislative base and crudity of strategic mechanisms, the monitoring system of many parameters of activity of branch.

There was no transition to the neoliberal economic strategy and decentralization of all branches of economy, self-control of activity of structures, as it was predicted. Besides, the "shock therapy" strategy, that is the as-

pirations of the state to enter all complex of radical measures at one time, did not conceive success. In conditions when "the appointed treatment does not help", the management passed to a number of trial measures, the so-called "pilot projects" one of which was the method of introduction of multichannel financing which received the extremely negative response of the public in connection with a randomness of cash flows, is frequent to the detriment of social needs of medical workers.

Uncontrollability of medical branch led to the corruption revelry of what they accuse the foreign manufacturing companies of the equipment and medicines having actively taken root into economic activity of health system. In actual practice of distorted market regulation there remains nothing to them but to adapt "special" operating conditions of the Russian market and to conduct game by the existing rules. There appeared whole sector of a shadow turn of the capital in medicine which found strong points at all levels of functioning of health system. Thus, it is necessary to make any complex analysis of all social and economic components that allow defining an optimum approach to the development of social technologies of influence on system functioning as a whole and its separate components for formation of administrative strategy of any system.

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Ponomareva E. V.

THE INTERNATIONAL INTEGRATION IN THE RESEARCH-AND-PRODUCTION SPHERE WITHIN GLOBAL ECONOMY

Integral part of globalization is integration process which is expressed in creation of transnational systems and various regional groups. The general tendency to globalization and integration mentions all system of the international economic relations.

Classical example of regional groups is the European union (EU) and the Commonwealth of Independent States (CIS) one of which functions

about 60 years, the second — 20. Not less, and probably more significant are distinctions in character of historical conditions of development, legal traditions, legal and political culture etc. EU went to integration gradually, by building institutes, infrastructure, the right. The Commonwealth of Independent States developed in the conditions of fast disintegration of the USSR. It is obvious that before real integration of CIS countries it is necessary to do a long way still.

The European Union, in this case, can represent itself as a positive example of economic, political etc. integration. EU experience is first of all the experience of formation and strengthening of integration communications between the states which are independent and sovereign. It is important that this experience of the interstate union is based not on coercion or owing to hostilities, but on consciousness of a community of interests and understanding of that such interests is most more effective, more economically and are quicker realized by the joint actions, coordination and association of means and forces. And, of course, it is experience of working off, check and selection by practice of forms and methods of integration, formation of necessary structures and legal institutes. In a case with the CIS complete copying or loan of ready samples of the relations and the organizations isn't admissible.

Accelerated rates of scientific and technical progress and increasing intellectualisation of major factors of production are the consequence of modern development of the world economy. Active carrying out researches and development on their basis of the latest technologies, innovations, their commercialization, an exit with them to the world markets and expansion of the international integration in the research-and-production sphere within being formed global economy became strategic model of economic growth for industrially developed countries.

An important indicator of the level of economic independence and well-being nation, its national status is its intellectual resources together with the latest technologies which also define prospects of economic growth serve. They are one of the most important factors of the countries defining competitiveness involved in process of globalization. The system of global economic relations becomes focused on creation of the technological innovations integrating innovative systems of the separate countries and regions and having perspective international sales markets.

As a whole the following group of factors has effect on the level of competitiveness of the company: capacity of the market (possible capacity), ease of access, a type of the goods, entrance barriers (necessary investments, state regulation), uniformity of the market, branch structure, extent of involvement in this branch, possibility of technological innovations. As a result it is impossible to consider competitiveness of the enterprise separately

from competitiveness of branch, the country, integration associations into which it enters.

Priority of economic policy of many countries is the achievement of high competitive levels by the enterprises. Global competitiveness of the company can mean its competitiveness at level of branch, the industry, the country. Key factors of success can be characterized to features of national models of increase of competitiveness.

Global competitiveness, undoubtedly, is the highest level among all existing competitiveness.

Considerable influence on the world market of an industrial output renders now introduction of the general international standards — there is standardization of technological processes, standard sizes of products, forms of the organization of production, and also consumer preferences of the population of a planet. Standardization facilitates the international division of labour and integration. Thus, the global structure of the modern industry in the main properties already possesses special qualities — global interests, factors and problems even more often influence lower territorial structures. This process is promoted by activity of integration associations, regional groups and multinational corporations.

According to expert estimates, now there is an origin of the sixth technological way which basis will be made by the biotechnologies which are based on basic break in the field of research of live systems and ways of change of genetic information. For example, the expert assessment of structure of production in Russia showed that the sixth technological way isn't formed yet, the share of technologies of the fifth way (in military industrial complex, production of means of space communication) makes about 10%, the fourth — over 50, the third — about 30, relic ways — nearly 10%. In the developed countries specific weight of the fifth way reaches now 30–40%.

By estimates of the World bank, the share of Russia in world knowledge-intensive export of civilian products makes 0.5%, whereas a share of the USA — 36%, Japan — 30%, Germany — 16%, China — 6%. Being guided by the provided data, it is possible to assume that the countries most developed in the all-economic relation are characterized also by higher level of innovative activity of firms. This results from the fact that in the developed countries there were conditions for formation of requirement new, technical and technological more perfect ways of production of the goods and services, first, and the resource base of innovative development, secondly is more developed. Unfortunately, experts of the World economic forum from 80 considered countries allocate for Russia the 66th place on a technological index. While, the profit received by some countries from realization of the knowledge-intensive production, is huge. For example, annually volumes of export of the knowledge-intensive production bring

the USA — about 700 billion dollars, Germany — 530, Japan — 400 billion dollars.

Experience of the European Union is connected with stimulation of innovative activity and integration processes in the sphere of high technologies, and also aimed at increase of competitiveness of the member enterprises of the union. It can be useful at formation of uniform innovative policy by the countries — participants of the CIS.

Priority activities of the European Union are: scientific-technical, innovative and educational activity. In lately politician of the European Union moved from formation of regional infrastructure before activation of innovative activity. Special transnational character gets innovative cooperation of regions of the new countries entering into the European Union, and also the states expressed the desire there to get.

Development of this direction involves creation of uniform scientific and innovative all-European space, growth of expenses on research and development, strengthening of regional level of innovative policy, expansion of horizontal and vertical coordination of innovative policy.

At the countries — members of Commonwealth, at realization of innovative policy, a little simplified and unilateral view of the maintenance of national innovative system is observed. In difference from EU the main thing considered high rate of creation, development and development of new technologies, and also prevalence of the innovative enterprises. While the example of EU countries, the USA, etc. clearly to us speaks to Japan about need of creation of an advanced scientific-technical complex and industrial base corresponding to it.

Results of the analysis of foreign experience of innovative and technological development of economy, and also the analysis of global factors of economic growth allow assuming possible options of innovative development of the countries — participants of the CIS. Technological development and technological infrastructure should become the most important sources of competitiveness in interstate division of labour of the states of Commonwealth.

The countries most developed in the all-economic relation are characterized by higher level of innovative activity of firms. This results from the fact that in the developed countries there were conditions for formation of requirement new, technical and technological more perfect ways of production of the goods and services, first, and the resource base of innovative development, secondly is more developed.

Existing groups of factors, namely: economic (technological), political (legal), social and psychological (cultural) and organizational and administrative — can, both to promote, and to interfere with innovative activity. The reserve of financial and material means, progressive technologies,

existence of economic and scientific and technical infrastructure, the legislative measures encouraging innovative activity, moral encouragement of participants of the innovative project, release of creative activity, democratic management style, decentralization, prevalence of horizontal flows of information, etc. — is the factors promoting innovative activity. The analysis of innovative activity of the market provides guidance on firm positions in the market and essentially changes at various stages of development of business activity.

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Ponomareva T. G.

FUNCTIONING OF ECONOMIC ASSOCIATIONS DURING THE POST-CRISIS PERIOD

Process of state economic association formation is a difficult and ambiguous procedure. Usually it passes a lot of time from the idea of state association creation till its realisation. It has enough explanations. We can name here economic factors which push the states to association for the purpose of maximising profit in connection with development of trade relations. Here are also military interests of the states which force the states will unite for opposition to the opponent and to create the corresponding

associations. Here is also development of the transport connection between the states. Here is migratory moving of representatives of the various states. Here is process of production which does not hold anymore in the borders of a separate state. Formation of the Customs union, carrying out the general policy in the industry, agriculture, transport, the social sphere were declared as instruments of achievement of this purpose, so was formation of supranational institutional structure.

In a word, process of association of the states occurs at different levels, and on different conditions, but it does not prevent the states to develop individual strategy at association and, at the same time, to make use of experience of already successfully existing associations. For the solution of questions of association, the states create various institutional structures of the associations whose functioning depends on the way of development chosen by them. For realisation of the EU policy, for example, it has the branched-out institutional structure whose elements are formed in two ways: one institutes consist of the persons acting as official representatives of member states; others — from the persons offered by the national governments, but operating on behalf of all Community. Now principal organs of management of EU are: Council of Europe, EU Council, European commission, European parliament and the Court. There are also subsidiary and advisory bodies: Economic and social committee, Committee of regions and Audit Chamber (or Chamber of auditors).

Interaction of the participating countries of the Commonwealth of Independent States (CIS) is carried out through the following coordinating bodies: Council of heads of governments (supreme body), Council of ministers of foreign affairs of the CIS, Economic council of the CIS, Economic Court, Executive committee CIS and Inter-parliamentary Assembly of the states.

One more feature is the order of the accession to the economic union. For the accession to the European Union the candidate country should correspond to the Copenhagen criteria accepted in June, 1993 at meeting of the Council of Europe in Copenhagen and approved in December, 1995 at meeting of the Council of Europe in Madrid. Criteria demand, that in the state democratic principles, principles of freedom and respect of human rights, and also a principle of the constitutional state were observed. Also at the country there should be a competitive market economy, and the general rules and EU standards, including commitment to the purposes of the political, economic and currency union should admit.

For the introduction in the CIS the potential member should divide the purposes and principles of the CIS, having taken up the obligations containing in the Charter of the CIS, and also to receive consent of all member states. Besides, the Charter provides categories of the associated

members (it the states participating in separate kinds of activity of the organization, on the conditions defined by the agreement on associated membership) and observers (it the states, whose representatives can be present at meetings of bodies of Commonwealth according to the decision of Council of heads of states).

The final feature is the degree of being innovative of the economic unions. The innovative policy of the European Union is carried out on the basis of four-year programs of scientific researches. At the moment time the seventh program calculated on 2007—2013 with volume of financing more than 75 billion euro, allocated of the uniform budget of the union operates. This program is realization of the priority direction in the sphere of innovations and new technologies of the Lisbon strategy accepted in 2000. The main directions of the above-stated program are presented in tab. 1.

Table 1

The main directions of the seventh framework programme of EU on research and development assistance

Main directions (special programs)	Action
Cooperation	Joint research projects in power, ITT, ecology, construction, medicine, the industry, etc.
Idea	European Research Area creation, functioning of the General research centre
People	Professional development
Possibility	Intensification of research and innovative work

The accelerated development of NTP in EU countries will be interfaced to growth both state, and private expenses (expenses of firms and funds) on research and development. Their cumulative indicator will grow from 2% of gross domestic product in 2002 to 3% of gross domestic product in 2020. To reach such level of expenses, it is necessary to put in a science not less than 100 billion euro a year. With a view of support of small and medium business it is supposed to lower bureaucratic loading and to organize systems of information support of businessmen.

Innovative development of the states of participants of the CIS, the difficult situation in financial and monetary and credit spheres constrains. It is connected with structural disproportions in economy, low level of monetization, deficiency of means of payment, a lack of own capital, both the enterprises, and banks, high rates of refinancing and the credit, an imbalance between rates of attraction of credit resources and their placements. For building of economic potential and ensuring protection of national interests,

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the CIS gradually leaves on an innovative way of development in spite of the fact that some inertness is observed, time factor is a little considered, there is low a level of strategic planning, there is no aspiration to allocate funds on introduction of innovations. As a whole across the CIS costs of innovations make only 4.9% of total amount of expenses for production. The share of expenses for scientific researches and development averages 0.4–0.5% of gross domestic product.

World financial crisis of 2008 strongly affected economy of CIS countries, having revealed its vulnerability to differences of an external price environment, weakness of domestic markets, an orientation on inflow of foreign investments. But it allowed to understand what most effectively to resist to negative consequences of crisis it is possible only by common efforts of the states — participants of the union. As the result of this understanding the Strategy of economic development of the CIS till 2020 was accepted on November 14, 2008. This strategy is provided to realise in three stages.

At the meeting of Council of heads of CIS governments which has taken place on May 22, 2009 in Astana, the plan of realization of the first stage (2009–2011) of strategy was approved.

So, by means of the comparative analysis we offered such features of the unions as: choice of a trajectory of the development which is guided by theories of federation or confederation; the degree of being above the state; institutional structure, conditions of the accession to the union and the degree of being innovative. Most disputable of them is the degree of being above the state, as the central bodies approve for themselves exclusive rights in many spheres of economic life, overshadowing the participating countries. Under the authority of the last there is a regulation of small business, agriculture, development of natural resources for domestic market, etc. There are, however, certain variations in differentiation of areas of jurisdiction, but as a whole they are unimportant. In EU while similar centralization isn't present, but further to us such prospect sees. The CIS is not an institution that is above the state, which seems to be the most democratic approach, but also less steady, than the European Union. In the contemporary history of the CIS countries there were more than one conflict, and there were even open military collisions, both state, and interstate.

Rather recently there was absolutely new element of world politics — BRIC. Within this association there is a trade to the various countries BRIC. Emergence BRIC — is unusual. This term at first appeared in the theory and for the first time "Goldman Sachs" in November, 2001 in an analytical note of bank was offered by Jim O'Neil, the analyst. The abbreviation was meant as four quickly developing countries: Brazil, Russia, India and China (Brazil, Russia, India, and China). According to the opinion of "Goldman Sachs", by 2050 totally economy of these four countries on the size will

exceed the total size of economy of the richest countries of the world (The big seven). It is obviously possible owing to that, economy of the countries BRICK showed high degree of stability in present global financial and economic crisis. In the first quarter of 2010 the growth of gross domestic product has made in Brazil 11.4%, in China — 11.9%, in Russia — 4.8%, in India — 8.6%, whereas in Euro zone — 0.8%. Due to the accession of the Republic of South Africa to BRIC, BRIC members are characterised as most quickly developing large countries. The advantageous position to these countries provides existence in them a large number of important resources for world economy: Brazil — is rich with agricultural production, Russia — the world's largest exporter of mineral resources, India — cheap intellectual resources, China — the owner of a cheap manpower. These are the main resources on which economy of these countries leans. High population of the countries causes low cost of work in them and, respectively high rates of economic growth. Finally, it is predicted that in the future economic growth will allow them to transform to political influence that will lead to formation of new economic elite the considerable sizes of economy of these countries and will reduce influence of "gold billion. 26% of the Earth territory is the share of the BRIC countries, 42% of the population of a planet (2.83 billion people) and 14.6% of world gross domestic product.

Brazil, Russia, India and China make about 40% of wheat (over 260 million tons), 50% of pork (more than 50 million tons), more than 30% of fowl (over 30 million tons), 30% of beef (about 20 million tons) from a universal indicator. In the countries BRIC 32% (0.5 billion hectare) universal arable lands are concentrated. Also the four possesses the considerable integration potential which realization will allow influencing global processes more effectively. On February 18, 2011, according to the statement of the Indian Minister of Finance from now on the group began to carry the name of BRICS.

The international economic integration represents process of economic and political interstate association of the countries on the basis of development of steady interrelations and division of labour between national farms. The variety of views and treatments of integration process, its separate categories, elements and interrelations unite in a number of theoretical concepts (schools): classical theory, early and late neoliberalism, korporatsionalism, structuralism, Neo-Keynesian economic school, functionalism and the others.

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INTERCULTURAL COMMUNICATION UNDER
THE CONDITIONS OF MODERN GLOBALIZATION

In the period of informational revolution it is more obvious that the existing modern cultures are interconnected and exist in the condition of continuous exchange among them. This process has objective character and practically all people at present are involved in it on our planet. Amplifying interaction of cultures becomes closer in the conditions of globalisation.

The process of globalization itself is not something unique. Separate cultures and civilisations built cultural and economic relations successfully despite the distances dividing them since the most ancient times. This allowed the cultures which were at the higher step of development to influence the less developed successfully. So A. J. Toynbee in his book "The civilization before history court" allocates Syrian, Greek-Roman, Sumer and modern Western European cultural "expansion" [1, p. 100].

In the work of I. V. Pantin and V. V. Lapkina "Philosophy of historical forecasting: rhythms of history and prospect of world development in the first half of the XXI century" it is allocated interesting a tendency of change, the so-called leader — the East and the West.

So, in Antiquity it is the West as the Hellenistic culture of Ancient Greece and Rome, in the Middle Ages the East dominates, giving rise on the card to such states as the Arab caliphate, Byzantium and Mongolia, and since New Time and to this day it is the West as Great Britain at first, then Western Europe as a whole, and at present the USA. However modern rates of development let know that there is nothing eternal, and now approaches essential reorganisation of all types of the existing relations. So the political and economic centres will be replaced, and a place of old elite will occupy new, most likely from South East Asia: Japan, South Korea, and China [2, p. 248−270].

However modern globalisation obviously differs from those cultural expansion that were earlier on the following:

- it has system character as it covers all aspects of the life of modern society;
- it is carried out with application of the latest technological development on the basis of ICT;
- it covers all inhabited part of the Earth and for the first time it has a world scale.

The most difficult question, socio-cultural globalisation as it covers all sphere of culture that leads to the conflict of cultures and civilisations, and also to very serious changes in culture which carry both negative and positive character for today is.

It is possible to carry the following to negative consequences:

- unification of cultures and destruction of cultural identity;
- loss of values and the customs dominating before arrival of the western culture;
- as the answer to domination of "Westernism" nationalist and extremist appeals rise (the example of Iran is most indicative, after all there the shah tried to make the secular state on the western sample, and it led to growth of national indignation, and, in certainly result, to the Islamic revolution of 1979 which has turned Iran into the theocratic state);

It is possible to carry to positive lines:

- acceleration of the general socio-cultural dynamics as a whole;
- increase in information stream, in view of unification of news and language;
- overcoming of barriers and obstacles which let›s to some cultures join the world community, helping to form, thus, uniform space of the people where all range of their cultural wealth is presented.

In a modern science there are some significant concepts which try is developed to explain processes passing now and to try to give a forecast for the near future. Most interesting of them are "glocalisation" and "mackdonaldisation" concepts.

According to the concept of "glocalisation" of R. Robertson, processes of globalization it is impossible to represent only as distribution of the capitalist relations and cultural homogenization of world space. As in the past, and today globalization occurs along with "glocalisation", that is the adaptation of the borrowed cultural elements to various local conditions on the basis of local tradition [3, p. 532]. Therefore, unification and homogenization of cultures in one aspects (economy, material culture and a life) are accompanied by localization, growth of cultural diversity, the Renaissance of former cultural forms — in others (religion, art, spiritual

life etc.). In a "glocalisation" we find the expression of a tendency of resistance of local cultures to processes of unification and aspiration to keep the identity in the conditions of constant pressure of the West European civilization as the leader of globalization.

So, the Village of Huntington within the theory "collisions of civilisations" treats this process as "indigenisation" — weakening of the western influence and revival of local original cultures. On the example of "Asian Tigers" it shows that those, having taken as a basis the true cultures (without taking into account short Western hobby of Japanese) achieved considerable successes, both on economic, and on an arena of politics. All this together with decline of power of the West reduces appeal of the western ideals and a way of life, and, therefore, in the future there will be no the uniform culture based on the western model of development, and resistance of cultures to unification tendencies that will pour out in collision of civilizations [4] will amplify.

The concept of "mackdonaldisation" was developed by the American sociologist J. Rittser which, in essence, is modern development of the theory of rationality of M. Weber [5, p. 497—506]. According to this theory, principles of fast restaurant service take root into all spheres of life of society. Globalization unifies all unique cultures in one uniform (mass) on the basis of the simplified schemes of rationality and structurally functional models. J. Rittser calls four main principles which lie in the basis of this scheme:

- economic efficiency;
- process and the result of calculatinability;
- predictability of consequences of certain actions;
- advanced technological control.

But in this primitive model of J. Rittser allocates also the features. It is offered to backward societies, and also mass of people which are far from that qualification which is dictated by modern technological development. That approaches under the simplified schemes of rationality is exposed to unification, the mass culture which now is a universal remedy of destruction of traditional national identity is such, and that remains, accumulates on the theory of the Village of Huntington and leads to the intercultural conflict [6, p. 342].

In our opinion, both these concepts organically supplement each other and have modern development. It is worth to remember and about the most important factor without which modern globalization — Information and communicative technologies wouldn't be possible, and it is concrete — the Internet.

Thanks to the Internet intercultural communication accepts absolutely new forms and types, erasing borders between the states and

cultures. Generation of the Web 2.0 — social networks could make that any of last information revolutions could not make — to unite people at huge distances and to give the chance to feel and participate in events of planetary scale.

So, having registered in the Twitter network, it is possible to read Arnold Schwarzenegger's microblog which is the governor of California or known American sports journalist Bill Simmons. Thus there is a possibility to answer it, and there is a probability if thoughts are interesting to the interlocutor, to receive on them the answer.

Being the participant of Facebook, it is possible to communicate with representatives of other states and cultures absolutely freely, forgetting about borders and cultural differences. The main thing is to know the universal language of modern mass culture — English.

Thus, it is possible to draw a conclusion that modern globalization is unique process which became possible thanks to rapid development of ICT. In its basis unifying processes of general standardization lie, but cultural identity did not leave anywhere, she hid and waits for the correct moment to become a voice of conscience and to return to its bosom those who was disappointed in the modern one-dimensional culture and thirsts to return to the roots.

Thus, the role of intercultural communication cannot be overestimated. It is as the major element in modern dialogue of cultures and its main tool which helps to find common language of different cultures.

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GERMAN ECONOMY UNDER THE CONDITIONS
OF POST-INDUSTRIAL SOCIETY

Economic development of the leading industrialised countries is founded on knowledge and directly depends on the intellectual capital of corporation, organisation and individual. Intellectual capital defines efficiency and competitiveness of economic subjects of various levels.

According to prominent expert L. Edvinson, in the largest corporations of the world market cost of the intellectual capital (intangible assets) exceeds balance cost of material assets more than four times [1].

According to the World Bank, in 192 countries on a share of the human capital 64% of the general wealth, for a share of the physical capital — 16%, are the share of a share of the natural capital — 20% on the average. In Russia this proportion makes, respectively, 14, 14 and 72%. In Germany, Japan, Sweden specific weight of the human capital reaches 80% of national wealth [2].

Today, thanks to transition from management of material assets to management of the intangible assets, many companies receive is disproportionate high in relation to capital volumes, work and raw materials expenses excess profit (rent, income). Transformation of intangible assets to the non-material (intellectual) capital means of capitalisation by stock market of cost of excess profits [3, p. 31] became its source in conditions of new economy.

"The new economy" represents economy of the present stage of post-industrial society which is characterised, first of all, as the information and technological stage of development caused by global distribution of information technologies. In these conditions "the new economy" is characterised by the following basic characteristics:

– knowledge and their owners becomes the main productive force that means high-quality changes in structure of factors of production;
– there are high-quality and structural changes of a social production — the share of the knowledge-intensive branches of the industry increases, there is an advancing growth of a services sector in comparison with the production sphere;
– introduction and use of new scientific knowledge stimulates new scientific researches and development; on the sizes information resource (information as the stock of knowledge saved up to a certain moment) respectively grows;
– in turn, the growing sizes of information and knowledge with which are necessary for seizing in the course of training, demand emergence,

development and continuous improvement of modern information and communication technologies;

– speed and scales of dissemination of knowledge increase repeatedly at the expense of use of modern information and communication technologies (knowledge and information extended always, but modern ways of their distribution led to information of all parties of public life, and not just the production sphere).

At the first stages of post-industrial society it was a question of science introduction in production, now results of scientific development are applicable in all spheres — there is a dissemination of knowledge and information "in depth" and "in breadth" — information technologies and results of their use extend in all countries irrespective of level of social and economic development and social way.

The social orientation of use of scientific researches and development is characteristic in much bigger degree for the present stage of "new economy" of post-industrial society in comparison with the previous periods.

Improve and change qualitatively not only working conditions, but quality of life; standards of education and health care of the developed countries extend worldwide.

Problems of formation of "new economy" have special urgency for the countries with the advanced industry, in particular, for Germany.

Germany is one of leading industrialized countries, takes the third place in the world on production of gross domestic product (conceding from the developed countries of the USA and Japan); it acts as the locomotive of development of the European Union in the post-crisis period.

The economy of Germany takes leading positions in the EU which are provided at the expense of primary growth of leading branches of manufacturing industry: automotive industry, general mechanical engineering, electrical equipment, chemistry. At the same time the economy of Germany everything is more distinctly transformed to post-industrial new economy to what growth of the following quantitative indices:

- share of branches of ICT in volume of made production;
- the added cost made in branches of ICT;
- share of production made with use of information technologies;
- size of expenses on basic researches and research and development;
- number of users by separate types of ICT;
- IKT distribution in economy and house farms etc. [4, p. 87].

Specialization of branches of German economy is diverse, as the country is traditionally one of the world's largest producers of metal, cement, cars, vehicles, machines, electronics, optics, food and drinks, production of the ship-building, chemical, textile industry.

The most important industrial branches focused on export, are machinery, machine-building, chemical, food, electrotechnical.

In modern German economy also the sector of modern information and communication technologies (ICT) — material resources of new German economy actively develops.

According to classification of the Organization of Economic Co-operation and Development (OECD), sector of ICT it is considered as a cluster of the knowledge-intensive branches of manufacturing industry and a services sector which provide receiving and information distribution by electronic ways.

The index of technological readiness shows ability of economy to perception of new technologies. At its measurement consider ICT use, regulatory base concerning ICT, and also applicability of the latest technologies to business. In 2008 the index of technological readiness in Germany made 5.22, in France — 5.16, in Japan — 5.11 [5, p. 62].

The share of branches of ICT in gross domestic product of Germany makes today 4.3% (for comparison — value of this indicator in the USA equally 5.2%, in Finland — 4.1%) [4]. The new economy which basis is made by high-technology industries of sector of ICT and the science sphere, in much bigger degree in comparison with the traditional depends on investments.

Financing of scientific researches in sector of ICT and branches adjacent to it on two thirds is carried out by private investors. Thus the role of the state consists in creation of the effective mechanism of the state-private partnership providing interest of private investors in innovative development of economy.

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ROLE, ESSENCE AND PURPOSE OF LOGISTICS
IN BUSINESS MANAGEMENT

In modern conditions of economy development it is necessary for managers of the highest level to introduce new and effective instruments of company management. One of such tools is application of methods and ways of logistic management.

The concept "logistics" came from Ancient Greece where it meant "thinking, calculation, expediency". From Greek this term passed to Latin where it was understood as "food distribution". In Byzantium logistics considered as the way of the organization and management of army supply.

The founder of logistics in its modern understanding is the French scientist A. Jomini (the beginning of the XIX century) who treated logistics as a science about management of transportations, planning and supply of armies.

At the beginning of the XX century logistics was recognised as a science. In the course of the formation logistics as an art of integrated management by material and information streams overcame four stages of development, but this process did not stop, it continues to develop and now, constantly improving its methods.

The first stage of development of logistics was at the end of the 1960's, when a circle of problems connected with ensuring of process of production by material resources was allocated from the concept of marketing. The reason of isolation of these problems can be explained by the increase in firms of charges of stocks and production transportation. Therefore firms start to carry out researches in the field of material's advance in channels of distribution, reduction of charges of stocks and production transportation. On the basis of received results according to the solution of these problems the new science in economic — logistics was created. It starts to develop in parallel in two countries of Japan and the USA [1; 4].

In the USA this period received the name of "physical distribution".

The second stage is the share of the second half of the 1970–1980's, a major factor of a demand of logistics was the energy crisis in the Western and North America, and as expansion of Japan in the trade and production sphere. During this period transition to a problem of stockpile management of all recycling cycle, and also difference of logistic management from management of physical distribution of production and "rohrematics" (through management of streams of materials and information) [5] was designated.

The third stage of development of a science falls on the 1990's when the concept of movement of resources and production "precisely in time'

with wide use of information systems and production optimization became defining.

The fourth present stage of development of logistics coincided from the beginning of the XXI century, it is necessary to call it the globalization period as it is the main tendency of development of all economy, and also acts as incentive for development of all innovative processes. For this stage complication of the market relations and toughening of the competition [1] is characteristic.

Table 1

Debatable questions of definition of concept of "logistics"

Author	Definition
"Council on logistics management", USA	The logistics — is a process of planning, the organization and control over a moving of material streams, their warehousing and storage; granting the relevant information on all stages of their advance from a place of departure and to the destination for the purpose of ensuring qualitative satisfaction of inquiries of clientele [4]
Specialists of the Institute of Logistics and Transport organization of Great Britain	Logistics —is a time-dependent location of resources, or strategic management of all chain of deliveries [2]
Pierre Kazaban	"Logistics is a set of methods of effective management of commodity streams. With providing the smallest expenses and high level of an organisation and implementation of processes of supply, management of the commodity market, production and sale, including also the after-sale customer service [4]
D. J. Bowersox, J. Kloss	Logistics — is an integrated management of material and cash flows which should provide greatest possible needs and needs of consumers with the minimum joint costs, covering all stages of economic activity from development of sources of raw materials and materials before delivery of final goods and services [ibidem]
D. Waters	The logistics — is functions responsible for the material stream going from suppliers to the organization, passing through operations in the organization, and then leaving to consumers [2]
M. N. Grigoriev, A. P. Dolgov, S. A. Uvarov	Logistics is the theory and practical activities on planning, the organization, functional management and control of processes of movement of set of material, financial, labour, legal and information streams in system of market economy [1]

Process of advance of production causes different types of activity of establishments, firms and enterprises. Therefore treatments of concept of logistics a set, they are brought in tab. 1.

About two decades ago, the concept of the integrated logistics was created. Modern theoretical approaches, as a rule, are based on the integrated processes and integration methods. Now in the western enterprises logistic methods and the forms of government which were used in such fields of activity of the enterprise as transportation, stockpile management, purchases and orders, warehousing was integrated on the general base to information computer platform thereby having formed a strategic innovative control system.

In foreign countries logistics developed gradually at the same time with the development of market economy, while in Russia it would be rather difficult and labour-intensive process as owing to the developed circumstances it will be necessary for us to adopt and use already turned out development of the foreign companies, correcting and adapting them for specific Russian conditions.

Now the logistics is widely used around the world; and many economists consider that without the solution of logistic tasks it is difficult to win competitive fight. Using its methods in the organization and management of a production activity one can increase the current assets and reduce costs of production. Besides, application of logistic approaches in business management promotes successful development of the internal environment and allows functioning effectively in a foreign market.

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ECONOMIC AND POLITICAL SITUATION
IN CONTEMPORARY WORLD: POSSIBLE CHANGES

I will be entering topic and in a brief form I will try to exhibit here a series of ideas. I will begin for the emergent social movements that have arisen in different countries, almost of simultaneous form. Some say that they are directed by West, others that for the East, others that for those of above and others that for the lower ones. All of them are rather interesting. But no one can be agreed with. In fact these movements arose from simple people's feeling infuriated. From 2011 we have seen as students, workpeople, idle, and the people of the different social layers have gone out to the streets to protest and to express their indignation for the situation of economic violence and the absence of rights and of real democracy that suffer. The crisis not only has not stopped, but it has been accentuated in the different countries and where it has not come, it will be a question of time that they begin suffering this crisis. The financial system and the IMF need the resources of the planet to encompass its profit. Let us remember how in the 80's and 90's the IMF stopped in the limits of the poverty to a large number of Latin-American countries. These only managed to recover from the blow thanks to the denial to pay the debt. The IMF began then looking at the European territory, which the USA was passing of pleasant form, since to debilitate Europe for them is one of the targets to manage.

Inside this framing, we see as the USA achievement with the help of Europe terminated with the wealth of one of few countries of the north of Africa, Libya, where the standard of living was of the highest, where there was no poverty and where the people had the education and the health insured at a very acceptable level. It is true that it was governed by an eccentric Dictator and its mafia family, but this is not an excuse to steal the oil-bearing wealth from this people. Everything began for the students' protests in the streets of Tripoli, followed by a manipulation across the mass media and the military power of Europe and the USA.

Now we have a similar situation with Syria also governed by a Dictator and its mafia family. It is clear that there is no quantity of petroleum that existed in Libya, but if it is true that this country is an inconvenience at the time of being able to attack Iran. So of course this Dictator has few days. The target of all forms is the petroleum of Iran. The USA needs the wealth of Iran to be able to maintain its control on the world. As to Israel it worries him very much that Iran could manage to have a nuclear bomb. The attack to Iran is a time question. This comes along with the interest of the USA to steal the petroleum of Iran. Finally the Iranian people has not left any more

remedy to suffer the intransigence of its fanatical leaders or to suffer the colonisation and theft of the USA and Europe.

But here we come to a point that is very important for me. If the nuclear danger is a reality as we observe, if we live in a world where a reality is the nuclear attack, what for then the countries arm themselves? What for they keep on investing in nuclear armament? With what economical costs they do this? It would be much more reasonable and it would be human to work for the world nuclear disarmament, re-investing this expense in social benefits for the people. The same happens with the Industrial Military Complex, if it reinvests itself in social questions and not in armament. Would there be poverty?

Of course if we were asking the people in the whole planet, we would meet the surprise of which the people would push the nuclear armament back.

The people do not want weapon in the world, the people do not want wars in the world and the people do not want that they keep on dying for interests of individuals, neither economic, nor religious, nor political. This world is not the one that people want. And as the leaders as dogs of prey of the oligarchs, and the mass media like channel of the lie makes it come in the heart of people, this horror through that we live at present will not disappear.

In other regions of the planet we have observed also a lot of interesting things. Here in Russia we saw as they were manipulated and the elections were forged, almost in an act without precedents. In fact what we saw is like the mafia like which it already existed in the Soviet epoch and which took possession of the country in the 90's, and which stopped occupying all the power structures to the beginning of the XXI century; we saw this mafia structure linked to the international financial system, it did not allow by any means to be able to take it down of the power. The result of this Coup d'état of the mafia took to the streets of the whole country thousands of indignant persons. This alone is the beginning and we already will see that it will happen when the economic crisis comes to all the corners of Russia.

The world suffers the dictatorship of the world financial system and any absurd or incoherent thing is already valid. Not long ago in Belorussia we heard the Dictator saying publicly that he was a better being "Dictator to be gay". The intolerance, the discrimination and the repression will be the necessary elements to be used to be able to try to stop the people.

It seemed also that in many cases although it is not evident, it is acting in the decisions to be able the Catholic Church, these Christian fanatics are creating a serious problem also in the world, first in its war for imposing worldwide its religion over the others, second for imposing its scenery as model of life and third for the development of the science to prevent for the benefit of the human being, imposing the natural state of the things instead

of allowing the intentional state and terminating the natural thing for how intentional the engine of the human being is.

Finally and to the end.

What will happen in the world before the immortality comes, that is to say that the human being does not die physically and it is possible to develop without physical limits?

What will happen in the world before the robotics replace the human being in the physical work? Allowing devoting itself to this one to what it allows him degenerate intellectually.

What will happen in the world before the human being begins the conquest of planets and galaxies?

What will happen in the world before the genetic development creates new human species?

It will happen that the economic crisis will end the globalisation.

It will happen that we will live through an economic collapse that will have no precedents.

It will happen that these emergent social movements that act lonely in the world at present will globalise and will join.

It will happen that most of the human beings of the planet will join its voices as only one to demand the change of course of the events.

It will happen that we will see that one to pass of the events like a New universal Human Nation will be capable of giving a world answer that it has not been in the history, and that that will liberate the human being, of the poverty, of the wars, of the slavery, and of the violence in all its forms.

It will happen that the human being for the first time in the history on the global scale was pushing the violence back in all its forms, making way for a new being, who will not use the violence to impose its scenery and who will be able to live freely in this planet where even the borders will not exist.

Chang Wanli

CONTEMPORARY CHINESE-RUSSIAN RELATIONSHIPS

After the breakup of the Soviet Union, China and Russia (as a "friendly country" since1992) by 1994 announced the establishment of "constructive partnership", establishing "strategic cooperative partnership" to 1996, signing of the People's Republic of China and the Russian Federation Treaty of good neighborly friendship and cooperation, even several steps on the relationship between the two countries until 2001. Russia has recovered from the wounds of history and in 2008 completely solved the border issue left over by history, laying a foundation for further development of the strategic

cooperative partnership. After 20 years of development, Chinese-Russian relations have reached unprecedented levels. Chinese Premier Wen Jiabao in Moscow on November 24, 2010 the Fifth Chinese-Russian economic forum opening ceremony speech said: it is the best period in the history of Chinese-Russian relations at a higher level.

1. Characteristics of Chinese-Russian relations under modern conditions

1.1. Political relations between China and Russia — in "hot"

Most convex part of the Chinese-Russian relations is undoubtedly on the political front, including trends of Chinese-Russian relations. The world observed the Chinese-Russian relations in the "hot". Indeed, in the international political arena, the common language is very much in use in China and Russia. Over in Iraq, Kosovo and other problems the countries showed consistency whatever the height was in the present and even the future, in the face of complicated and changeable international situation, China and Russia are close together. Russia has shown very strong coherence on the statement on International Affairs. There has been the establishment of high-level visits between China and Russia and the upper base in meeting mechanism, as well as other meeting consultation mechanisms at all levels, effectively promoted the development of bilateral relations. Chinese-Russian cooperation happened in many fields, such as showing a trend of institutionalisation.

The history of relations between the different current Chinese-Russian relations is not a target, or a heavy historical burden; both realistic and mutually beneficial to consider, there are long-term to create lasting peace. Work together to create a new kind of rational relations of the two countries, there is reason to believe that, the development of this relationship will be long...

1.2. Development of Chinese-Russian economic relations — "faster"

China and Russia are the largest neighbours, their economies are highly complementary, and cooperation has great potential. In recent years, with steadily and the strategic partnership between the two countries for sustained economic growth, rapid and steady development of bilateral economic and trade cooperation, expanding trade, energy, technology, telecommunications, financial, transport and other areas of cooperation carried out comprehensive and in-depth, and achieved a great success. Bilateral trade between China and Russia increased strongly, from 1999 to 2008; the trade between the two countries had the average growth rate of close to 30%. 10 months before the 2010 year, bilateral trade reached US $ 45.1 billion, an increase of 43.4%. Russia returned to China's top trading partner, China into Russia's second-largest trading partner. In the rapid economic development in recent years is the biggest feature of the relationship between China and Russia.

1.3. Official cultural exchanges between China and Russia — "many"

Indivisibility of political, economic and cultural relations, cultural exchanges in promoting State relations and enhance the role of the people's feelings, or even more than any other way. Cultural exchanges between China and Russia in ancient times. Since the beginning of 21ˢᵗ century, official cultural exchanges between China and Russia continue to strengthen, at the initiative of the leaders of the two countries, the two were held in 2006 and 2007 "national". In order to consolidate the results achieved during "national years", there was held in 2009 "Russian year" in China and in 2010 "Chinese year" in Russia. China and Russia this year "the year" activities since the start, included in the important activities of more than 200 items. Through tourism, to a country's history and culture, customs, national spirit and national contacts for all aspects of the development level, helps in the broader, higher and further enhanced mutual understanding between the peoples of the two countries.

2. Main problems of the current Chinese-Russian relations

2.1. Differences between foreign policy and objectives

China and Russia are important in today's world, with their own national interests and strategic needs, foreign policy and objectives, there is also a big difference.

Russia has always considered himself as European countries, has never given up into the Western community of ideas, want to be equal members of the Club of developed countries. July 12, 2010, President Medvedev made an important speech, announcing to the West as a priority foreign policy. He said the EU and the United States is Russia's main partner. China, Japan and India and other Asia-Pacific countries ranked in 'second-tier".

China always adhere to the 'independent foreign policy of peace', was highlighted in China based on judgment and understanding of the development of the international situation to foreign policy of national interest as a starting point, is not dependent on other powers or alliances with other countries. As China's full integration into the system of the world, China's international role and positioning has also changed.

Therefore, China and Russia 'strategic cooperative partnership' is rooted and established in the national interests of the two countries, but foreign policy objectives have significant differences between the two countries. This is bound to be on the long-term and stable development of relations between the two countries which has a certain effect.

2.2. Asymmetric Chinese-Russian economic relations, restricting the development of Sino-Russian relations

Compared with the mature political relationship, long-term economic relations between the two countries in a State of asymmetric, this and other powers are reverse-shape development of bilateral relations. Among

them, the poor progress in energy cooperation is an important reason. In addition, bilateral trade order and how to change civil trade issues, trade structure adjustment of the two countries, plus Russia high barriers to trade and investment, limited the amount of mutual direct investments between China and Russia. Political hot-cold relationship consequences of very obvious, that annual trade volume between the two countries accounted for only small percentage of China's annual trade, and Sino-US and Chinese-Russian trade; while Chinese-EU trade is significantly low if compared with the named above. Therefore, it is lagging behind in economic relations and has become a stumbling block to the development of Chinese-Russian relations.

2.3. Cultural exchanges between China and Russia is lagging behind in impeding Sino-Russian relations to improve its quality

50 years of the Chinese-Soviet honeymoon period, a number of Soviet culture and country is rich in emotion and deep understanding of leading cadres and intellectuals, they are 90 Community Foundation for healthy development of Chinese-Russian relations.

However as the time passed, renewal of the social elite of the two countries, as well as the drastic changes in the values of the people of the two countries, Sino-Russian relations in the past have survival and development of cultural resources will be exhausted. This used to exist in the minds of the people of the two countries in the "complex of the Soviet Union" or "China complex", after more than half a century, both in China and in the Russia of these complex and fewer people. For instance right now China, and 50's of last century and spectacular "live to learn Russian" spectacular scene is in sharp contrast, is now "full English", no doubt to some extent weaken the objective basis for the further development of Sino-Russian relations. Performance on a number of Chinese to study in foreign countries, in the two thousand ten-elevenths school year, United States Chinese students to 157,558 persons, United Kingdom Chinese students to more than 60,000 people. There are only 10,000 Chinese students studying in Russia. The differences have many reasons, but the vast majority of Chinese students began to learn English from primary or secondary schools, it is easier to overcome language barriers to study in English-speaking countries which have great relationship with China.

In the age of information, mutual understanding between the Chinese and Russian peoples is in a "weakening" situation, but to the Western understanding of the "enhanced", that is, knowledge of people in Europe and Russia is few, less understanding of China's people. This can be illustrated by many examples, and only in terms of the Internet, is of the most and the most comprehensive coverage of Europe and the English website. Both the latter website and the Russian Web site, in fact, are unable to compete with.

In the information age, people in China and Russia are less easily through the most efficient means of multimedia communication. This is, to a large extent, affects the mutual understanding between the peoples of China and Russia. Folk cultural exchange has lagged behind, will certainly lead to in-depth exchanges of some Russian political and economic resistance and impact.

3. Prospect of the development of Chinese-Russian relations

Overall development of Chinese-Russian relations is good, but gradually matures. Sino-Russian relations has been a fairly reliable basis for international cooperation, China and Russia should make joint efforts to build a rational State, overcome differences, create political stability and healthy development of the relations between the two countries. Economic, steadiness and the strategic partnership between the two countries for sustained economic growth, rapid and steady development of bilateral economic and trade cooperation, expanding trade will grow, while asymmetry of economic relations will be gradually reduced. In the context of the information age, Chinese-Russian cultural exchange with political relations being "hot", with economic relations being "fast", with a certain degree of difficulty, needs to make more efforts, and not only to "nostalgia", but should be "based on the contemporary", "into the future".

Yurchenko T. V.

CROSS-BORDER COOPERATION IN THE SPHERE OF STABLE RURAL TERRITORIES DEVELOPMENT

Interstate and world processes of society development develop in such a manner that economy of the different countries is closely connected among them. In special degree it belongs to the states having common borders.

Carrying out typology of regions of J. Friedman allocated regions kernels (core-regions) in which is available high potential possibilities of innovative development; the neighbourhood with regions kernels gives them growing regions, incentives of growth; the depressive (lagging behind) regions, being characterised by not developing agriculture and the industry. Among growing regions "development corridors" are separately allocated; they are located between regions kernels and in their development use innovations which are created in each of them. The Republic of Karelia which is territorially situated on the border with EU, has all preconditions of transformation into a "development corridor" region.

The level of social and economic development of rural territories of the Republic of Karelia can be characterised today as low one. Rate of re-

duction of population from 1995 to 2011 advanced the general reduction of the population in rural areas as a whole on the republics almost in 2 times and made 29.1%. Outflow of country people isn't least connected with poor housing conditions (more than 40% of the population need improvement of living conditions), absence of high-quality medical care (the medical equipment morally and physically obsolete, release of the 70–80's years, wear of many buildings makes to 100%). The problem of availability of the general education in rural areas becomes aggravated, in connection with increase in expenses and sharp falling of solvent demand of country people the retail distribution network on the village [1] was reduced. Poverty level in the republic made in 2010 of 15.2% that above, than an average value across the Russian Federation — 12.6%. Besides, the level of development of the separate rural municipal regions of the Republic of Karelia differs strongly. Eight of sixteen municipal areas, that is 50%, it is possible to characterize as depressive. All of them differ in high indicators of migratory outflow of the population, lack of investments and a low indicator of size of a gross product per capita [2].

Everything higher the listed tells about need of search of effective mechanisms of overcoming of a depression and transition to a sustainable development rural territories of the Republic of Karelia. Very attractive experience of the next Finland in this regard is represented.

In EU countries strategy of development of rural territories concentrates on four leading fundamental directions:

1) increase of competitiveness of agrarian sector and forestry sector, supporting their reorganization, development and updating;
2) environmental protection and preservation of rural territories;
3) a diversification of rural economy and improvement of quality of life in rural areas;
4) improvement of management by rural territories and activisation of internal resources of rural territories (using the Leader program).

The programme of the European union *Leader* is realized within 20 years, and proved as the effective tool of a sustainable development of rural territories. *Leader* is a method of local development which allows local subjects to develop the territory, using the endogenic potential for development. Each state makes the national Leader program and fulfils own mechanism of its management, and the program in 27 EU countries is carried out today. Now in Finland the national *Leader* program calculated on the period till 2013 operates. Among program priorities is the development of small and average business, communication, production of non-polluting products, construction of rural housing, the solution of environmental problems, development of civil society, intermunicipal cooperation and others. Drafts of the *Leader* program are realized by

non-profit organizations in Finland in close cooperation with bodies of the public and municipal administration of the country. According to the European commission of EU, Finland became an example of the most successful implementation of the *Leader* program.

Cooperation and friendship between Karelia and Finland last for many years. The saved-up Finnish capital in economy of Karelia already makes 130 million US dollars, or 20% from total amount of foreign investments. Within frontier cooperation since 1992 in the republic about 430 joint projects with the Finnish party for total amount more than 30 million euros are realised. Most significant of them — construction of treatment facilities in Lakhdenpokhya and Sortavala, clearing water intaking stations in settlements Helyulya and Telman of the Sortavalsky area, the machine agricultural centres in a number of areas of the republic and many other. In 2010 in the territory of the republic implementation of 108 international non-commercial projects with total amount of external financing of 3.5 million euros was conducted.

As to development of rural territories, the Finnish party with came to conclusion about possibility of transfer of a part of the *Leader* program on development of rural areas to the Republic of Karelia, having got on it support in the European commission of EU.

The ministry of Rural Forestry of Finland together with agricultural advice centre *ProAgria* advances the project "Business in rural areas in territories of the Republic of Karelia and Murmansk region". The project is directed on development of small and average business in rural areas, including in the field of agriculture, natural tourism, rural cooperation and other sectors of small business. The main priority of this project is development of the Finnish experience of development of cooperation and formation of small business, use of this experience in conditions of Russia. The special attention during implementation of the project is given to microfinancing questions.

The project "Use of the operative *Leader* model in Russia, the territory of the Republic of Karelia as the experimental region" assumes practical application of the Finnish Leader model to Karelia and possibility of its further distribution on the territory of Russia. The project first of all is directed on support of development of rural business, agricultural consumer cooperation, increase of a standard of living of peasants. Within the project possibility of receiving financial support (to 150 thousand euros for the project) on implementation of the projects promoting development of rural territories is provided.

Further development of the cross-border cooperation, including cooperation in the welfare sphere and production activity, will allow turning the republic in peculiar "a development corridor" between internal regions of the various countries. Through the republic possibly advance of ideas *Lea-*

der to other regions. Thereby Karelia can become cross-border "a growth pole" in interests of the Northwest region and all Russia.

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Skornyakova S. S.

POLITICAL CULTURE AND GENDER ASPECTS OF POWER

Serious obstacle in equality of women and men in the political sphere is not so much patriarchal installations of mass consciousness (though it partly takes place too), as low political gender culture of dominating elite.

In the spring of 2011 the bill under the name "On the state guarantees of the equal rights and freedoms and equal opportunities of men and women" was lifted on consideration again. The State Duma accepted it in the first reading in 2003, and now its authors intend to finish it to the following stage of discussion after all. The main idea of the project is a guarantee of 30—40% of representation of women in authorities.

This initiative caused very ambiguous responses. "Bill 'On the state guarantees of the equal rights and freedoms and equal opportunities of men and women' will lead to destruction of institute of a family and recognition of the unisex unions", consider in Russian Orthodox Church.

Protoiereus Dimitrii Smirnov declared in the Internet blog that his bill represents "blind copying of the most radical feministic laws of Northern Europe".

"And after all feminism is such a powerful weapon against the family! And who can oppose families? Only those people can, who are for non-conventional forms of family life. The law will grant the right to the feministic organisations to arrange the real terror, and every ignorant wo-

man who hates men being allocated with special powers, will carry out prosecution of those whom she does not like", — the priest declared.

The similar point of view is very popular in a certain part of the male deputes of different levels, politicians, journalists etc. The deputy of the Moscow Municipal duma Mikhail Moskvin-Tarkhanov noted in 2008 that "feminism in the West is a consciousness consequence by women of the inferiority, lameness, weakness. The Russian women on the average do not feel defective... Not quotas for women in the power, but strong families and moral revival of society! ".

The leader of LDPR V. Zhirinovsky especially caused a stir. In one interview he directly proclaimed that the Russian women are worse than Hitler and their place is in mental hospitals and monasteries. But during the elections his point of view sharply changes and he makes a declaration of love to women of Russia.

The initiative of creation of real mechanisms of realisation of the principle of equal opportunities is very up-to-date. Results of the elections to Duma of the Russian Federation in December, 2011 showed that women lose the positions in this legislature while the opposite tendency was outlined in foreign countries.

According to the Inter-parliamentary Union, since January 2001 till May, 2004 number of the countries where a share of women — members of parliament is 30% (exceeded the level which is considered as sufficient for real influence of women on decision-making process), increased from 7 to 15%. Along with traditional leaders — countries of Northern Europe their number include Rwanda, Cuba, Spain, Costa Rica, Argentina, South Africa, and Mozambique. The list of "champions" extended generally at the expense of Latin America and Africa.

In Russia the indicators are much more modest. On number of women among world parliaments at our country only the 110th place. Under loud conversations on democracy process in the sphere of gender equality in policy goes in the opposite direction. Dynamics of presence of women of deputies looks as a broken curve: as a part of the first convocation (1993) women there were 13.6%, the second convocation (1995) — 10%, the third (1999) — 7.7%, the fourth (2003) — 10%, the fifth (2007) — 14%, the sixth (2011) — 13.3%.

The irony of this situation in Russia is not in ignorance (both women's, and society's as a whole) that the Russian women make not only the majority of the population and electorate, but they are more educated, than men, are socially active and flexibly adapted in modern living conditions. Here patriarchal nature of political culture in our country is shown.

The interest to women wakes up during election campaigns when real political forces fight for voices of women, manipulate activity of women's

organisations, speculating on unresolved problems. Thus women are considered not as partners equal in rights in a choice and decision-making, but only as a part of the electorate, capable to bring the male politicians to power tops.

Striking example to this are the speeches of the President and the Chairman of the Government before the Duma elections on December 4, 2011.

Speaking at the meeting with his supporters in October, 2011, the President of the Russian Federation D. A. Medvedev noted that Russia has glory of the backward country in a question of participation of women in the political power. "The majority of the states even with absolutely other device, religious and historical traditions which look less civilized, than Russia, long ago use work of women on administrative places, and we are afraid", — Medvedev said.

Besides, the head of state also suggested to employ more widely than women in authorities, but not to enter for them quotas. What else can be in the country with rather patriarchal mentality to promote the advance of women in the power?

The prime minister of the Russian Federation V. V. Putin also supports increase in representation of women in power structures, but considers that questions of gender equality in Russia cannot be solved an administrative way, i. e. by quoting. Speaking at pre-election congress "United Russia", he noted: "If to enter such quotas, someone will tell that in the power there will be a segregation of women. And there, maybe, not the best then will get". For the solution of similar problems in Russia he suggested to emphasize on quality of education. "Education that from early age of the girl received it not worse than boys is necessary and further moved on a career ladder", — the chairman of the Russian government explained. According to V. V. Putin, such approach will be much more effective, than "the administrative decisions connected by that the unlimited number of women should be there or there".

I can notice only that girls in our country study much better than their contemporaries both at school, and in higher education institution. They participate in public work more actively, are more initiative and responsible. However these successes at all do not guarantee them advance on a career ladder.

Before the presidential election the politicians made a new curtsey in favour of female electorate. Candidate for President V. V. Putin declared that in the future the woman can become the president of the country. "I not only don't exclude it, but also I will support", — V. V. Putin declared. Why women are necessary in the power? The answer is simple: "When men gather and there is a woman, on the mother already it is somehow inconvenient to walk, presence of the woman constrains", — Putin concluded.

Certainly, would be profanation to argue that the woman on a political post — the in itself fact guaranteeing observance of interests of all women. It is a question of other: in society always there are interests of the female and man's population, and sometimes they differ quite essentially. The processes occurring in society, differently influence women and men, causing their unequal decisions.

In September, 2003 there was a funny case. During this period in St. Petersburg passed elections of the governor, and one of candidates put forward the slogan "The governor — man's work". It is remarkable that posters with this motto decorated our city during visit of the governor general of Canada Adrienne Louise Clarkson, it the commander-in-chief of Armed forces in the country. It is good that she doesn't know Russian, and that as though to her explained, why she can't be a governor. Contrary to this slogan in the second round passed two women and won V. Matvienko.

Practice showed that the best way of women to policy — actively to participate in activity of political parties and through them to achieve inclusion in lists of candidates on elections. In St. Petersburg in the list from 365 candidates for Legislative Assembly from 7 parties 60 candidate female, i. e. more than 17% were nominated. As a result of elections on December 4, 2011 in parliament of the city passed 11 women, or nearly every sixth, at men results are more modest — every seventh. If in lists of candidates from parties there would be more women, the success could be much higher. But also now the representation of women in Legislative Assembly almost doubled and makes 22%. In "United Russia" fraction — 30% of women, the CPRF — 28.6%, "Just Russia" and "Yabloko" on 16.7% and purely man's fraction LDPR. For their more effective activity on the agenda there is a question of creation of female interparty fraction which would lobby interests not only the female population of the city, but also advanced the solution of pressing social problems of the city.

Need of representation of women for structures of the power and policy long ago understood and in the northern countries, and in some other the European countries. But in Russia the patriarchal political culture in many respects dominates, and after all in the history of Russia entered as a century of female board XVIII century — 66 years the state was ruled by woman. They governed not worse than the male sovereigns.

On the last polls, 56% of our fellow citizens consider that the woman should go to big-time politics. It encourages. After all as the ex-prime minister of Norway Gro Harlem Brundtland said "it is in interests of all society that female values and female intuition of justice would become a component of political life". It is important, that democratisation processes in our country developed and in the direction of increase of gender political culture of society.

Popov V. P.

LABOUR POTENTIAL IN THE CONDITIONS
OF INNOVATIVE ECONOMY

The important role in change of economic structure giving it an innovative character belongs to the labour potential of society.

Use of abilities to work is possible at involvement of the certain mechanisms, allowing connecting the resources separated on different owners in a productive combination of factors. Result of functioning of these mechanisms is observed in employment in case of the market economy and in the compulsory employment arising within a power administration. Modern production is characterised by a deep high-quality changes connected with innovations, both in technologies, and in nature of use of labour potential.

This potential is understood as stored experience of knowledge, abilities to work, created as a result of purposeful activity. This potential becomes an important factor of innovative development. The special place in the increase of innovative economy occupies the enterprise potential of society including ability to continuously generate competitive enterprise ideas.

On the one hand, the following positive tendencies are observed in modern production: there is an enrichment of the content of work, there are new functions, and there is rotation of workplaces. On the other hand, further development of automation of production leads to the increase of influence of new elements in the content of the work, new functions of workers cause overload. In world practice reduction of duration of working hours is applied as compensation, as it provides worthy compensation, improvement of quality of life of workers.

The flexible work organisation and automation leads to the versatility of work growth. Such functions as prevention, equipment repair are assigned to workers of the main production. Similar processes also occur in the management sphere. There is also observed combination of work functions. The part of works is transferred in that time to specialised firms. Changes mention motivation and work incentives too. External control of worker activity gives way to self-regulation and self-checking. A part of administrative functions of a local and average administrative link passes directly to performers of working specialties.

The competition between hired workers in traditional branches of production of the developed countries becomes aggravated and gives opportunity for decrease in a salary to employers. It is promoted by the weakening of trade-union and labour movement occurring because of

decrease in a share of industrial working western corporations. It is a negative tendency as trade unions in market economy represent themselves large independent institute of society on which functioning formation of socially fair relations in society depends.

Powerful and influential trade unions quite often act as carriers of the exclusive power on a labour market. Their activity is capable to undermine competitive nature of establishment of a salary, to provoke race between a salary and the prices, to interfere with interbranch and intercompany redistribution of labour, to generate high unemployment. In economies in transition all this enters into a contradiction with problems of structural transformation. During the reforms the Russian labour market got all major attributes inherent in modern system of the labour relations, associations of workers independent of the state: rights to carrying out a strike; freedom of the conclusion of collective agreements; the mechanism of tripartite agreements with participation of trade unions, employers and the states.

Trade unions in Russia, despite mass character of participants and branching of the organisational structures, essential material and financial possibilities, have a low rating in public opinion as a whole and among employees of the enterprises. Such functions of trade unions as social partnership, social protection, collective contractual process, observance of necessary working conditions, are carried out far not in a due measure. Trade unions are institutes of regulation of the sociolabour relations as they should represent themselves as the intermediary between the employer and the hired worker.

New tendencies in technologies cause considerable structural shifts on a labour market, in particular, emergence of new forms of employment: temporary job, incomplete working hours, work at home. The role of labour immigration, mobility of a labour market increases.

The key task arising at the new stage of development of the Russian labour market, consists in making flexibility of labour market transparent, to transfer it to an institutionalised form.

Reforming of the Russian labour market should be carried out taking into account the following principles:

- subjects of labour market should possess both legal and economic freedom;
- subjects of labour market should act as owners: worker — as an owner of manpower, the employer — as the owner of the capital, capable to unite all factors of production for achievement of the purpose of increase in profit;
- on labour market there should be a great number of the independent subjects representing both the party of demand and of offer;

- at the heart of economic subjects' behaviour on labour market there should be market motivations;
- subjects of labour market should have high degree of potential mobility, and also freedom of territorial, branch and professional moving. Thus, institutional changes in the sphere of labour relations should be aimed at creation of an effective labour market which would work by a principle "adaptation through restructuring".

Chapter II. Theoretical and Applied Aspects of Cross-Cultural Communications

Tulchinsky G. L.

FEATURES OF INTERCULTURAL COMMUNICATIONS IN MODERN ST. PETERSBURG

Speaking about the features of intercultural communications in modern St. Petersburg it is necessary to consider two circumstances. First, it is the doubtless specifics of our city caused by its place in the Russian history and the present time. And, secondly, it is the modern all-civilization context connected both with features of mass information society, and with concrete information and communicative technologies.

Really, St. Petersburg — the city — is some kind of symbol of cultural historical development of our country for the last four centuries. The city is the symbol of the imperious will which has opened the new horizons of the Russian life and culture, their rational reorganization. The basis of the city was gesture, is familiar to further expansion of the young empire, a vector of this expansion (to the west), oppositions of the Moscow tradition. The city gesture, PR-burg, the city is a demo version of the Peter's reforms which have counted on loan of front practicing, a science, education, formation of new Russian elite. It opened the most ample opportunities of intercultural contacts which were embodied not only in economy and policy, but also in the material environment of the city.

St. Petersburg is the incarnate idea of the European capital in general: in the city it is possible to find Rome, Vienna, Paris, Madrid, London... It was the unique European capital on which central prospectus there are temples of other faiths. Long time in St. Petersburg the largest acted in Europe a mosque and was unique in Europe Buddhist datsan.

The most intensive intercultural contacts made St. Petersburg the city-innovator of Russia. The city always was and remains the initiator, the conductor (compiler) practically all modernizations of the Russian society, economy, the industry, policy (including "a cradle of three revolutions"), sciences, educations, arts — cultures as a whole. As now becomes clear, in idea of the empire there are a lot of constructive, uniting oppositions promoting removal, dissociation, development of statehood and to education. Wasn't an exception of this row and the Russian Empire St. Petersburg became which

symbol. As well as any empire it was not only "prison of the people", but also bore to these people education, conditions of development, coexistence.

Toleration, rationality, the general tolerance and correctness is inherent in culture of the city. The city became a cradle of the domestic intellectuals in its various updating — from the intellectual aristocrat and the intellectual commoner to the Soviet intellectual. This city with its ethnic, confessional, cultural component with its atmosphere of rationality — and infernal, imperial component — and existentiality, the subject from which Russian literature entered into world culture — a subject of the tragedy of the small person arose oppositions of the natural and cultural environment.

For historically insignificant period St. Petersburg acquired is unique plentiful myths, legends, judgments, interpretations. The city-sign, the city-text with an abundance of its interpretations, the city as a whole, and its parts, the buildings, separate monuments. Exactly the excursion genre "from the house to the house" here was born. The sign, the semiotic of the city is realized long ago. The city of modern and postmodern style. Whether a window from Russia to Europe, whether from Europe to Russia. It "makes apart", "deconstructs" both. In Soviet period there was a myth about the special Leningrad culture, European oppositional culture soviet-Moscow.

Whether this value of the city remains today? According to modern sociological polls of 80% of Petersburg citizens perceive the city not as European, and as Russian. A question only is what is understood as "Russian" — imperial culture of cultures, Russian ethnicity or a certain project of new Russian culture. This question — still the most live problem for historians, culturologists, and politicians. But it is necessary to notice that modern Moscow is more increasing is perceived as the European city. In Russia, seemingly, Europe's where the capital is. The rest — is Russia. Probably, this is one more confirmation of a separation in culture of the Russian society. The elite identifies itself with the European culture, "people", owing to traditional "feeding" of ruling elite has other cultural identity.

Loss of the status of the imperial capital and the subsequent history led to that the city with the increasing evidence, on the one hand, becomes a monument to itself, and with another — overcomes the judgment as "windows to Europe", "a northern outpost of Russia", "a smithy of shots" etc., i. e. by means of the appeal to a demand Russia, Europe, etc. It ceases to be "the city for" something. In 300 years in it the population with the expectation, identity, and ideas of advantage turned out. The city becomes a self-sufficient sign itself.

And in this situation new to the city also the problem of the intercultural communications which have created its unique environment in a new way looks.

Earlier carriers of front lines went to our city, for who the city was attractive, possibilities opening in it: mad political, scientific, military, careers of an actor here became. Dry rest of this rough process is made also by the architectural and cultural environment of St. Petersburg — its palaces, embankments, parks, museums, higher education institutions, libraries, monuments, concert halls...

Today the situation seriously changed. Higher education institutions — both technical, and especially humanitarian let out such number of experts which the city to digest unable. Now scientists, engineers, actors, musicians, artists, writers go FROM St. Petersburg. Moscow became the main window of possibilities in Russia.

The quantity of death in St. Petersburg practically always exceeded quantity of births. The city grew at the expense of inflow of visitors. However quality of this inflow changed considerably. Now it is mostly not carriers of front lines practice, and the people escaping from unemployment in the south of Russia, in the republics of Central Asia, closing corresponding workplaces in the sphere of housing and communal services, trade, and everyday service.

Quality of the human capital in the city changed essentially. However, it appears, St. Petersburg after all didn't turn finally into the great city with regional destiny" as characterized our city at the end of the last century D. Granin. The opinion is possible, fair that already it is time to St. Petersburg to cease to be "phenomenon" and to become simple the city... It is valid, very inconvenient to live in "a window to Europe" — blows, a draft. Or in "a treasury of world culture" —somehow scaring, God forbid you will break that from world treasures. It would be desirable to live simply at home.

And nevertheless... St. Petersburg as the center of intercultural contacts and communications, the city cosmopolitan, a symbol of universal Culture, is capable to unite people regardless of their national and confessional identity — remarkable feature of St. Petersburg.

And in this plan the second aspect — the modern all-civilization context connected both with features of mass information society, and with concrete information and communicative technologies gives some prospects.

It should be noted in this regard some circumstances.

First of all, it is an all-civilization trend of increase of interethnic, interfaith tension and the conflicts.

There is extremely popular belief that a source feeding nationalist sentiments and movements in society, the depression and a deprivation are. As a result of these processes the marginal groups which sentiment finds expression in the appeal to national identity, nationalist ideology, in forms of aggressive behavior stimulated by them are created. The assessment of such civilization processes, as globalization and mass society (especially —

post-industrial society of mass consumption) as leveling, average factors of public consciousness is not less widespread also.

However and present nationalism, and "national-liberation movements" — a manifestation essence, products of these civilization processes: mass society and globalization. But not reactions to them, rejection of these processes, and on the contrary — both these processes and nationalism lie in one trend. And this trend — formation and development of the middle class acting as the extending kernel of mass society.

About what there is a speech... Industrialization stimulated growth of the cities in which representatives of different ethnic groups, carriers of different cultures and the corresponding identity were pulled together. The urbanization, industrial production, in these conditions with need demanded practice of management not only uniform administrative language... The main thing — new conditions of legitimacy of the power which would be based on new identity were required. It was served by an education system, the arisen mass media, leisure forms (from carnivals and entertainments to theater and cinema), art creativity, philosophy, judgment of history. There are books, plays, novels, on the basis of folklore materials the "national" epos is written... As a consequence of that the national consciousness forming "imagined society" — the nation acts. And as the carrier of this identity citizens act — of which the middle class and (as a form of its self-organizing) civil society is formed. (The word "citizen" in all languages goes back to "citizen".) And, in process of civilization development, this social base extends and accrues.

Moreover — globalization only strengthens manifestations of this trend. And the question is not more in fight for the sovereignty as the order resources. Certainly, this factor of peculiar "enclosing" operates. To remember results "national liberation movements, "colonialism disintegration" enough. For example, in the 1960's it was possible to expect active formation on ruins of the British, French, Spanish and Portuguese colonies of the new states. But to a bow Zulus didn't unite with the Zulu etc. with a bow, yoruba with yoruba. On the contrary, attempts such were actively stopped by "national elite", created in colonial time, and the not given. As a result the new African states remained in old, colonial borders. The same occurred in Latin America, and Asia.

But, except deduction of resources, "enclosing by the sovereignty", operates and everything amplifies a factor of integration, entry into intensively being globalized economic, information, political space. But success of such integration is unique originality. Therefore as soon as the unique is global! Secondariness conducts to noncompetitiveness. Globalization will sweep away Secondariness. The success waits only is unique, creating the economic, cultural boutique. And this factor, undoubtedly, only streng-

thens searches and designing of more and more fractional national identity, so — national consciousness, and nationalism.

At the same time and the environment of a modern megalopolis creates preconditions of emergence of formation and development of the various subcultures providing possibilities of self-realization, and even a personality survival. Not the last role in this process play also ethnic and confessional sub-cultures — not only traditional, but also new.

In this new situation the problem of intercultural communications changed in the language, confessional, simply anthropological plans. And it puts difficult tasks before an education system, mass media, and administrative communications.

The role is played also by new information and communicative technologies, first of all — the Internet and mobile communication. The social networks arising with use of the Web 2.0 and Web 3.0 resources, in a combination to mobile communication provide new prospects of public policy, seriously influence development of social forces, institutes, and social political practices. It with evidence promotes personality self-realization, formation of civil society, public control, democracy development. At global level presents specific programs, projects, persons, are coordinated protective and protest performances. However the role of this potential is very ambiguous, including in respect of criminal activity. New technologies not only unite people in social networks, but these communities become more and more self-sufficient, become isolated. That creates, taking into account all that was mentioned above, additional difficulties.

At last, it is necessary to consider and a changing vector of the modern civilization the Pacific region becomes which center slowly but surely, first of all — East and South East Asia. Whether there is our city "window" not so much to Europe, how many to Asia? Hardly — though not to consider such potential it would be short-sighted.

The accounting of all noted circumstances needs deep and complex judgment. And, as it is represented, the scientific capacity of the city quite allows solving this problem. A question is in understanding of a sharpness of a problem and consolidation of public opinion and will of the persons, making decisions. And pledge of possibility of the solution of this question is the growing civil consciousness of residents.

St. Petersburg is the dream city of Russia about the new, light, reasonably arranged life, pain of that, this city — a place where utopias have tendency to realization. Peter's I project is complete. But it is possible to speak about the new Petersburg idea giving new impulses to historical development of Russia. In the basis, in formation, in revolutions, in blockade this city was and remains the City, test of Russia, test of physical and moral forces, a culture synonym in general — as source, process and result of this test. This proceeds. It is the new test of new generations.

Andronov I. S.

SOCIOCULTURAL ADAPTATION OF MIGRANTS
AS AN ACTUAL PROBLEM OF MODERN RUSSIAN SOCIETY

At the present stage of the development Russia faced huge migratory streams, generally from the neighboring countries. This situation puts before the state, society, a science there are more than questions, rather than answers.

Migration is understood as voluntary moving of citizens within the country as (internal migration), and between the states (the international migration). Many representatives of the public see a certain threat of economic stability and national consciousness of local population in migrants, and also connect with appearance of migrants rise in crime, increase in number of marginal sectors of society. And in it there is an element of truth.

Emergence of big ethnic groups of migrants creates a number of the problems caused by their not adaptedness. As an example the problem of intercultural interaction in print media of the Volga region cities is stably shined — materials meet almost in each number identical frequency. So, frequency of occurrence of materials on problems of the intercultural, interethnic relations to total number of copies fluctuates in Tatarstan from 82.3% (the newspaper "Vatanym Tatarstan") to 66.6% ("Evening Kazan"), Udmurtiya — 83.3% ("The Udmurt truth") and 54.5% ("The Udmurt dunne") [2].

More attention is given to a problem of international, intercultural relationship in polyethnic regions.

What reasons of appearance of migrants from the neighboring countries to our country?

According to territorial and structural models, the scale of intercountry migratory streams is predetermined by a combination of such factors in the emigration region as unemployment, poverty, economic stagnation, and in the immigration region — shortage of labor, rapid economic growth and growth of employment [3].

For example, for March, 2011 an average salary in Tajikistan was 103 dollars, in Kyrgyzstan — 158, Uzbekistan — 326, Kazakhstan — 600, Russia — 800 [6].

These figures eloquently speak about why representatives of the former federal republics look for workplaces in Russia. Eventually, they elementary look for the best life that is peculiar to any person.

Russian press speaks about the problems of legality of finding foreign citizens in the territory of the Russian Federation, about crimes made by them, but the question of adaptation of these people to the Russian conditions isn't discussed.

Social (or sociocultural) adaptation means by itself assimilation and acceptance of norms, values, the cultural traditions inherent in our society.

In the Concept of social and economic development of Russia till 2020 it is told that advantage in involvement of migrants will be given to the Russian-speaking population and highly skilled experts. During too time it should be noted that the stream of the Russian-speaking population from the countries of the former USSR was considerably reduced.

In 2006 intensity of arrival of Russian to Russia decreased on the relation to 1999. Most essentially this decrease occurred from Turkmenistan (2.2 times), Tajikistan (2.6), Azerbaijan (2.7), Kazakhstan (3.7), and Georgia (4.1) [4]. During too time the share of the persons who were born out of uniform society which adaptable abilities are much lower, first, because of bad knowledge of Russian (cultural and language adaptation) grows. That is for today there is a problem of training of foreign citizens to Russian.

In general some aspects are inherent in a problem of socio-cultural adaptation.

First, it is a social and legal aspect. Certainly, adaptable possibilities are in many respects caused by social legal status of the foreign citizen as it creates possibility for establishment of social contacts to public institutions.

For example, the Russian legislation on medical insurance subdivides foreign citizens on temporarily living (the migratory account, permission to temporary residence, the work permit) and constantly living (residence permit). Constantly living have the right to obligatory medical insurance whereas the temporarily living I have the right to use only voluntary medical insurance.

By various expert estimates, number of foreign citizens, it is illegal (i. e. without registration of the relevant legally significant documents) being in the territory of the Russian Federation, makes from 3.5 to 15 million people [7].

Why is the level of illegal migration so high?

The answer can be looked for both in toughening of the migratory legislation, and in social aspects. To make necessary papers, foreign the citizen, first, should find a place for registration and accommodation. Secondly, under the law he should make the medical tests confirming absence at it socially dangerous diseases (tuberculosis, HIV, AIDS, etc.). Thirdly, it should possess good communicative skills, including communication with authorities as it should overcome defined "a bureaucratic wall". It is quite clear that all these conditions demand both a certain quantity of appliances, and rather high education level and social and legal literacy.

In addition, the migrant in order to adapt effectively should possess certain moral and strong-willed qualities, such as commitment, patience, and psychological stability.

Recently more and more the attention is given social psychologically to aspect of adaptation of migrants.

Certainly, any adaptable process — rather difficult and stress condition and not all migrants can cope with this psychological pressure. It, in many respects, is at the bottom of ethnic crime. Here it is necessary to make some retreat — the author of article considers concept of "ethnic crime" rather disputable as crime as that has a bit different bases in the contents, than a nationality of the criminal, i. e. criminal behavior isn't connected with national, racial or religious identity.

As the head of Investigatory committee at prosecutor's office of the Russian Federation Alexander Bastrykin notes, for 10 last years steady growth of the crimes made by foreigners and persons without nationality is observed, 81% from them are made by citizens of the states of the CIS. In 2010 they made 54 thousand crimes. Also he notes that the modern youth is exposed to nationalist promotion more and more — for the same 10 years the number of crimes because of national hatred and hostility with 9 to 15 thousand [8] considerably increased.

Thus, the favorable circumstances for emergence of the extremism having a nationalist and neo-fascist orientation are created.

The problem of extremism in Russia gets in recent years everything a big urgency. Scientists, politicians, public figures, journalists during discussions offer various ways and ways of counteraction to extremism. Almost first of this entire problem concerns the youth environment where a number of loud crimes of young extremists caused a wide public response. Now it is not the secret that the youth environment is a fertile field for potential and real extremist threats. To it promotes social and age, social and psychological and sociocultural features of youth [5].

The author is inclined to connect these tendencies with not adaptedness of migrants, psychological discomfort which they can't overcome.

Recently both in mass media and in scientific community speak about a tolerance problem much. Tolerance in any sense is opposition to concept xenophobia. Xenophobia is understood as fear (literally), rejection and hostile the relations to all to other not similar to own national culture and traditions.

In Article 1 of the Declaration of principles of the tolerance approved by the resolution 5.61 general conferences of UNESCO from November 16, 1995, some determination of tolerance is given:

1) tolerance means respect, acceptance and the correct understanding of rich variety of cultures of our world, our forms of self-expression and ways of manifestation of human identity; it is harmony in variety; virtue which does possible an achievement of peace and promotes replacement of culture of war with culture of the world;

2) tolerance is not a concession, indulgence or indulgence, and first of all the active relation formed on the basis of recognition of the universal rights and fundamental freedoms of the person;

3) tolerance — is duty to promote the statement of human rights, pluralism (including cultural pluralism), democracy and a law and order; this concept, meaning refusal of dogmatism, absolutization of truth and approving the norms, established in the international acts in the field of human rights [1].

The author considers that absence of tolerant consciousness (if it validly is) also is in many respects connected with a psychological illness of society.

All these processes can be united in uniform ecological model in which interference at each other various processes is accurately traced. Social and economic and political instability create an adverse background, a stressful situation which negatively affects a psychological and emotional condition of the population, desire to find guilty in the circumstances. As "enemy" often migrants also act. It is promoted also by low literacy of some part of the population, both nationalist promotion, and behavior of the migrants not capable to adaptation.

It is difficult to make definition of concrete mechanisms and technologies which could yield result and help — on the one hand to the migrants needing adaptation, on the other hand, to local population will cope with that pressure which it tests owing to appearance of migrants.

It is worth to remember and about the general demographic situation in our country. Certainly, population completion at the expense of migrants isn't the unique and correct method. But possibility on integration, i. e. inclusions in system of the social relations, the full adaptation to the Russian society and acceptances of its values and norms for migrants too should be.

To adapt (and, probably, and to integrate) them, it is necessary to undertake a number of measures for formation of the favorable environment for migrants.

The author of article notes some main conditions at which there is a possibility for successful interaction, creation of the migratory relations new, more favorable and economic for Russia:

1) international cooperation in questions of regulation and control of external labor migration;

2) assistance to training to Russian, including before arrival of the labor migrant to Russia;

3) increasing of legal literacy through granting free legal advice, distributions of information materials;

4) psychological support, creation of the crisis services assisting this category of the population;

5) considering the requirement and interests of Russia for creation of the migratory relations;
6) studying of problems of sociocultural adaptation of migrants, a formulation of technologies and methods of social work with them.

For creation of those conditions which will allow holding events for sociocultural adaptation of migrants, the considerable infrastructure, participation of a wide range of experts is necessary. In many respects it depends on a view of the state and society of this problem, the general concept of migratory policy.

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Aristov A. Y.

THE INTERDISCOURSE OF ANDREY BELY'S NOVEL "PETERSBURG"

Each people possesses a unique attitude to the world surrounding it. As a result there is a set of the texts expressing this relation and being to some extent unclear to representatives of other cultures. It is accepted to call the text possessing the valuable importance for certain cultural group after Y. N. Karaulov the case text [5, p. 216]. I. V. Zakharenko allocates four types of case phenomena: case situation, case text, case name and case statement [4, p. 82–103]. For the translator the concept of cases is important first of all for the reason that the satisfactory translation of some texts containing similar phenomena, appears almost impossible without possession some knowledge of a cultural background of the text being translated. The problem of transfer consists at all in defining a phenomenon in translated

language as case, but more in defining the reason of their conditionality in the original text. There are some receptions of designation or "marking" of quotes unmarked initially in the initial text. The simplest reception consists in the direct instruction on quotation character in the translated text (it seems "As Imyarek..." spoke). But sometimes it doesn't allow making nature of the work. Sometimes it is impossible, as a case phenomenon of other, not quotation character. In such cases the translator can point to it in the special reference. It is possible and to leave in general a phenomenon not "marked" if it isn't obligatory for understanding of all text.

Emergence of texts (not necessarily case), sated with case phenomena, can be caused not only cultural specifics of the people native speaker, but also author's identity of the certain creator. The last is well appreciable in creativity of authors of the latest time, especially among representatives of eras of a modernism and a postmodernism. Therefore we also chose an object of research Andrey Bely (Boris Bugayev) novel "Petersburg".

The text saturation case phenomena demands for its transfer, the comment or sometimes even for simple understanding of possession certain background knowledge. Therefore identification of its cultural background costs the first task of the translator of the art text. No work of art of the Christian world did pass by comprehensive influence of the Bible.

> Apollon Apollonovich Ableukhov was a respectable sort: had Adam as an ancestor. And it is not the main thing: it is more important that one of this respectable sort was Sim: primogenitor of Semitic, hessit and red-skinned nationalities [2, p. 9].

In the text there aren't a lot of such direct mentions. It is possible to refer Bely to the representatives of myth creation of the latest time safely. The author of the monograph, devoted to "Petersburg", L. Dolgopolov writes: "Mythology openly interferes in the novel — that in the form of a separate hint, in the form of the whole image, as a rule, with various meanings, in the form of independent structural education. Even earlier Bely, according to Russian literary tradition, was inclined to see in Petersburg, the history of its emergence and growth of a certain mythologeme" [3, p. 211]. Form such "a literary mythologeme" just case phenomena, by the definition being it is close to concept of the myth. Let's look, what sources are used by the writer for creation of mythological vision of the world.

Powerful influence is felt on the subsequent Russian-speaking authors A. S. Pushkin's creativity (as on the English-speaking — Shakespeare). Though this influence and is universal, A. Bely possesses absolutely original look and, "interpreting Pushkin's poem — by the way, very any way — Bely has an opportunity to state his own concept" [in the same work, p. 245]. More often the novel sends us to the poem "The Bronze Horseman", but

this poem appears to be read "through the Apocalypse prism" [in the same work, p. 251]. It is necessary to consider that there are inexact quotes in the text of the novel which quotation character can be clear to the native speaker, but will surely demand comments to the text for readers, speaking another language.

Almost equal influence is caused upon Andrey Bely by F. M. Dostoevsky's creativity. Let's refer here to the researcher already mentioned by us.

> So, Poprishchin's lines ("Madman's Notes"), Golyadkina ("Double") clearly look through in shape of second lieutenant Likhutin. Senatorial son Nikolay Apollonovich can be quite compared with Ras-kolnikovym, conversation in a vegetable marrow with detective Morkovin causes at its night in memory Raskolnikov's corresponding conversation with inspector Porfiry Petrovitch (as Ivanov-Razumnik pointed to it and). Both heroes were exposed, and willows the volume of willows other case arises the provocation atmosphere (at Dostoevsky — hidden, at Bely— obvious) [ibid., p. 247].

Another case is the scene of the night conversation of Dudkin and Shishnarfne, being in fact "a peculiar option" [ibid., p. 248] Ivan Karamazov's night conversation with the devil. Images, of course, aren't borrowed, "but basic creation of a scene same" [ibid.; similar lines of two scenes see on page 248—249]. If to use the term offered by us [1, p. 145—160], this case, possibly, it is possible to carry to the category of case structure.

The next thing that is necessary to consider when translating "Petersburg" — is the specifics of time and a place of the events. Except domestic writers minds of more educated inhabitants at that time influenced the provision of German classical philosophy (The edging in consciousness and Nikolay Apollonovich's subconsciousness). In the dvornitsky sing couplets and discuss the prophecies replacing political news.

> And Stepka — a sound: kept silent that at kolpisky factory they received tsidulies; and others, relatively in total as. Stepka sang a song:
>> D'Timbra — d'tilishka —
>> Dear Aneta,
>> You not touchthe cockerel:
>> Here you havea coin [2, p. 77].

In such cases there are problems when translating dialect and slangy inclusions, after all it is necessary for the translator to keep the relation literary language / slang as well for target language. The real policy too can't pass the unnoticed: mentioned it appears to Shishnarfne (he is Enfranshish) "mladopersian" (the word formed from the concept "mladoturka", but for fidelity in the novel slaughter in Ispagani is mentioned) above, "Manchurian

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caps" around the city walk and even passes the car with Japanese guests (which in reality couldn't be, reminding) about Russian-Japanese war, in all coming revolution is developed.

Owing to A. Bely's creative plan, revolution, without entering directly into the subject line, is a background of action of the novel. Respectively, the knowledge of the main events with which there lived in 1905 in the Russian Empire and which were endured directly by the author, is also necessary to correct understanding and work comment. In that case for characters start to look through their known prototypes: Apollo Apollonovich — Pobedonostsev, Dudkin — Savinsky, Lippanchenko — Azef (living during novel writing under a pseudonym Lipensky about what the author didn't know). Certainly, these prototypes are only one of sources for creation of characters. In the same way the geography of a scene of action has only a little the general with the real St. Petersburg and routes of movement of characters for the novel White can't be drawn the same as they can be drawn on the plan of Dublin for "Ulysses's" characters of D. Joyse. At the same time some events, submitted the text of "Petersburg" as background, appear the description of the real events. So, Nikolay Apollonovich and Likhutin appear in the crowd accompanying a funeral procession which passes further to demonstration. This episode can be correlated fairly with wires on the Nikolaev station of a body of the rector of the Moscow university of prince S. N. Trubetskoy on October 2. "And farewell to a coffin on the station on Nevsky Avenue, and Trubetskoy's funeral in Moscow poured out in political demonstration. Bely participated in funeral" [3, p. 233–234].

And at last, actually the biography of the author should be considered when translating or the novel "Petersburg" comment. The edging, Schopenhauer, Solovyev's philosophy (especially "The short story about Antichrist") and Rudolf Shteyner's "antroposofician" mysticism (in the novel under the pretext of dreams or nonsense they describe the separation of a radio body of the astral world" — [ibid., p. 221, 223]), personal experiences of war and the first Russian revolution.

We see that transfer or the comment of "Petersburg" is impossible without possession certain spheres of background knowledge. The text White can be understood only in the system of the values which has been set by the author. If when translating the novel this system appears lost, the reader speaking another language in many respects will lose possibility to join a masterpiece of Russian modernist literature. In the text of the novel there is a great number of references to works of other authors, to city jokes, to real events which should be adequately transferred in a foreign language. Told means that the considered text to a great extent is filled with case any phenomenon that, undoubtedly, demands a singular solution on translation.

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Baranovsky V.

INTERCULTURAL COMMUNICATION IN THE CONTEXT OF VALUE APPROACH

The value approach in intercultural communication means transcultural and poly-cultural interactions.

Transcultural interaction conditionally designate as communication between representatives national the state educations.

Poly-cultural interaction is accompanied by communication, between representatives of different ethnonational and national and cultural traditions territorially being in one state.

Not to hide that in modern Russia actively there is a question of specifics of national identification. It is possible to notice that with political and socially the points of view the clan way of association putting in the forefront such values, as a community of blood, ancestors, traditions and customs prevails.

Even more often say that for years of the Soviet power value of national identification of the actually Russian was devaluated. The word "Russian" in that case goes to a counterbalance to "Russian". If contextual "synonym" of a word "Russian" — "orthodox" addresses to history, proceeding from orthodox religion. From the point of view of orthodox Russian the true belief can't be appropriated by any people — from here, probably, so unpleasant relation to representatives of a Judaism. On household level it is quite often expressed in primitive nationalism. In fact, it is attempt to "appropriate" Orthodoxy, to turn it into a version of national religion. Respectively

the Ukrainian living in Ukraine, at all doesn't call itself "Russian" as perceives entitled as an ethnonational label.

One of solutions of this problem — works at level of educational and educational programs which helped to fill an existing gap in public consciousness. Ability to be guided in features of values appears equally actual both for an "internal" field of culture, and for "external".

Existing valuable specifics of intercultural communication includes the following elements — historical, sociocultural (economy, policy, and stratification), ethical, esthetic, religious, sociopolitical, etc. Values' bases play defining role in communicative practices.

In Russia ideas of intercultural communication began the active development in the late nineties, and first of all meant studying by essentially new approaches foreign languages. Thus it is necessary to recognize that the practical importance of this area of knowledge in a certain degree advances its teoretiko-methodological justification in a modern Russian science. Therefore the urgency of creation of the theoretical base of intercultural communication even more increases.

Domestic researches of intercultural communications generally keep the western scientific traditions. Their main feature is aspektualization. They reflect the following research aspects:

– sociological;
– psychological.

In intercultural communication interaction process between two countries which rather short, but eventful history, it is possible having characterized two forms: fight and cooperation.

Interaction of fight is shown in intercultural communications of Russia and the USA from opposition before direct export of values. Interaction of cooperation is considered in the form of communication in the course of activity, and also through assimilation of elements of culture of each other, as serves as an additional push for development.

Experience of last years which includes both mistakes, and new tendencies allows, allows taking out some principles which are capable to increase efficiency of interaction of two parties. We carry to them:

– refusal of outlook dictatorship;
– strict observance of the right of other culture on originality;
– studying of historical and cultural experience; mutual respect;
– consideration of the relations between two countries in the general context of policy in the world;
– improvement of the mechanism of a cultural exchange, information and promotion of cultural values.

For the solution of a task on construction of the new intercultural relations efforts not only governmental bodies, but also non-governmental organizations (mass media, scientific community, etc.) are required.

For the purpose of development intercultural communication it is necessary for Ministry of education to carry out a number of techniques which would promote development, for example: to develop and enter into the program of higher education institutions additional courses on development of intercultural communications.

Research of intercultural communication allowed drawing a conclusion: intercultural communication — is a difficult social cultural phenomenon which has the feature and logicians. Very important in intercultural communication is to consider valuable orientations of various communities. The reality of this phenomenon assumes influence of three aspects: cultures, language and subject. As the subject of intercultural communication the culture of any type and any level acts. Being the multipurpose phenomenon where any function is directed on mutual understanding, intercultural communication together with policy and economy is an important factor of regulation of internal life of culture and relationship of intercultural interaction.

Barezhev V. A.

EVENT COMMUNICATION IN THE THEORY AND PRACTICE OF PUBLIC RELATIONS

Already at the initial stage of the genesis, in the first decades of the XX century, professional activity in the field of Public Relations distinctly declared itself two groups various social and communicative the practices: 1) press relations and 2) carrying out special events. If sources of the first went back to the press mediation and publicity models which have had wide development in North America still at the end of the XIX century, sources of the second group the PR expert left in depth of centuries, is more exact — the millennia. These are times when communicators from among governors, courtiers, priests and other attendants of a cult began to practice various entertainment ceremonies, rituals and other actions, speaking to the modern language, special events and events ("special events") with a view of attraction of the interest of masses, rendering on them the necessary influence and management of public opinion.

The same effect also Ancient Greek tragedies in Athens, and fights of gladiators in Rome, and religious holidays in the east and the West, in fact, possessed. Actually all similar phenomena — that other, as a special, event form of social communication when information is transferred through in advance planned actions of people in a certain situation and before looks of a certain group of people for achievement of the necessary

effect. It is possible to present it in the form of the following structural model:

communicator (actor) — action (message) — audience (audience) — effect (a certain impression, opinion or behavior).

The necessary effect is reached at the expense of the fundamental psychological regularity which essence that the person believes that sees, than to that hears more, trusts actions occurring on his eyes and events, than words, and stories more. In both cases the same reason works: influence of visual information is immeasurably stronger and more convincing, than influence of verbal information. Speaking more simply and exaggerating a little, it is possible to tell so: the event — is the truth because it is the fact, reality, and the word, the description can be the truth, and can and not to be it. It is not evident, not so convincing. Verbal information can be called into question or even is disproved. In any case, verbal semiotics communication, being immeasurably more substantial, deep and constructive, loses to event visual communication on the brightness, psychological reliability and emotional expressiveness. This axiom of the collective unconscious found the expression in popular wisdom: "a picture is worth a thousand words".

Actually on it the technology of special events and events in public relations which has justification and wide development already at the beginning of professional PR activity at the beginning of the XX century, in particular, in activity of one of legendary pioneers of Public Relations, Edward Berneys also is constructed.

To it attribute reception "opening" "creations of event" as a basis for all practice of public relations as E.Berneys is the author of creation of a number of the first large-scale PR events organized in the USA in the 1920's. It is national competition of sculptures from soap for advance of production little-known then the Procter&Gamble companies in 1923; expressive and scandalous show at the largest stadium of New York on April 1, 1929 under the slogan "Freedom torches" ("Torches of Freedom") for promoting of cigarettes in female audience by request of the Lucky Strike company; national PR campaign "Gold anniversary of light", carried out during almost all 1929 for General Electric corporation and decrease promoting on it governmental pressure and others [1, p. 70–71]. Since then technologies of event designing held a firm place in an arsenal of professional PR tools, having essentially pressed absolutely dominating to this means and the methods peculiar to practices of press relations.

The further analysis of event communication, its forms and types demands the terminological analysis and the specification concerning such wide used and so seldom defined in works on communications with the public of concepts as "a special event", "special action" and "PR-action".

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In one of the first, but still valuable, domestic educational grants on PR, written by the Petersburg professor G. L. Tulchinsky it is readable: "...organizational work of PR assumes special carrying out separate, sometimes — large-scale, events and actions: holidays, competitions, festivals, deliveries of awards, etc. ... cpecial events are the actions which are carried out by the company with a view of formation of positive image of the organization and drawing attention of the public to the company, its activity and products. Special events are urged to break a routine, habitual course of life in the company and the environment surrounding it, to become an event for various groups of the public" [6, p. 126].

The author of the book "Public relations for business" And. A. Vexler gives such definition: "PR-action — this extraordinary event which, as a rule consists in real action and which not too is long in time" [3, p. 67].

In Vylegzhanin's manual we find the following treatment: "Special events (events) — it is actions carried out by the organization with a view of public drawing attention to activity of the organization, her heads both to the goods made by it and the services, promoting, on the one hand, to mutual understanding improvement between the organization and the public, with another — to maintenance of steady positive image of the company" [4, p. 106]. Let's pay attention: here special events and PR events are directly identified and reduced to pragmatic "actions" among which the specified author calls opening ceremonies, receptions, presentations, conferences, exhibitions, welcome days and "a round table", i. e. the list of the standard special events used with this or that efficiency by structures (experts) on public relations for the solution of professional tasks facing them.

At last, we will take one of the most interesting and substantial for lately textbooks according to the theory of the public relations written by known experts A. D. Krivonosov, O. G. Filatova and M. A. Shishkina. Noting, what not it is possible to call all PR actions events that the nomination "special event" or "PR-action" aren't full synonyms, draw, nevertheless, a final conclusion: a "special event" and "special activity" it is possible to consider "terms" as synonyms" [5, p. 172]. Also make the following definition: "a special event is a planned action (an event, an action), PR initiated by the basic subject and directed on achievement of the pragmatical communicative purposes of this subject, promoting an increment of its publicity capital" [ibid., p. 172–173].

So, to what can draw a conclusion from the given fragments of works of the mentioned authors?

First of all, obviously expressed tendency to a synonymy of considered speech units, their identification is available that, in our opinion, incorrectly and mixes, though homogeneous, but different in the communication

potential, a rank and value tools of public relations — the special event, a special event and an action.

Secondly, authors, in principle, meet on a number of essential characteristics of the analyzed PR tools, including concerning their communicative purposes and tasks.

Thirdly, in spite of the fact that at certain authors such definitions as "extraordinary", expression "to break a routine, habitual course of life" appear, "to become an event for... the public", distinctly aren't looked through the characteristics, allowing to see specifics of special events and events, the criteria, giving the chance to separate them usual forms and types of PR activity. Required characteristics and accurate criteria of a special event practically are absent in literature. We found only two works with transfer it "characteristic signs", one of which contains the list [2] provided below, and another partially reproduces it [5, p. 175]:

- the event is planned in advance;
- the event shines company activity from a positive side;
- the event considers interests of target audiences;
- the event is arranged about it reported, at the best — to turn it into tradition;
- the event is more dramatized, than "usual" (possesses own plot, an intrigue etc.);
- the considerable role in an event is played by various celebrities;
- good organization, availability to supervision, appeal to the audience and participants;
- preliminary informing of mass media on the forthcoming event;
- the problem of an event — to make strong, unforgettable impression;
- the event should become a source of news.

Our position is that considering special activities as patrimonial concept, it is necessary to carry out consistently however distinction between it and concept "a special event".

Really, unlike the word "action", meaning set of the actions united by certain socially significant task, a lexeme the event means a certain important, considerable phenomenon, the large fact which has occurred in public or private life, generally, something extraordinary, outstanding, even the outstanding. So speak about a historical, international, memorable, unexpected event.

Original PR event — it not standard PR action (action), though that, and another in advance are thought over, planned, prepare, that they carried out the functional tasks (drawing attention; creation of an information occasion, informing, positioning, imaging etc.). Specially organized PR events — the phenomena infrequent in activity of the social subject, they are large-scale, expensive, well organized and directed. Be-

sides, they assume a number of base preconditions and integration of several fundamental moments:

1) the event should be based as on interests and expectations of the target public, and on requirements, benefits initiating this event and interested in its results of the subject of PR;
2) in the communicative space generated by a special event total and active presence of the interested PR subject and his positive information and emotional perception should be provided with the target public;
3) the successful combination of the entertaining and business beginning, emotional and rational the components, natural and artificial should be reached;
4) the PR event should occur on a certain background suitable it which will influence event interpretation, on behavior of his participants; it should be developed in visually and verbally organized and conceptually operated communicative space.

The special event is more dramatized, than "usual" PR action, it is under construction on a good plot, has an intrigue, the heroes (PR representing the subject, his diverse public), the conflicts between them, an event context etc. Differently, the dramaturgic approach, algorithm of performance or show underlies event PR, organizing event communications the expert should act not only as the screenwriter, the producer and the director of performance under the name "a special event".

Realization of a dramaturgic approach in the organization of special events for positioning of image of the politician is especially important. In policy the image inevitably fails, if it is static. To draw attention to the person a little, it is necessary to hold him that it is much more difficult. Therefore it is necessary to work constantly over dramatic art of an image, to develop it, to open new lines by a principle of "the soap opera" where constantly something occurs to the character.

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Bezlepkin N. I.

LANGUAGE AND CROSS-CULTURAL CONFRONTATIONS

The powerful public tool forming and uniting people in ethnos, forming the nation through storage and transfer of culture, traditions, public consciousness, language acts. It possesses a paramount role among national and specific components of culture. Owing to the indissoluble communication with culture, with spirit of the people language should be in epicenter of political and cultural events of the country, act as a cementing basis of the state.

Being a specific sign of ethnos, language can act as a factor of social integration, and to become object of boundaries — cultural confrontation. Especially sharply it is shown during those historical periods when there is an awakening of national consciousness or when language becomes a subject of a political environment and manipulations from certain public forces, parties, groups. During these moments, by definition of the American diplomat Stephen Mann paraphrasing Clausewitz, language — it is war, only other means.

"Parade of sovereignties" on the former Soviet Union, discussion about a state language in the republics of the former USSR at a turn of centuries made active attention to a place and a language role in intercultural communications. Thus dominating arguments in disputes on a language role in discourse practice in again formed states, as a rule, are such which have political and geopolitical character. Practically in all cases — whether there is a speech about a state language or about change of system of the letter — nature of discussion is dictated by the reasons of political character connected or with change of ideology, or religion, or with changes of reference points in foreign policy, etc. A series of alphabetic reforms in the Post-Soviet states — Azerbaijan, Moldova, Turkmenistan and Uzbekistan — in this regard hardly was an exception: transition to Latin emphasized a gap with the Soviet past and pointed to new ideological reference points, doing distinctions with culture of the former mother country more obvious. Abkhazia, keeping Cyrillic, on the contrary, emphasizes the loyalty in relation to Russia. There wasn't the pass to the Arab alphabet in Tajikistan as such transition would create real geopolitical threat at the expense of

reduction of a language distance between Tajiks of Tajikistan and their numerous related groups in Afghanistan and Iran.

Meanwhile, according to authoritative domestic linguists, "disorder of the country begins with language revolutions" [1] when the sovereignty of the national republic coordinate to change of a graphic basis of writing, and as a state language of the title nation and a considerable part of the population of the state is accepted only is deprived of the right to use the native language as a tutorial and communication, record keeping, etc. Thus, language from means of intercultural communication turns into the discourse practice constructed on the basis of clashing cultures.

Language sensitively reacts to the social and political changes, dominating ideology, changes in culture of society therefore identification of all its aspects — state and political, ethnocultural, economic and social and psychological character, takes on special significance in formation of intercultural communications.

The state and political aspect of national language in domestic philosophy of language was always considered as the powerful linguistic-cultural factor promoting strengthening of the Russian statehood and national consciousness. Peter's I language reform made, in particular, the integral and important part of his reforms that gave the grounds to known domestic historian M. P. Pogodin in this regard to notice: "...not precisely the same revolution occurred in language, as well as in the state" (see in: [2, p. 155]). Alphabet reform by Peter I promoted not only to emergence public and all of clear language, but it was urged to promote the solution of tasks on adjustment of a country government, a secularization of spiritual life of Russian society, its education. Language reform of the tsar-reformer was directed on service of culture of secularized statehood.

Indissoluble interrelation of language with the people, with forms of its life, his spirituality allow to understand methodological bases of emergence nationalist in essence the thesis about a role of language of the title nation in creation of own statehood when for the purpose of justification of the sovereign state special national language is invented. It is very visually traced today in Ukraine where with improbable persistence Russian which is native for two thirds of citizens of the republic and which all population owns practically, try to replace with "the Ukrainian speech". Thus "speech" is endlessly cleaned, all words similar to the Russian are taken away. Periodically Ukrainians inform, how "purely in Ukrainian" these or those words now should sound. Attempts to change a situation and to submit for consideration of parliament of Ukraine the bill "About languages in Ukraine", nevertheless, didn't receive support at various layers of the public, as its spirit — underlining of all regional in a counterbalance

of integrity of the country. It generates resistance to Russian, harms to interests and Ukrainian, and Russian of the people.

The language separation from true spiritual roots and people way of life, use it in the political and ideological purposes with inevitability generates intercultural confrontation in relationship between the people occupying this state, and threatens its integrity. In this regard it should be noted those consequences which are caused by "linguistic" processes in Ukraine. In the environment of the domestic intellectuals the thesis that isn't present neither Ukrainian even more often began to sound, nor the Belarusian nation as there are neither Ukrainian, nor Belarusian languages, and there are only corresponding adverbs [3], there is no Polish domination, there would be now no Ukrainian [4]! This radical position of the domestic intellectuals testifies to conflicts already taking place in public consciousness in intercultural communications (though in a case with the Belarusian language and the nation authors pursue the aims of the fastest integration into the uniform state of Russia and Belarus rather, without assuming return negative reaction of the Belarusian intellectuals).

In due time, in 1863 on a wave of reaction Russian societies on the Polish revolt M. N. Katkov made article "Coincidence of interests of ukrainofiles with the Polish interests", directed against attempts ukrainofiles in the person of N. I. Kostomarov to prove the right to independent existence of Ukrainian. M. N. Katkov who at all wasn't amateur linguist, and his master dissertation "About elements and forms of Slavic-and-Russian language", protected in 1845, had a direct bearing on a discussed question, notes that under the influence of the Polish policy directed on a separation of Ukraine from Russia, "were new Kirill and Mefodiy with the most amazing alphabets, and on the Great wild world the padded stool of any unknown Little Russian language" [5, p. 145] was started up. The Russian publicist and the philosopher calls into question the fact of existence of Ukrainian. As, Ukraine writes Skating rinks "Can't have special political existence, what sense these efforts have, these aspirations to give with it special language, special literature and to arrange business so that the native Kiev as less as possible understood over time the native Moscow and that they should resort to means of another's language to speak among themselves? What sense artificially to create a barrier between two parts of the same people and to separate of their forces, meanwhile as soon as from interaction of their forces life whole, salutary for all its parts can develop? The position of the Russian publicist and the philosopher is clear, if there is no Ukrainian state, there is no need for recognition of special Little Russian language of which "never was and, despite all efforts ukrainofiles, still there is no" [ibid., p. 148−149]. There is one Russian, but owing to historical circumstances, isolation of Ukraine from Russia and violent connection with Poland, borrowing polonizm.

The modern linguistics rather convincingly proved likeness and a community of roots of Russian and Ukrainian of languages. According to linguists, Russian isn't primary in relation to Ukrainian, they is identical equidistant from language — the ancestor are equally close to the primary source [ibid., p.146]. But thus it is necessary to mean historically developed complementary interrelation of Russian and Ukrainian of languages which throughout centuries acted as languages of international communication on geopolitical space at first imperial Russia, then the USSR and now Ukraine and Russia. Never Russian, acting whether as national means of intercultural communication, whether as the instrument of public administration, didn't encroach on cultural integrity and the importance of Ukrainian. Russian intellectuals always divided a look of great German scientist Wilhelm background Humboldt that "through variety of languages for us the richness of the world and variety of opens that we learn in it; and human life for us becomes wider, as languages in distinct and effective lines give us various ways of thinking and perception" [6].

Any derogation from historically developed forms of language culture in this or that state provokes intercultural confrontation in society. Communication of language with various forms of activity of society and the state even more increased in the contemporary history when questions of the language relations got the status of the important direction of a state policy. Any state doesn't presume to ignore language problems. Having suffered a crushing defeat in 1945, Japanese began revival of the country with creation of the theory and the program of increase of culture of language as determinant of national and cultural progress. They, as well as Chinese, resolutely refused introduction of alphabets on change to the hieroglyphic letter though, apparently, it very would facilitate them life. They fairly considered that simplification and a primitivism — two parties of one phenomenon. Experience of France, its language legislation, the practices of application of laws "About French use" (1975, 1994) is characterized first of all by distinct pragmatical orientation to the consumer of products (including intellectual, in the field of a science and culture) and services: they should be described or presented in French. The vast majority of the taken-out preventions or the imposed penalties for violation of the law concerns just information for the consumer are sewn up his rights.

One more important party of understanding of a place and language role in overcoming of the intercultural conflicts is its ethnocultural aspect which is connected with a language role in formation of national identity of the people, with its place in interaction of cultures, in ensuring access to achievements of world culture and cultures of fraternal peoples. Symbiosis of cultures of the people really carrying out in historical practice should be reflected in interaction of their national languages, enriching and ma-

king mutually available ethnocultural values of these people, creating favorable circumstances for the statement of national tolerance and mutual respect. The idea about interrelations of language with the people, idea of language as a substratum on the basis of which the nation for the first time formulated by Slavophil is created, didn't waste the value and presently. The relation to language acts as one of those essential factors who allow to judge level of national consciousness, a maturity of spirituality of society, about nature of social life for which it is peculiar either amorphy, or a unification for the sake of progress. Undertaken in a number of the former republics of the USSR steps on an instanalisation of language of the title nation as the unique state language, Latin introduction instead of Cyrillics is no other than destruction of centuries-old symbiosis of cultures of the different people, creation of artificial obstacles for access to achievements of culture, literature and a science, fixed in Russian with its Cyrillic writing. Meanwhile national nature of culture as doesn't deny "invariant", and, on the contrary, assumes interaction of languages and cultures, their mutual enrichment to complete level of world culture.

The social and psychological aspect of discourse practice in the various states is connected with features of perception and interpretation of a picture of the world in language of these or those people. Since the time of V. fon Humboldt it is known that various languages are for the nation bodies of their original thinking and perception [7, p. 324]. Different languages carry out transformation and thought partitioning differently, outstanding linguist A. A. Potebnya noted. "Just as the slightest changes in the device of an eye and activity of optic nerves inevitably gives other perceptions and it influences all world view of the person — he wrote — so each trifle in the device of language should give the special combinations of elements of thought without our permission. Influence of a trifle of language on thought in own way only and is replaceable nothing" [8, p. 349]. A. A. Potebnya's remark which in Ukraine quite often expose the fighter with Russian tsarism and carry to spokesmen of ideas of the Ukrainian nationalism, expresses quite reasonable alarm concerning every possible innovations in the language, capable to cause deep reorientation of perception and interpretation of a picture of the world at the title nation, to inevitable change at people of cultural and psychological installations, to lead to division and the possible conflict of generations, disintegration between the people.

Thus that language reforms are often used with a view of internal political fight, the people and society rather sensitively and painfully react to everything that is connected with language as the people are the creator of language whom generation of national spirit is. Language is inseparably linked with culture of the people, causes its national specifics. K. S. Aksakov quite often used the term "people language", emphasizing their con-

tiguity and interconditionality, and A. A. Potebnya entered concept "an internal form of a word" by means of which emphasized special, distinct from other languages, build attitudes and attitudes of the people. Thanks to an internal form of a word, Potebnya believed, the people create the tool of understanding of and others, form a basis for dialogue. Therefore any attempt to make change in language is interfaced to a complex of the listed social and psychological consequences for the people, capable to destroy the cultural bases of statehood and society.

Process of destruction of the cultural bases of society is influenced by not only unreasoned language reforms, but also process of liberalization of application of language. Domestic linguists fairly note that the popular speech stream, the forgotten literariness (especially Church Slavonic), loan and tracing-papers from the American samples, active word-formation — all this also involves change of nature of culture, norms of communicative behavior in society [9, p. 259–260]. As a result the low language culture more and more affirms as society, roughness and the offensive language offending not only hearing of people, but also public moral prospers. The Russian historian of culture P. M. Bitsilli in this regard wrote: "Just because 'people' use national language mechanically, without giving itself the report in what treasures of thought and feeling were postponed in it, it... from mischief, from an original approach, and even simply on ignorance safely updates language, distorts words and forms, blacks out syntax, without guessing at all that language has 'soul' that it — the soul of the nation, in every possible way subtilizes and mocks at its flesh as if it there would be callous and lifeless 'matter'. Having seen it, we can reduce our antiposition of 'people' and 'nation' to the following formula — on the basis of their relation to national culture: for 'people' it is 'matter', for 'nation' — the spiritual beginning" [10, p. 77].

Besides the listed aspects of a role of language in the intercultural relations there are also others, in particular, economic and actually linguistic. So, it is known that the economy plays an important role during the planning and implementation of language reforms which demand huge resources. By estimates of economists of Germany, carrying out reform of German spelling would demand not less than 250 million euros only on reprinting of school textbooks without other expenses. Mongolia refused in due time transition to the traditional old Mongolian letter because of the price of reform and left the alphabet on the basis of Cyrillic.

The role of economic aspect of language is especially significant proves in the administrative relations. For development of ideas of management in the XX century, since 70's years, the area of interests was displaced to problems of use of organizational culture in management of the enterprises, to management of knowledge, the neoinstitutional theory of the organization

that caused heightened interest in verbal forms of realization of administrative functions. The organization only then arises, when there is a language. In management processes language proves as the organizational tool as which act a word, idea and norm. As the organization thus should be considered in three senses: as social institute, as process orderings (management) as certain orderliness (structure), it indicates diversity of a sheaf "language — the organization". In all these organizational plans language carries out as tool function which is realized by means of transfer of socially significant information necessary for implementation of management process, and valuable and orientation, connected with formation at employees of system of values and functionally useful artifacts motivating and directing behavior of members of the organization. At the same time language appears as means of streamlining of social (organizational) experience and its integration into significant integrity, as system of ideas of a social world order of the organization containing the project of the due (correct) organizational device. This or that type of the organization as social institute assumes own pragmatics of language, or own "language games", defining rules of use of language, its discourse practice.

Actually linguistic aspect of a problem has two parties. One is connected with often meeting statement that change of a graphic basis of the alphabet promotes the statement of the national sovereignty. The similar position most often is defended recently by some representatives of Tataria and Karelia. They believe that means of Russian it is impossible to display sounds of the Tatar and Karelian language. However the Latin graphics has no advantages before Cyrillic in transfer of features of phonetic and morphological system neither Turkic, nor Karelian, other languages. The example of the Serbo-Croatian language having writing on the basis of two alphabets — Cyrillic at Serbians and Latin — at Croats is in this regard indicative. So historically it developed and isn't exposed to audit, didn't become a basis of intercultural confrontations.

Other part of linguistic aspect is connected with widespread in many countries of the world practice of bilingualism. Declaration as state not only language of the title nation, but also the language which has taken place as an effective remedy of international communication, undoubtedly, promotes dialogue of cultures, development of scientific communications and economic activity in this country. The comparative analysis of experience of permission of language problems in the various countries shows that the bilingualism acts as an effective remedy of their permission. The increased scales of migration of people in the modern being globalized world, growth of number of mixed marriages, coexistence of people with different cultural and language luggage in uniform sociocultural space — all this indicates increasing influence of a bilingualism in intercultural communications not

only within separately taken state, but also in the world as a whole. However each state solves interethnic, intercultural and interlinguistic problems independently, depending on social and political preconditions. The bilingualism becomes a standard of mutual understanding, tolerance and respect for alien culture and language.

Experience of foreign countries says that the national consent in such situations is reached by the accounting of interests of language and ethnic minorities and by introduction of the second state language (in Canada, Tunisia, Pakistan, for example, two official languages, in India — twenty one, in Switzerland, as we know, state use the status at once four languages). About need to consider language features of the country are told also by the European Charter of language minority which was ratified by many of those countries which in practice proceed in the language policy, first of all, from a political environment.

The idea of development of the second native language for each European was developed in 2007 by special group of the European experts under the direction of the French writer of the Lebanese origin Amin Maaluf, created at the initiative of European Commission. In European Commissions believe that really to unite Europe, it is required not only lack of borders. To feel rather strong belonging to the European community it is possible, only easily understanding people from the different ends of Europe, knowing their traditions and culture, and it is impossible, when the people become isolated within the unique native language. Authors of the special report consider that it is necessary for European countries to create all conditions that the second language became really native — to enter its intensive studying in preschool institutions and to support it with daily practice at schools and universities.

Thus, experience of development of bilingual processes testifies that the correct approach to the solution of language problems helps to plan positive steps on forming of the ethnocultural relations in multinational society, in elaboration of strategy and policy of overcoming of intercultural confrontation.

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Belyaeva D. A.

DEVELOPMENT OF MODERN RUSSIAN BUSINESS: SOCIAL AND ECONOMIC ASPECT

Processes of globalization of world economy and competition strengthening between the states demand essentially new approaches to definition of prospects of development of Russia which in transformation of economic system transfer a problem of modernization it political, social and economic systems to the category of the most actual. It agrees the Russian Federation developed by the Government of the concept of long-term social and economic development of the Russian Federation the period till 2020 in front of Russia there is the main strategic objective — an exit to level of the economic and social development corresponding to the status of Russia as the leading world power of the XXI century, taking the advanced positions in the global economic competition [1].

The essence of this strategy consists in creation of mechanisms which will provide innovative development of the country on the basis of use of its competitive advantages, main of which: rich natural resources, huge territory and population. And to use these advantages, it is necessary to form the institutional environment favorable for development of business and non-profit organizations, aimed at productive activities for creation of public wealth [2].

One of the main lines of business is its entrepreneur consisting in innovative spirit. Still Y.Shumpeter treated concept of the businessman as "the person of an initiative introducing in production new combinations" [3]. And for this reason business activity is the engine not only economic, but also social development. The phenomenon of business activity is that in the course of aspiration to maximizing profit, using innovative and innovative approaches, the businessman is deeply shipped in social and economic sphere.

Important circumstance for the Russian business are features of social and economic space of the country, to be exact its heterogeneity caused

by physics-geographic factors and centuries-old historical heritage. Disproportions between developments of regions cause an imbalance in level of social and economic development of territories within one subject of Federation. As a result, there is an isolation, regional fragmentation and monopolism of regional producers.

As a whole, different sectors of society differently perceive and estimate influence of the Russian business structures both on economic growth of the country, and on social system.

The attention which is found recently for social and ethical aspects of activity of the domestic business organizations can be explained by a number of objective factors [4]:

1) a factor of transition of economy of Russia in the conditions of a globalization on an innovative way of development and the replacement of mainly command and administrative methods of management connected with it economic and social and psychological;

2) a factor of need of filling of the ideological vacuum which has arisen owing to transition to hi-tech reference points;

3) a reduction factor in high-industrial society of value of traditions including moral that is a consequence established at the beginning of the last century German sociologist Max Weber of replacement "valuable focused" of behavior of people on "whole and rational" [ibid.];

4) a factor connected with psychological perception of the definition of "businessman" as such. As practice of the Russian business not always shows rather moral business causes of formation by society of adequate understanding of social responsibility of the business organizations.

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Bogdanova D. G.

PROMOTION OF THE PERSONAL BRAND ON THE INTERNET

The personal brand — is dynamic (probably different perception in different situations) an image in consciousness of people. It is how the personality is seen and perceived. And it is capable to bring benefit. It is an image which generates additional value and creates benefit for the personality.

Characteristic features of a strong personal brand: integrity; naturalness; individuality; importance; sequence.

Personal branding is focused on creative people, organizing commercial activity or needing bright self-presentation, the main feature — in creation of additional business motivation. Also it perfectly will suit figures of the public, policy and businessmen.

Personal branding is the excellent assistant where everything "is stuck" on the person and his individual traits. Positioning, graphic attributes — "a small corporate style", development of design of cut-away, a presenter and even design of an album for the musician or elements of the program of advance for the artist.

But to design here you will not be limited. Rather a design — it only one of the measures, directed on visual perception. The big role is played by the marketing program, the program of creation and brand advance by name "I".

Creation of a personal brand — is an incessant process of self-knowledge during which the personality reveals the strong qualities and skills, defines the unique talents and show itself to the market taking into account the uniqueness.

To begin creation of a personal brand it is best of all from awareness of the strengths.

1. Determination of advantages. It is necessary to make the list of the advantages. The personality possesses what personal qualities. What turns out best of all? What special knowledge is? In what the personality is unique?

2. Studying of competitors. The enemy should be known by sight. It is necessary collect as much as possible information on competitors. What exactly do they do? How they do it? What use statements? As make out the advertisements, announcements, and brochures. Whether they do something such, what distinguishes them from others?

3. Differentiation. It is necessary to start to compare the advantages to dignity of the competitors. Than they differ from you? What the personality has that rivals don't?

4. Drawing up of a portrait of a market niche. The following step is definition of a market niche. Who those people who are potential buyers or partners in business? What they age group? What requirements at

them, the social status, a financial position? Whether they in the speech use any slang?

5. Positioning. Positioning — an important step to brand formation. Literally, "positioning" is understood as occupation of a leading position in the chosen market niche, as the supplier something unique and necessary. Positioning will allow separating precisely from competitors. It is necessary to think up to itself the unique statement which the personality will show to the market.

The personal brand is necessary for advancing daily on the market. For this purpose it is possible to use a set of receptions of rather effective and low expensive marketing. Here some of them:

1. Use of unique statements. It can be your cards, booklets, brochures, a site on the Internet, a digital signature in e-mail messages.

2. It is necessary to hold regular seminars, lectures, trainings. Become public. To achieve that invited to television and radio.

3. To write as it is possible more often and more. For target newspapers and magazines. To open on the Internet own post mailing and with it help to establish the confidential connection with the readers.

4. It is necessary to create the personal history in which leading values and principles will be reflected. To tell your story to people. To place it on the personal site.

5. Constantly to emphasize the uniqueness, provided services. It is necessary to differentiate itself from the competitors all the time.

Known main ways of advance in a network:

1. Personal blog. Maintaining the personal blog is considered the strongest way of advance of a personal brand. Publishing in the blog interesting articles, telling about itself, to the work, answering questions of readers it is possible to increase considerably audience, to establish the confidential connection with clients, readers.

2. Social networks ("Vkontakte", "Facebook"). It is necessary to create accounts in these networks which open a personal brand. It is necessary for communication, involvement of new clients, partners, and also for adjustment of communication with people.

3. Video podcasting. There is a set of services which allow to place on their hosting the videos files, to register an account and to share the video with the whole world. Services for convenient placement of video and audio are in large quantity.

4. Mailing. In mailing it is possible to place qualitative materials on a subject connected with provided services. It is also possible to notify on the interesting things, the new videos, new products etc. Services for conducting mailings a huge set, both paid, and free.

Bondar L. D.

ACADEMICIAN E. F. KARSKY AND LITERARY CIRCLES OF THE XX CENTURY BEGINNING: CROSS-CULTURAL COMMUNICATION IN EPISTOLARY HERITAGE (ACCORDING TO THE DOCUMENTS OF THE ARCHIVE OF ST. PETERSBURG BRANCH OF THE RUSSIAN ACADEMY OF SCIENCES)

There is no need to bring arguments as proof of evidence of a major role of academician Evfimy Karsky (1860–1931) in Slavic philology formation, particulary Belarusian. The author of the multivolume fundamental work "Belarusians" (3 volumes, 5 parts, 1903–1921), E. F. Karsky had been already taken during his lifetime as the classic and was characterized at his election in full members of Academy of Sciences, as "the founder of the Belarusian linguistics and the Belarusian philology" [1, p. 110].

In the consecutive activity directed on formation of Belarusian linguistics, and also on science formation in Belarus, E. F. Karsky employed the widest circles of the researchers who were representatives of the most various cultures in the specified area. In personal fund of E. F. Karsky (fund 292) in the St. Petersburg branch of Russian Academy of Sciences Archive (SPbB of ARSA) remained the rich epistolary heritage testifying to wide intercultural contacts of the scientist.

In his opening speech of 1912 to the Belarusian scientific and literary circle of students of the St. Petersburg University. E. F. Karsky, allocating the necessary directions of researches in Belarusian linguistics (including, collecting a material for the Belarusian dictionary and collecting and studying of the Belarusian folklore), formulated important thought: "To improve our welfare intellectual and moral welfare, can be possible only at a close unification with Russian culture and science. It isn't, in fact, equivalent to destruction of our national lines" [2, p. 11].

It is a technique of the scientist by carrying out researches in the designated directions: E. F. Karsky involved the most various circles of researchers both in the national relation, and from the point of view of the primary professional activity. Among correspondence of the academician a number of letters which were collected by the scientist in a pack with a mark "The Belarusian ethnography" remained. Among correspondents of the academician — both eminent scientists-linguists, and the amateur specialists in folklore living in the most different national cultures. E. F. Karsky's scientific, pedagogical and administrative activity is connected with various regions of the Russian Empire of that time: besides contacts to various cultures in business trips on the Slavic countries, for a long time the

scientist due to residence and work in the various cities was connected with Vilna, Warsaw, Minsk, Lviv, St. Petersburg research centres.

Among the groups of correspondents there is one represented with representatives of literary circles, mainly, Belarus (and also Ukraine); correspondence mostly takes us away to the twenties of the last century — time of rough blossoming of the Belarusian literature and formation of the Belarusian intellectuals.

One of such correspondents is a poet-satirist and playwright Albert Pavlovich (1875–1951) writing in the Belarusian language, made also a large number of translations into the Belarusian language from Russian, Ukrainian, Polish (A. S. Pushkin, T. G. Shevchenko, M. Konopnitskaya). In the letter dated by August 28, 1922 he calls number of the works having been written by that time: more than 3000 works of lyrics and 6000 translations in volume about 400 pages [3, sh. 1 tur., 2 tur.]. And though in this letter the author is distressed: "I am not printed anywhere, the glory about me doesn't rattle, no one knows about my work and doesn't mention but I work much... " — nevertheless by that time a collection of his verses "Snopok" and the drama work "Cornflowers" had been printed.

Documents of that time, in particular, A. F. Pavlovich's letters to E. F. Karsky testify to A. F. Pavlovich's big organizational talent, his cultural development, devotion of idea of revival of Belarus that allowed to rally round him a large number of the Belarusians, ready to be engaged in cultural and educational activity. His house which has become, according to A. F. Pavlovich, "headquarters" of Belarusians, was visited by almost all writers who have become subsequently classics of the Belarusian literature: Janka Kupala, Jakub Kolas, Tiotka, Maxim Bogdanovich, Zmitrok Byadulya, Tishka Gartny. With Janka Kupala the poet was connected in due time by friendship, and the first devoted one of the poems "Pesnyaru Albertu".

In the mentioned letter of August 28, 1922 A. F. Pavlovich, calling himself "the modest worker on the Belarusian soil", nevertheless places the name among seven pioneers of revival of Belarus where he includes also brothers Lutskevich (Ivan Ivanovich — the public figure, the archeologist and Anton Ivanovich — the public figure, the historian and the publicist), A. Vlasov (the legendary editor of the weekly Belarusian newspaper "Our Field", or in the Belarusian Latin — "Nasza Niwa" published in Viln in the Belarusian language), Y. Kupala, Y. Kolas, V. N. Ivanovskogo (Vatsyuk Troitsa, the chairman of the Belarusian publishing society "To Zaglyan sontse i u nashe vakontse", based in 1906 in Petersburg). Besides, A. F. Pavlovich reports that his money is enclosed in "Nasza Niwa" and he paid the Belarusian authors in Minsk [3, sh. 1]. A. F. Pavlovich's works didn't remain unaddressed by E. F. Karsky who mentions him on pages of the third volume of well-known "Belarusians". From A. F. Pavlovich's letters

we learn also about other party of his activity — about work on drawing up of the dictionary of the Belarusian language (about what E. F. Karsky standed for and what kind of plan could be carried out in 1925 by E. F. Karsky's pupil S. M. Nekrashevich) and about plans of drawing up of the dictionary of Slavic tribes. In this area of the activity he asked E. F. Karsky's petitions before Academy of Sciences [3, sh. 2 − 2 tur.], but these plans remained only in projects.

From the listed pioneers, Alexander Vlasov [4] (as well as Vaclav Ustinovich Lastovsky, the secretary of editorial office of the magazine "our Field" [5]), Janka Kupala (Ivan Dominikovich Lutsevich, 1882−1942), Jakub Kolas (Konstantin Mikhaylovich Mickiewicz Mickiewicz, 1882−1956), V. N. Ivanovsky [6] were E. F. Karsky's Belarusian revival correspondents.

Two letters which have remained in SPF ARAN ISLANDS of Janka Kupala (from March 29, 1920 and January 5, 1922 from Minsk) not simply testify to contacts of the poet and the academician, but open the identity of the poet from the new point of view: the poet is interested in F. E. Korsh and E. F. Karsky's scientific works and also, according to the advice of the academician, he prepares for the translation of "Tale of Igor's Campaign" [7, sh. 4−7] which translation was made and became the first translation of this work into Russian. In the same business there is an autobiography written by Y. Kupala in the Belarusian language [to 7, sh. 4−7] in which the poet describes the vital peripetias in days of the youth, connected with training, job search, residence change. Especially the author emphasizes the dispassionateness from policy and, as result, lack of the conflicts to the authorities (a series of the conflicts of the poet with the Soviet power belongs to later time).

The second prominent correspondent of E. F. Karsky is Jakub Kolas — in the letters (four letters for 1921−1926) also shines other, nonliterary party of his activity. The poet was closely connected with the being formed scientific community of Belarus working in opening in 1921. Institute of the Belarusian culture (Inbelkulta) and Belarusian State University. Y. Kolas consisted the member of the Scientific and terminological commission of the National commissariat of enlightenment, gave lectures at University, worked in Inbelkulta on behalf of whom he addressed to the academician to send to Minsk the known questionnaire and the instruction made by E. F. Karsky, on collecting of oral national creativity [8, sh. 5 tur. − 7]. Since the basis of the Belarusian academy of Sciences Y. Kolas was included into number of her academicians, and since 1929 was her permanent vice-president.

From correspondence of the poet with E. F. Karsky we learn also about the indicative party of many-sided activity of the Petersburg academician. Possessing obvious organizational talents, the academician didn't remain

indifferent to destiny of researchers with whom he was pushed together by life and work. So, from the remained letters of E. F. Karsky's fund we know that participation which the scientist showed to the correspondents who have appeared in an inconvenient life experience: it both repeated and long-term help to the founder of the Belarusian ethnography E. R. Romanov (1855–1922) [9], to researcher N. Ya. Nikiforovskomu (1845–1910) [10] and so forth. The scientist didn't remain indifferent to A. F. Pavlovich's destiny. Y. Kolas's letter is mentioned in E. F. Karsky's petition for the publication of works of A. F. Pavlovich, though Y. Kolas was compelled to refuse to a request of the academician, referring to such situation created in Minsk, "at which any possibility, at least soon, printing l<arger> works is excluded". "Situation serious — is continued by the author. — The atmosphere is very strained, and by these days it should be discharged anyway" [8, sh. 9].

In the specified business also there is an autobiography of Y. Kolas made in the Belarusian language which with a certain share of poetry and lyric poets describes his childhood, the relations with the father, the teachers, the first acquaintances to books and the first literary attempts, and also the next years of works, military service, travel on the cities of the Russian Empire and, at last, the safe return to Belarus, to Minsk after six years of separation "with to what my soul" [8, sh. 1–4].

Among other correspondents — the Belarusian writers there was a politician, the author of several stories Joseph Yuryevich Lyosik (Yazep Lyosik (1883–1940), native uncle Y. Kolas' uncle about whom he, however, doesn't write in mentioned above the autobiography) which open letter in Belarusian language from March 15, 1926 shines its scientific work, namely, the edition to them "Phonetics", about the review on which in the Asveta magazine he asks E. F. Karsky. "Your words will be pleased not only to me, and for all Belarusian cultural workers who so wait for your word about the Belarusian language textbooks" [11, sh. 1]. Lyosik published some books about the Belarusian grammar.

The academician was connected not only with the Belarusian literary figures. Among letters to E. F. Karsky there are two specific cards from the Czech Republic (from July 10, 1925 and on December 30, 1930, the second — a congratulation on the 70 anniversary) from Yulian Andriyovych Yavorsky (1873–1937) — the galitsiysky specialist in folklore, the historian and the poet printed in Lviv [12]. There is also a cut-away of the Ukrainian literary critic, the poet and the translator, the author of best of pre-revolutionary translations into Russian of "Tale of Igor's Campaign" of Vasily Grigoryevich Shchurat (Vasyl Shchurat, 1871–1948) which he signed in Ukrainian as the professor of a gymnasium in Fords, notifying on translation of article by Polish linguist A. Brückner and instead of the comment — the feuilleton [13].

Among other representatives of literary circles of Ukraine Kliment Vasilyevich Kvitka (1880–1953) was correspondent of E. F. Karsky, who was the musicologist-specialist in folklore, the author of known collections "Narodny melodyi z golosu Lesi Ukrainki" (Kiev, 1917–18), "Ukrainsky narodni melodyi" (Kiev, 1922). With literary circles ihe was connected by the first wife — Larissa Petrovna Kosach-Kvitka (1871–1913), known Lesya Ukrainka under a pseudonym, who K. V. Kvitka could outlive for 40 years. "Ukrainsky narodni melodyi" also begins the notice of a collection parcel the first of three (for 1922 and 1924) K. V. Kvitke's remained letters. In the comment to the collection the author pays attention: "She [Lesya Ukrainka — *L. B.*] was brought up by the mother-narodnitsey in the closest communication with country children, and consequently the melodies written down from it as authentic as though were written down by peasants" [14, sh. 1 – 1 tur.].

K. V. Kvitka was included also into number of scientists, being in correspondence with E. F. Karsky "the scientific employee" Ukrainian academy of Sciences and working inhis folklore commission. The director of the commission was academician A. M. Loboda, and "after staff reduction" K. V. Kvitka remained her unique regular member [14, sh. 1 tur.]. In addition, K.V.Kvitka was the professor of Musical and drama institute of N. V. Lysenko in Kiev, late headed the Office of musical ethnography of AS of USSR. Later, after arrest and moving to Moscow worked as the professor of the Moscow conservatory and became the founder and the head of the Office on studying of musical creativity of the people of the USSR. From K. V. Kvitka's letters we learn about his keen interest to the Belarusian folklore and the corresponding research works (including, certainly, to "Belarusians" by E. F. Karsky), about his interest in contact to the Belarusian ethnographers in Moscow and Petrograd. Besides, the author admits: "I long since dream to devote year of life and even more to inspection of the Belarusian musical creativity with application of such methods which I developed the Ukraine to the ukr.<ainsky>soil, and is sure that the material even more original and archaic, than collected by me in Ukraine" [14, sh. 3 tur.].

E. F. Karsky's correspondence with representatives of literary circles shows, among themselves representatives of a literary world of the Slavic countries of the beginning of the last century how were connected, how close it appears not only national intercultural dialogue, but also dialogue between representatives of two subcultures: art word and scientific world.

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Bravtsev V. P.

INTERACTION OF CULTURES — THE IMPORTANT FACTOR OF FORMING THE EUROASIAN UNION

Before our eyes the new unique Euroasian community of the nations is appearing relying on wide joint experience, cultural historical links of the people of a huge part of Northern and Central Eurasia is born.

But the success of this global competitive economic integration is possible only on the basis of the deep spiritual base, an intercultural dialogue, an interconnection of cultures of the adjacent Euroasian people.

From the creation of EurAsEC the problem of creation of uniform cultural space was priority.

Accepted in 2007, the Concept of the coordinated social policy of the states — members of EurAsEC provided coordination strengthening in the field of culture.

It is improved standardly — legal base in the field of culture. The state, intergovernmental and interdepartmental agreements and bilateral programs are concluded. The council, culture of the countries of Community uniting ministers, lifted on new level of cooperation in this sphere, ensuring equal access to a cultural heritage of all people.

The major the directions of cooperation and development of cultural ties became festivals of cultures of the people of Eurasia, carrying out exchange years, seasons, days of culture, and joint projects of anniversary actions.

Both traditional, and new formats of cooperation for integration into world cultural space actively use the countries — participants of the Customs Union and EEP.

"The Slavic market in Vitebsk" by right is considered one of the largest international forums of arts of Eastern Europe. Last year it celebrated 20-year anniversary. The International children's festival "Gold bee" in the pretty small town Klimovichy in the region of Mogilev where different musicians, dancers and artists of the different countries gather is devoted to children's creativity. Leading theatrical collectives of the countries of EurAsEC represent the best statements on International theater festivals "Belaya Vezha" in Brest.

Located in the center of Eurasia Kazakhstan successfully and purposefully carries out a link role between Asia and Europe. The new capital of Kazakhstan Astana is the real monument of modern culture and architecture. In the republic competitions of violinists, pianists, ballet art, vocalists, festivals "Music of the great steppe", "Operaliya", "Eurasia" are traditionally held.

Last year the II Festival of cultures of the people of EurAsEC took place.

Russia which has saved up for the history huge cultural and intellectual potential undoubtedly is one of the leading world centers of cultural and humanitarian interaction. Deeply symbolically for the people the decision the government of Russia about creation of a new platform for an exchange of experience — transfer to the countries of Commonwealth of national pavilions on VDNH.

Created in 2006, Interstate fund of humanitarian cooperation of the CIS became a significant factor of development of the general cultural space.

It is basic new body of interaction of the countries of Commonwealth in the fields of education, cultures, sciences, information and mass communications, sports and tourism and work with youth.

It realized over 240 demanded humanitarian projects. Prestigious interstate awards of "A commonwealth star" for achievements to the sphere of a science, education, culture, humanitarian activity are founded. For encouragement of creative youth with 2008 competitions on competition of awards "Commonwealth of debuts" on subject of humanitarian years of the CIS were held.

Last year the Year of historical and cultural heritage in the CIS took place.

Annual forums of the creative and scientific intellectuals became the most important means of mutual enrichment. In 2010 the first festival of a science of the CIS countries, the first congress of the teachers, the first international innovative session and competition of youth innovative projects and the Commonwealth countries in Moscow took place. More than 100 thousand people became direct participants of MFGS projects. The television audience using and national TV channels, and MGTRK "MMR" steadily grows.

Interaction of national cultures, dialogue of creative elite and citizens overcome negative consequences of globalization, strengthen the international relations, the culture of the communication which has developed between our people in centuries stories.

Burmistrov A.

DIPLOMACY OF INTERCULTURAL COMMUNICATIONS

The interethnic and interconfessional conflicts, terrorism, distribution of weapons of mass destruction demand joint search of an exit from the created crisis situation with a view of safety. Into the forefront in ensuring safe existence there are problems of environment, access to resources, and fight against terrorism, migration, and control over illegal financial streams. The solution of these problems demands increase of level of tolerance in contacts to representatives of other cultures and religions. The important role in these contacts is played by diplomacy.

The problem of diplomacy consists in establishment of contacts to other camps and the people and in attempt to solve in the peace ways arising contradictions. The important role in diplomatic negotiations is played by styles in which they are conducted. For the different countries styles are also different. National trunk-call style includes features of culture, the historical past, customs, traditions, and mentality which influence process of negotiations.

To the main national trunk-call styles carry:
– the American style for which are characteristic openness, professionalism, independence and independence in decision-making, a friendliness, energy, punctuality, pragmatism;
– the Asian style, differing elasticity. Asians tolerantly treat disagreements at negotiations, are inclined to consideration of details even if there is no consent on the general formula, but in decision-making aren't independent, as they always need center approval;
– French when negotiations are conducted, rigidly, no alternative options of a solution have, for them prepare carefully, proceeding from "the general principles" and paying the main attention to logic justification, the convincing argument of the position. Main lines of the French negotiator: politeness, courtesy, skill to communicate, sense of humour;
– English where on the first place are slowness in decision-making, waiting tactics, flexibility, and ability to compromises. Englishmen have competence, professionalism; they negotiate honestly and wait the same from partners;

– German being characterized that the negotiator is very punctual, economical, and prudent. Negotiations are preceded by careful preparation. Germans conduct negotiations chilly, sometimes even is rough, questions discuss with pedantic sequence, scrupulously consider all details. From other participants of negotiations they expect clarity, clearness, efficiency, concreteness, punctuality. Carefully meet arrangement conditions.

Besides in intercultural communications it is necessary to give special attention to nonverbal means of communication, such as: kinesy — a facial expression, a look, gestures, a pose; prosody — voice and intonation means; takesy — touches; sensory — sensual perception, manifestation of feelings; prosemy — spatial structure of communication; chronemy — temporary structure of communication.

As verbal languages differ from each other depending on type of cultures, and nonverbal language of one nation differs from nonverbal language of other nation. Interaction of "civilizations" as the modern mankind is so diverse on the development that is inherently representatives of different civilizations became a basis of modern world diplomacy practically. At diplomatic level representatives various on the ethnos should cooperate: to history, traditions, language, religions which develop, cooperate and influence at each other, building, thus, intercultural communications.

Distinctions between representatives of different cultures affect the relation to a set of problems — human rights, trade, environment protection, etc., making the essence of modern policy and surely is assumed by collisions if to take into consideration that fact that cultural features are less subject to changes, than economic and political. The velvet curtain of culture from now on replaced "the Iron Curtain of ideology" as the main line of demarcation in Europe.

In Russia lives more than hundred ethnoses and a set of other cultural groups adhering to various religions, cultural traditions and customs and a problem of intercultural communication appear not less important, and sometimes and more intense, than political and economic. They are shown and in interaction with the countries of the near abroad approving the originality, cultural specificity, own state language, forming the national intellectuals. Integration of Russia into the European and universal processes caused a problem of development of cultural features of other countries. The Russian diplomacy actively supported initiatives on dialogue development between cultures, seeing in them the mechanism of mobilization of collective will of the international community for strengthening of an intercivilizational consent, achievement of harmony in the relations between cultures and societies.

Today the image of the state is more and more depicted in parameters of "soft force", i. e. ability peaceful means, first of all the cultural policy to achieve respect of the world community. Diplomacy of accession to uniform world space demands achievement of understanding between carriers of various cultures.

Implementation of intercultural communication bears hope of enrichment of national cultures. It is sometimes difficult to official structures to achieve creation of such understanding. It is easier to so-called diplomacy to consult with establishment of necessary preliminary contacts of "the second direction" (public diplomacy) when along with professional diplomats independent experts participate in permission of conflict situations, representatives of non-governmental organizations. Their activity is directed on creating climate of trust and to create favorable circumstances to start official negotiations. Public diplomacy includes a wide range of the actions directed on construction of the long-term relations, protection of the purposes of national foreign policy and the best understanding the foreign public of values and institutes of own state. Generally public diplomacy is aimed at mass audience, and each time — on a certain audience, on certain social groups, therefore, the diplomat should learn to use corresponding to this audience language and images.

At the same time this process can represent danger of oblivion and replacement of own cultural sources: the modern Russian without transfer knows the word "Hamburger" and associates it with MacDonald's corporation, forgetting thus that Russian pie or a pancake and is more tasty, and ecologically Maine is harmful. One more very modern example is the Trilogy "Lord of the Rings". The youth, irrespective of their ethnic origin, meets, speaks language of heroes of Tolkien, and plays scenes from novels and often lives to meet only again and to plunge in common into the world the fantastic virtual world.

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SOCIAL AND PSYCHOLOGICAL APPROACHES IN THE RESEARCH OF CONSUMER IDENTITY

Researches of consumers, identification of the main motivation of acquisition of services and the analysis of consumer behavior arms heads and specialists of firm with a powerful arsenal, namely — knowledge of the client, without which successful activity in the modern market is impossible. "Know your client" is the basic principle of market researches of consumers. The etymology of the word "consumer" is usually considered doubly. On the one hand, this word has the general root with one of the main concepts of psychology — "requirement". In that case consumption is understood as a way of satisfaction of basic human wants. On the other hand, this word "came" from economy and in that case consumption is considered in a context of the public relations "production consumption". As a whole, the consumer the person or the organization consuming products of someone's production [2] is considered.

The first attempts of development of the theory of consumption are connected with a number of key figures of social science of the XIX–XX centuries [1]. American T. Veblen at the end of the XIX century offered the theory of ostentatious (prestigious) consumption. German sociologist G. Zimmel put forward a number of key ideas of the theory of a fashion. The German sociologist and economist V. Zombart offered the luxury concept. Other German sociologist M. Weber formulated the concept of status groups and Protestant ethics. These names are often quoted in consumption researches. More concrete researches of behavior of consumers appeared later. The logic of emergence of this direction approximately an is as follows: economic science generated the marketing, one of which sections is "The behavior of consumers" [ibid]. Further from marketing the independent discipline "Behavior of consumers" was allocated.

For the first time courses of marketing began to be read at the American universities in 1902. But only in the late twenties — the beginning of the 1930's teachers who read these courses, began to consider themselves more as experts in marketing (marketing scholars), than economists. Within the 1930's creation of the American marketing association and creation of periodic body — "Journal of Marketing" — symbolized already separation of marketing from the economic theory (economics). Development of "Behavior of the consumer" as separate subject matter began in the USA in the 1950's within chairs of marketing of commercial colleges and business schools. Researches of consumer behavior in North America and Europe began earlier. So, already in the late twenties — the beginning

of the 1930's Paul Lazarsfeld and its colleagues in Vienna carried out by means of polls of consumers studying of the market of a row of the goods of daily demand [ibid].

For market researches of consumer behavior attention focusing on the certain individual consumer was from the very beginning characteristic. At such approach of need of the consumer are considered as congenital, instead of created by society or the market therefore firms aspire to catch the consumer "on a hook", offering the goods or the services satisfying these requirements it is better, than that competitors offer. Thus, traditional market researches of consumer behavior are close to the concept of the rational economic person.

In the 1950's in America there were the "motivation researches" which being under construction on deep interviews and have been closely connected with tradition of psychoanalysis, going from Z. Freud. However further interest to them fell down. In the 1960's in researches of consumer behavior there were the new trends which have come from psychology. In their basis the understanding of consumption as information process was necessary. The consumer assimilated to the computer receiving and processing information for preparation of the decision concerning a choice of the goods or service. This direction in studying of consumer behavior was closed with studying of processes of knowledge of psychology. The first textbooks on consumer behavior were under construction generally within such understanding of a problem though there and some subjects concerning culture, subculture, groups, classes, family and personality influences were inserted.

Institutionalization process (i. e. transformations of this direction of researches into independent discipline) "Behavior of consumers" in America generally came to the end in the first half of the 1970's: in 1969 there was an Association of studying of consumers (Association of Consumer Research — ACR), in 1974 the edition of the special magazine — "Journal of Consumer Research" [1] was begun.

Modern textbooks at the rate "Consumer Behaviour" are generally written and published in the USA and bear on itself the accurate press of all above described traditions reflecting substantially characteristic feature of the American culture — individualism. Their second characteristic feature — an approach to behavior of the individual on a commodity market and services mainly from the point of view of a psychological science [ibid.].

At the same time the consumption problem gradually began to enter into a focus of interest of quite wide range of social scientists — historians, anthropologists, sociologists, culturologists, social theorists. Thus in Western Europe the theoretical analysis of behavior of consumers went absolutely other way, rather than in America.

The great influence on research of consumption was rendered by works of the American social psychologist and sociologist I.Goffman. There were appreciable motions and in the USA. In the 1980's anthropologists, sociologists came to work for chairs of marketing and even literary critics that naturally expanded a view of consumer behavior. As a result of the critic of a traditional approach began already from within marketing chairs. The arisen direction in market researches received the name of "new". By 1990's its right to existence was recognized along with traditional school. Characteristic feature of the new direction — is focus on culture and social problems. However the traditional view of consumer behavior quantitatively dominates. Through a popular edition of textbooks and magazines the American situation is duplicated and in many countries of Western Europe which do not have the textbooks at the rate of consumer behavior. That for consumption studying as component of cultural process experts with absolutely other type of education and scientific experience, namely, psychologists are required is important also.

Problems of behavior of consumers in the market of products and services, and also methodologies of the statistical analysis find due reflection in works of experts in the field of statistics. These are G. L. Gromyko's works, O. E. Bashina, B. B. Breev, I. I. Eliseeva, M. R. Efimova, O. P. Zamoskovny, S. D. Ilyenkova, M. V. Karmanov, G. D. Kulagina, M. G. Nazarov, L. I. Nesterov, B. T. Ryabushkin, V. M. Simchera, A. N. Ustinov, etc. [2].

According to the psychological approach, solving influence on a consumer choice is rendered by four major factors of a psychological order: motivation, perception, belief, installations.

The theories used at a psychological approach: motivations (Maslow, Freud, etc.), relations and behavior, experience, theory "step by step" (Dogmar's ladder). According to the theory of the relations and behavior, process of purchase consists of three stages: — acquaintance (I know) — assessment (I love, I do not love) — action (I buy, I do not buy). At information selection the buyer rejects those data which don't correspond to his behavior, bring discomfort, or interprets them with benefit for itself. The theory of experience assumes that at work with the consumer it is possible to use the conditioned reflex not applicable to the goods with the high price.

The theory "step by step" (Dogmar's ladder) provides gradual drawing attention of the consumer to brand of the goods.

By results of poll of consumers five groups of the buyers classified on lifestyle [ibid.] were allocated.

Rigorists. The strict, rigid people arguing that society is sick, as we lose initial values; hardly perceive all new; aspire to return of former values. If society was guided only by values of rigorist, it would stop in development.

Materialists aspire to welfare to protect themselves and the children today and in the future; consider that money should create safe existence; prefer to buy the goods which can provide long wellbeing (apartments, at home, the land lots, classical clothes). *Egotsentrists* hold the opinion that life is short and it is necessary to take, live everything from it at full capacity and to find that gives full pleasure; believe that society is obliged to make for them everything, but they to it aren't obliged by anything. *Activists* have an active living position, consider that affairs aren't too good and it is necessary to operate constantly that them to change; aspire to society change. Among them there are a lot of businessmen, trade-union figures, managers. *Adventurers* believe that problems of society don't concern them; using society, want to be free from it. These are the people inclined to adventure, adventures, risk.

For commercial success of the enterprise it is necessary to study psychological inquiry of the consumer. For this purpose it is necessary:

- to reveal the end user, his need and desire;
- to understand, than the consumer is guided, making of the decision on purchase;
- to reveal the specific buyer of the goods and the one who makes a final decision on purchase (finances purchase), independently, whether it be consumer goods or TPN: for example, it is well-known (researches confirm) that upon purchase of man's shirts and other subjects of man's clothes the majority of decisions is accepted by women and on the contrary, as a rule, expensive purchases choose (finance) men. Same it is possible to tell about purchases and a choice of gifts by holidays both significant dates and events. Upon TPN purchase the choice of the producer (seller), as a rule, also depends on faces one or limited number, etc., and it should be considered;
- know that will be pleasant to the client as to the consumer;
- to create work system with consumers, the attentive and polite relation to them.

Formation of the correct understanding of consumers starts with the following principles:

- the consumer is independent;
- the behavior of consumers is comprehended by means of researches;
- behavior of consumers socially lawfully.

The behavior of consumers gives in to influence. It is reached provided that the offered tourist product is means of satisfaction of the client's necessity. Thus speech shouldn't go about any manipulation behavior of consumers.

All variety of the factors influencing consumers, it is possible to break into two groups:

– external incentive factors;

– personal factors.

Factors of the environment don't give in direct control from the enterprise representing services. However they make very essential impact on clients' behavior. Therefore they should be considered not only accepting, any serious decisions, but also in daily activity.

Estimates of consumers are based both on their knowledge, and on emotional aspects of perception.

Researches of the enterprise are under sociocultural factors' influence. The greatest force the settled norms accepted in society, systems of social rules, cultural wealth, people's relations wit nature, work, among themselves and to themselves possess. Knowledge of these factors is very important as they influence both other elements of macro sphere, and on the internal environment of the enterprise (for example, the relation of employees to work).

The basic principle of segmentation as the personality: character of the person, his psychological features, and temperament define consumer behavior (requirements, tendencies, preferences, required benefits, style of consumer behavior) [3].

Features of development and use of psychological typology of consumers are considered in tab. 1.

In modern researches of consumers the following psychological methods are used.

1. *Supervision method.* Its purpose is to identify the main stereotypes of behavior of potential consumers in the conditions of a free choice. Thus a necessary condition of efficiency of a method is competence and an inclusiveness of the observer. Previously the scheme of supervision is developed and psychological categories on which supervision will be carried out are allocated. As a rule, it is a question of nonverbal stereotypes of behavior.

2. *Method of the expert analysis.* Its purpose is the detection of similarities and differences of a studied product, the goods in comparison with ideal or optimum image of these goods, definition of potential possibility of the goods to satisfy requirements and identification of positive and negative impact of advertizing on consumers. The analysis is carried out by group of competent experts from 6 to 10 people according to the developed scheme of the expert analysis. Categories on which examination of a product, the advertizing text, the commercial etc. is carried out are thus allocated. Results of the expert analysis are processed by means of mathematical methods of the analysis (factorial, cluster, dispersive).

3. *A method of poll, questioning or the structured interview.* The purpose of a method is collection of information about requirements of the population and market possibilities, and also supervision over dynamics of consumption

Table 1

Features of development and use of psychological typology of consumers

Segmentation as the personality	Specifics
Information base	Results of psychological testing, high-quality researches
Methods of collecting information	Personal meeting of the interviewer (psychologist) and respondent: deep interviews, projective tests, psychological tests
Methods of development of models of typology	Are based on identification of reaction of the person on external irritants and the analysis of psychological distinctions between people (force and duration of emotions, positive or negative coloring of emotions, an external or internal orientation of the personality etc.)
The purposes of use of psychological typology in marketing	Understanding of psychological motives of behavior of the consumer. A prediction of behavior of the consumer depending on psychological features of the personality. Planning of marketing activity taking into account psychological features of target consumers (design of the goods, accents in advertizing, service etc.)
Advantages of psychological typology	Possibility of universal application, regardless of commodity category, the country, time. The psychological typology is based on detection of distinctions between people, instead of between consumers, however these distinctions are shown and in consumer behavior. At the heart of psychological typology lie centuries-old (sometimes the thousand-year — Hippocrates) supervision over human nature which doesn't undergo such essential changes, as social stratification or lifestyle. The psychological typology allows to understand more deeply motivation of behavior of the consumer, to find out the reasons of adoption of these or those decisions concerning a choice of the goods, reaction to marketing incentives, formations and expressions of reaction to the goods
Disadvantages of psychological typology	The psychological typology doesn't consider social and economic living conditions of the person which often are defining in consumer behavior. Therefore use only this approach can lead to serious mistakes in the analysis and forecasting of behavior of consumers

and demand. Questionnaires or interview are made with the assistance of the competent psychologist, capable it is correct to ask questions and to build them consistently in the questionnaire. Previously the scenario of the structured interview, and also poll or questioning strategy reducing level of unauthenticity of collected information is developed. It is thus extremely important to make the plan and to define number of a sample. After data processing all significant information comes to light. This method is extremely labor-consuming (as a rule, it is necessary to interrogate from 100 to 2000 people) therefore coherence of team of researchers here is obligatory.

4. *Focus group method.* Research is carried out for identification of the relation of potential consumers to the goods, to removal on the market of new brand of the goods, to advertizing texts, to an image of the protagonist of the commercial, to scenarios of commercials etc. For carrying out this method existence of a separate room and also technical possibilities is necessary: video systems, dictaphones etc. Comfortable conditions are created by means of convenient chairs on number of participants (usually from 6 to 12 people), participants are offered to drink tea, coffee. Research is carried out according to the developed scenario. The leader-psychologist should possess high competence of a subject which is exposed to research, a wide experience of work with groups. Before carrying out focus group methods of removal of psychological protection of participants are developed. At least two supervisors fix dynamics of group discussion, trace nonverbal behavior of participants of group and reveal the group decision. Now this method uses the greatest popularity in the field of studying of advertizing communication.

5. *Method of a psychosemantic scaling.* The purpose of this method is identification of subconscious installations, cognitive complexity and categorial structure of perception consumers of any object of research: from the separate goods to the scenario of the advertizing message. A sample for such researches makes from 10 to 100 people.

6. *Method of experimental audience.* The purposes of this method can be: modeling of behavior of potential consumers in a situation of a free choice; detection of features of perception of advertizing production; studying of stereotypes of individual consciousness. For comparative experiment some groups of consumers are selected. Changing and constant categories in a product or in behavior of examinees further come to light and methods of fixing of dynamics of variables (it can be methods of objective registration of a functional condition of the person, such as KGR, myogramme, a method of the caused potentials, and also oral reports of examinees or results of supervision of the experimenter) get out. Here the choice of a method of the analysis of the received experimental data and their interpretation is very important.

7. *Content analysis method.* This method is developed on a joint of psycholinguistics, sociology and psychology. Its possibilities are very wide. He allows revealing influencing or expressional structure of any product of mass media — from newspaper article and the advertizing text to the musical clip and the philosophical film. The purpose of a method is identification of structure of influence of advertizing messages, marketing documents, reports of examinees, mails. The scheme of the content analysis is developed by the specialist psychologist of the high qualification, capable to develop category and the content analysis scheme. Researchers here, as a rule, from three

to seven, they should be encouraged that raises a personal inclusiveness of experts in analysis process. The analysis should be provided with the video equipment, allowing addressing to the same material several times.

Psychological methods allow objectifying the psychological mechanisms underlying this or that choice, to study motivation, structure of requirements, hierarchy of the purposes, features of temperament and cognitive style, a personality orientation, say, the numerous psychological factors mediating behavior of the person in the sphere of consumption. Thus, by the present moment a number of scientists adhere to the point of view about dominating influence on behavior of consumers of social and psychological factors. The typology of consumers at the heart of which the analysis of psychological variables lies, allows not only to satisfy and feel better than requirement of audience, but also to build forecasts in consumption.

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Vikhrov A. A., Glushchenko P. P.

LAW CULTURE OF THE STATE AS THE MOST IMPORTANT INDICATOR OF PUBLIC RELATIONS STABILITY

The legal culture is a component of culture of the general, cultures national and even in a certain part of culture international. Without putting before itself disclosure of essence, the contents and features of the given types of culture is more whole, we will concentrate attention only to legal culture is a clot of culture of the state, the people as a whole.

Authors are convinced that the most exact, in much bigger measure answering to mission, functions by understanding of legal culture it is necessary to consider set: a certain part of right instructions without which knowledge it is difficult to present the person, operating without any problem in his

house, in society, on work; existence of skills and abilities to use right instructions not to create additional problems in the course of relationship both with physical, and with legal entities, first of all, with law-enforcement and the most important — aspiration, understanding of need to be guided in the everyday life and activity only by laws and bylaws.

We understand certain doubts of the persons reading this article. There is a lot of them, however the main for certain is the following: a) how many and in what volume it is required to know laws, bylaws; b) what degree of knowledge and abilities is necessary for having, that they can use, on their basis to build various relationship; c) how to operate when expectations from execution of law instructions don't reach positive result; d) how to arrive in the presence of data that it is simpler and easier to solve a question, without connecting it with need to operate on law instructions.

Answering the specified doubts, the questions, having the right to declare that to each sane citizen, and not only the Russian Federation, is necessary to own knowledge of the basic, problem provisions of the labor, housing, family, civil and administrative legislation. It is possible to limit volume of knowledge to data on that: what rights, duties allocated workers and the employer in the sphere of labor legal relationship; what volume, what content of the rights the citizens living in housing stock (state, municipal, public, private) for the volume of the rights and housing interests is very various have, and their ignorance can come to the end with loss of the places of residence, including in a private sector; that it is necessary to know about the civil legislation what there are bases of emergence of civil legal relationship, ways of protection of the civil rights, freedoms and legitimate interests, an order of permission of the property and personal non-property rights in the civil-law way; that in family legal relationship it is important to know about competences of spouses, parents, children and other members of family legal relationship. The administrative legislation actually daily, hourly is in the sphere of the various public relations (house, on work, in public structures), since using a technical construction and finishing return home, using transport, lift.

Naturally, the level of legal knowledge in the specified areas and of legal regulation is higher, less are problems, difficulties in relationship between citizens, citizens and legal persons, citizens and authorities (federal, subject, local levels). Unfortunately, quite often happens so that the solution of a question is tightened, becomes complicated. In such cases it is necessary to resort to the mechanism of social legal protection of the rights, freedoms and legitimate interests, namely in legal methods, means and ways. The appeal to administrative legal way which is not demanding special knowledge of the right, monetary expenses is most preferable and allowing to resolve any problem much quicker, without addressing to judicial and legal forms of

response to the allowed violations of the rights, freedoms and legitimate interests of citizens.

The special place occupies a question of existence of data that it is possible to bypass the law, not to pay to it attention. Council can be unique: never to give in to temptation to notice, not to execute the law instruction for sooner or later it will seriously complicate life of such experimenter. Owing to specified observance of laws and bylaws is capable to prevent complications and even problems as ignorance of the law doesn't relieve from responsibility, and knowledge, abilities and aspiration to live and operate under the law, except advantage, other can't give anything.

As already it was underlined in the beginning articles, about concept, essence and appointment it is written quite a lot and the different contents that once again testify that where two lawyers, exist a minimum as two opinions. Let's try separate to present and estimate from them. So, professor N. N. Voplenko considers that the independent institute of legal culture isn't present, in spite of the fact that it, its elements are present at all phenomena of public life. To agree with such approach to legal culture it is difficult, for that set of norms which corresponds with their understanding, answers with application and execution to criteria in the presence of which them has the right to carry to legal institute, namely: special subjects — practically all Russia; objects — protected by laws and bylaws of value of material and moral character on which attempts take place from subjects of this institute; legal relationship; legal base and mechanism of legal regulation. All five criteria are available.

Professors V. I. Kaminsky and A. R. Ratnikov as legal culture understand "systems of the substantiated and ideal elements relating to the sphere of action of the right, their reflection in consciousness and behavior of people" [2, p. 431]. Well, philosophically, in the general context, its existence both however admits consciousness, and in behavior of those who has it, got.

Professor V. P. Salnikov, one of founders of this legal institute understands as legal culture caused by a special, spiritual, political and economic system a qualitative condition of legal life of society. In this concept the legal culture is understood as the general property, achievement of the importance of knowledge of statutes by all society, the state, and it is correct. The author of the present article sets before itself the purpose to open and present not the general temperature of legal character on the state, and sense of justice of separately taken representative of the state.

The doctor of jurisprudence of L. A. Morozov considers lawful legal culture to recognize "a frame of reference, estimates, belief, installations concerning importance, need, social value of the legal rights and duties which form the positive relation to the right, legality, a law and order, provide socially useful behavior in the legal sphere" [ibid, p. 432].

In our opinion, hardly reasonably to identify legal culture with value of norms, the rights, duties for quite often carriers of legal culture recede from law instructions, break them consciously. Truly, the legal culture, fight for it, for its high level should be placed in the center of attention of the state, society for without it not to provide legality, a law and order. Owing to specified, and not only authors are convinced that the legal culture represents three components: a) knowledge of necessary volume of right instructions for activity; б) skills are lawful for applying them and in) aspiration, conviction that is necessary in society, the state to build the relations only on the basis of arrangements, i. e. right instructions. Each of the called parts of legal culture is important and significant, however the last part has moral value and depends on many factors: validity of law instructions, i. e.: compliances to their international legal criteria [1, p. 80−83]; legitimacy of actions of public authorities and her officials; inevitability of application of coercive measures for derogation from right instructions regardless of the one who allowed it; compliances of right instructions to traditions, customs of right performers and law enforcer.

From our point of view, legal culture owing to the social importance for the person, society, the state: includes a valuable assessment of legal institutes, processes, norms and principles; testifies about volume, how high-quality condition of sense of justice of everyone and the state as a whole; represents the highest form of recognition of interests and need for legal streamlining of any kinds of legal relationship; shows an integral part of culture of the general, national; serves as a condition of formation of the constitutional state and completely depends on moral culture of the population, officials, first of all.

The legal culture can be subdivided on: ordinary, professional and theoretical, ideological, and also on personal, group, public. Specified all together can take place in the presence of continuous carrying out in life of legal ideology, legal promotion, legal propaganda, legal education. The called forms of increase of level of legal culture have the special importance in the course of legal education. Here therefore it is very important, that the teacher knew about it and within necessary for each discipline, forms of occupations used daily, actively, skillfully, supporting with examples, the facts.

The legal culture is based on such principles as: legality, publicity, moral, responsibility, obligation (for officials of any authority, a rank), an all-nationess. As the main functions of legal culture has the right to recognize: the right regulatory; right tutor-nuyu; the right precautionary; the law-enforcement; the prognostic; the valuable and standard.

So, the legal culture, on the importance in life and activity of citizens, the states, and societies is obliged to take a predominating place in ideological, information, educational, precautionary, human rights work. Other

hardly will allow providing absence of conflict, the patriotic relation to the state, society, execution of the powers, whatever they were important, significant for citizens, society.

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Volkova A. N.

THE ROLE OF NON-COMMERCIAL ORGANISATIONS IN THE FORMATION OF CIVIL SOCIETY IN RUSSIA

Non-commercial organizations is the general term for designation of various public associations of citizens on the basis of the general interest in various spheres of public life. "The NPO or non-commercial organization — is the organization which does not have extraction of profit as a main objective of the activity and not distributing got profit between participants. Non-commercial organizations can be created for achievement of the social, charitable, cultural, educational, scientific and administrative purposes, with a view of health protection of citizens, development of physical culture and sport, satisfaction of spiritual and other non-material needs of citizens, protection of the rights, legitimate interests of citizens and the organizations, settlement of disputes and the conflicts, rendering of a legal aid, and also in other purposes directed on achievement of the public benefits" [12].

The role of NCO isn't limited to participation in the solution of internal problems of the country. NCOs are an element of the international cooperation. According to the Oxford encyclopedia, non-governmental organization or NGO at the international level is understood as the organization, "consisting of informal representatives of the states that they are distinguished from the international governmental organizations" [3]. Researchers carry to such organizations of structure of interstate cooperation in different areas, for example the religious organizations, the organizations of scientists, the legal, youth, sports organizations, etc. Non-governmental organizations set before themselves the various purposes. Most powerful of them — large trade-union federations: World federation of trade unions, International conference of free trade unions, International confederation of Christian trade unions [1; 4].

Non-commercial organizations within the separate state "form the separate sector called by "the third sector" [5, p. 3]. "The third sector" — this concept generalizing in all range of existing non-profit organizations. In some countries they call them non-governmental, in others — public, in the third — voluntary, charitable, non-profitable. "The sector model" society starts with economic criterion and divides all subjects who take part in creation of a gross national product, on four categories. Criterion is the main source of the income for organization development:

1. The first sector — the state organizations. The main source of means for development — taxes.

2. The second sector — business. The main source of means for development is profit.

3. The third sector — non-profitable non-profit organizations. The main source of means for development is donations.

4. The fourth sector — households. The main source of means for development is self-operation of members of the family [5, p. 6—8].

From the economic point of view non-commercial organizations are the integral element of normally functioning market economy as set as an object realization of a number of social tasks and services [ibid., p. 3]. As a rule, it not global tasks and the problems connected with support and service of needs of socially vulnerable segments of the population, private tasks of the organization of education, treatment or leisure of local social groups (teenagers, disabled people, pensioners), improvement of ecology of concrete regions or objects etc. Authors note that the solution of these tasks doesn't contact big commercial success therefore it is not too attractive to business. In this case NCOs act as the balance weight for market economy of the developed countries [ibid., p. 4]. Concerning economically focused activity of NCO clearly outlined borders of their business activity are extremely important.

In Russia non-commercial organizations possess the right to be engaged in business activity in the limits necessary for performance of their authorized purposes. Such activity admits:
- production of the goods making profit and the services answering to the purposes of creation of the organization;
- acquisition and implementation of securities, property and non-property rights;
- participation in economic societies and participation in associations on belief as the investor [12].

For some types of non-commercial organizations the law provided the purposes close to the purposes of the commercial organizations, for example:
- the consumer cooperative is created for implementation of a trading, procuring, production activity;

– the independent non-commercial organization is created for service in the field of education, health care, culture, a science, the right, physical culture and sport and other services [ibid.].

From the point of view of social policy of NCO there can be serious addition in the solution of private tasks in the field of health care, educations, spiritual education, sports, culture, conservation, charity etc.

From the point of view of political or spiritual integration of society of NCO realize a task of representation of various cultural, ethnic, religious groups in a palette of the social power, creating balance of public interests and helping to overcome the sociopolitical conflicts and disagreements [4].

In modern literature the thought is often carried out that in NCO development modern Russia copies a wide experience of the western countries. Really, in modern western society a role of NCO it is incommensurable above and on a more substantial scale. In particular, in the developed countries of the West (for example, the USA, Great Britain, Sweden) budgets of non-profit organizations can make to 15% of a national gross product [5, p. 3, 46]. However would be a mistake to consider that Russia simply copies samples of civil institutes of the West. In Russia there is a historical tradition of activity of public associations of citizens. In pre-revolutionary Russia there were various unions and associations: associations of merchants, handicraftsmen, students, nobility assemblies, the unions and societies in the field of arts, publishing etc. During an era of the USSR trade unions, Komsomol, DOSAAF, the Red Cross, associations of disabled people, veterans of work and war, creative associations in the field of cinema, literatures, arts etc. were very mass.

Modern NCOs in Russia began to appear since the beginning of the 90's years with moral and financial support of the western public, mainly in the form of the grants activity of foreign funds approved at that time by the Russian state: the Soros fund, Royal society of Great Britain, National scientific fund of the USA (NNF), Alexander von Humboldt's Fund in Germany, the European funds INTAS and TASIS, Rothmans Fund, Hitachi fund, John D. and Catherine T. MacArthur's fund, Ford's Fund etc.

According to characteristics of activity of NPO in Russia, the most part of the organizations — to 15% — are engaged in legal assistance. About 14% specialize on rendering of the various help to children and youth, 10% of percent work with disabled people. The equal number of the organizations is engaged in sports and tourism, and also culture and art (on 8%), 7% are focused on ecology, 6% — these are purely charitable organizations, on 5% it is the share of the NPOs which are pursuing science and education, and also assisting independent trade unions. National Diasporas also make 5% from total number of NPO. Medicine, health care, women's gender

movement — 4%, refugees, internally displaced persons and veterans of wars and work — this activity of 3% of NPO [14].

At the present stage actual problems for explanation and development of a public role of NPO in Russia are:

1) improvement of legislative base of their activity;
2) streamlining of flow of documents, the reporting and control over their activity;
3) development of activity of NCO in all regions and subjects of Federation;
4) financing and taxation improvement;
5) improvement of ways of integration of separate NCOs in limits of the region, the country as a whole;
6) formation of ways of interaction of NCO with the power and business;
7) help in training and professional development of shots;
8) adequate reflection of activity of NCO in public consciousness, in particular in mass media;
9) social protection of staff of NCO on a level with representatives of other spheres of labor activity.

Let's consider some of the specified problems.

NCO activity in the Russian Federation is regulated by the Federal law of No. 7-FL "About non-profit organizations" from January 12, 1996. It is possible to believe that the Law needs improvement. In particular, it concerns definition of concept of NCO, their classification. So, the Law No. 7-FL defined the following organizational and legal forms of non-commercial organizations:

- public organizations (associations):
  - public organization;
  - social movement;
  - public fund;
  - public institution;
  - body of public amateur performance;
  - political party;
- religious organizations (associations);
- state corporation;
- non-profit partnerships;
- establishments;
- independent non-profit organizations;
- social funds;
- charity foundations;
- associations of legal entities (associations and unions).

However it is impossible to tell that the classification of NCO given in the Law is satisfactory. The accepted criteria of classification can differ,

also in modern society of border of fields of activity are often washed away, forming a set of "frontier" spheres. It creates difficulties in NCO reference to this or that group. Specialized on NCO activity the portal gives the following classification of forms of non-profit organizations:

- consumer cooperatives;
- public associations (including religious associations):
  - public organizations;
  - social movements;
  - bodies of public amateur performance;
  - political parties;
- funds (including public funds);
- establishments (including public institutions);
- state corporations;
- non-profit partnerships;
- independent non-profit organizations;
- communities of the indigenous small people;
- Cossack societies;
- associations of legal entities (associations and unions);
- associations of country (farmer) farms;
- territorial public self-government;
- associations of owners of housing;
- country noncommercial associations [14].

Difficulty is also that many organizations conducting quite commercial activity are registered as non-profit organizations: driving schools and the organizations trading in bioadditives or specialized products; dancing schools and schools of hairdresser's art, the training or consulting companies — all of them can have quite noncommercial status.

Problem also is that many NCOs have an independent legislative base. It, for example, a form of association of owners of housing (The housing code of the Russian Federation from October 26, 2002 of No. 127-FL) or associations of employers (The Federal law from November 27, 2002 of No. 156-FL "About associations of employers").

The state registration of non-commercial organization is carried out according to the Federal law from August 8, 2001 of No. 129-FL "About the state registration of legal entities and individual businessmen". The order of the state registration of NCO, and also its legal status defines:

1) the Civil code of the Russian Federation (further — Russian Federation Group);
2) the Federal Law from January 12, 1996 of No. 7-FL "About non-profit organizations" (further — the Law No. 7-FL);
3) the Federal Law from May 19, 1995 of No. 82-FL "About public associations" (further — the Law No. 82-FL).

Activity of each of types of non-commercial organizations is in addition regulated by the special legislation.

The non-commercial organization can be created as a result:

– establishments (creation is carried out according to the decision of founders (founder));
– reorganization of existing non-commercial organization [5, p. 10].

One of obstacles to mass employment of citizens in NCO in Russia, according to experts, are ambiguities as the state financial support of their activity, legal status of a number of NCO, compensation of their employees and their holidays, guarantees of a social package etc. [ibid., p. 46–53]. Let's note that in recent years problems of legislative regulation of activity and the status of NCO were a subject of a number of parliamentary hearings, for example, hearings "About a uniform procedure of activity and the reporting of non-commercial organizations and modification and additions in separate acts of the Russian Federation" that led to streamlining of a number of parameters of activity of NCO [ibid].

In 2010 economic support of non-commercial organizations by public authorities and local governments (in Federal Law edition from 05.04.2010 No. 40-FL) was legislatively fixed by a way:

1) placement at non-commercial organizations of orders for deliveries of the goods, works, rendering of services for the state and municipal needs in an order provided by the Federal law from July 21, 2005 of No. 94-FL "About placement of orders for deliveries of the goods, works, rendering of services for the state and municipal needs";
2) granting to citizens and the legal entities, giving non-commercial organizations material support, privileges on payment of taxes and fees according to the legislation on taxes and fees;
3) granting to non-commercial organizations of other privileges.

In the summer of 2011 the Federal law from 18.07.2011 of No. 235-FL "Is passed about modification of a part the second the Tax code of the Russian Federation regarding improvement of the taxation of non-commercial organizations and charity". It provides introduction of a number of tax privileges, in particular, on payment of a value added tax (VAT), a tax on the income of individuals (personal income tax) and a profit tax for non-commercial organizations (NCO) and the organizations which are engaged in charity. The law establishes equal conditions for NCO and other subjects of economic activity, the public and municipal authorities at taxation of the VAT of realization of a number of the services rendered within the state or municipal order.

Tax privileges according to the personal income tax in the relation are in addition provided:

- the income of volunteers (concerning the sums of reimbursement for journey to a place of implementation of charity, payment of means of individual protection, voluntary medical insurance, etc.);
- the income of the individuals received in connection with rendering by him to the charitable help.

In 2011, according to the resolution of the government from August 23, 2011 of No. 713 "About providing support to socially focused non-profit organizations", for 2011 and funds are allocated for the planned period of 2012–2013 at a rate of 880 million roubles. From them 100 million roubles will direct on professional development of workers, the organization and support of their distance learning, carrying out organizational and educational and methodical seminars, 600 million roubles — on implementation of authorized programs. Also from the federal budget subsidies to regions are allocated for implementation of programs of support of NCO to give the last information support, to provide a room for office on favorable terms, and also to create for them tax privileges for profit and property.

On September 29–30, 2011 in Moscow passed the All-Russia social forum "Social modernization in Russia is a strategic vector of the society-state partnership". The Forum purpose is to formulate new model of social policy of Russia, based on participation of non-commercial organizations in its realization. Organizers of the Forum: Public chamber of the Russian Federation, Ministry of health and social development of the Russian Federation, Government of Moscow. Participants of a forum are deputy heads of the regions, supervising social policy, representatives of non-commercial organizations and business. It was a question of transfer of a part of the state functions in the social sphere to socially focused non-commercial organizations. The joint project of Public chamber and the Ministry of Public Health and Social Development "Social card of Russia" — the interactive Internet portal which is urged to help to receive to the population full information on social services is presented.

Development of activity of NCO in Russia has the expressed regional specifics. Today in the Ministry of Justice about 500 thousand various NCOs are registered. According to experts, approximately as much works without registration [14]. Most of all the NCO operates in large megalopolises (Moscow, St. Petersburg), in the European part of Russia, on Ural, in North Caucasian and the West Siberian region [5, p. 4]. In particular, public associations in St. Petersburg, according to data for 2004, totaled 6523 organizations. Among them the greatest group public organizations — 3785 made, trade unions — 1504, public funds — 740. For today in the city there are about 15 thousand NCOs that shows growth more than in 2 times are registered. However financial support of NCO activity from city budget over the last 10 years didn't exceed 0.12%.

Support which the city renders NPO — is grants for public associations, preferential rent and subsidies [6].

Sociological poll of the population in 2003 has shown that 60% of Russians negatively concern work NCO, identifying their activity with political intervention of the western countries [5, with. 12]. According to the research spent at the initiative of Public chamber of the Russian Federation in 2010, 25% of Russians consider that NCO benefit a society, 19% deny a positive effect of their work, and 56% don't know that such the noncommercial organizations [10, p. 31—33]. It puts a problem of adequate illumination of activity NCO in mass-media, maintenance with it larger places in regional and All-Russia mass-media, creation of favorable image. There, where it becomes, the problem finds the decision. So, the relation of the interrogated inhabitants of St.-Petersburg to NCO is characterized by the following data:

- constantly use NCO — 2.7%;
- use off and on — 9.2%;
- have used once — 4.1%;
- don't use, but know that acquaintances — 12.6% use;
- don't use, but heard that such organizations are — 32.3%;
- know nothing about NCO — 38.9% [9].

More than 60% of Petersburg citizens consider that voluntary associations are useful and necessary to a society [14]. From all NCO townspeople most of all know political parties, human rights organizations, the charitable organizations, business associations and trade unions, the sports, youth and children's organizations. Soldier's mothers have entered into the five of the organizations most often mentioned in poll, the Society of inhabitants of a blockade city, Councils of veterans and the Society of protection of animals [11] Green Peace. The Most part of work of noncommercial sector of St. Petersburg is realized on a voluntary basis; many services and products — especially for the socially not protected citizens, risk groups — are given or is free, or more low среднерыночной the prices. About 320 thousand persons a year receive in St. Petersburg the voluntary social help and services; total cost of voluntary work in NCO spheres of the social help in a year is, according to the experts, more than 35, 7 million rubles [13].

A number of NCO realizations of social services understand the role in city social policy more widely, than only. The repertoire of their actions includes work as a part of various groups and the commissions, the organization of public examinations and public hearings, participation in writing of acts, submission of judicial claims in courts of various instances etc.

Thus, on an example of the concrete region we see: sector of non-state non-commercial organizations — it not the last city resource and in respect of service and as means of social adaptation of citizens, the tool

for an articulation and protection of interests and the rights suited for manifestation of their activity.

Let's note one more initiative of the power in expansion of participation of NCO in formation of civil society in Russia: formation of the Popular front. This initiative was put forward by V. V. Putin. The problem of the Popular front — to update a deputy corps at the expense of new people who aren't activists of "United Russia", but have own approaches, own ideas, an independent view of things and can provide inflow "fresh blood" in the Duma. In the Duma elections of 2011 from 600 candidates from "United Russia" a third are not members of ER. The "Declaration on formation of the all-Russian Popular Front" was accepted (APF). Base principles of APF are formulated as follows:

1. All associations entering into "Popular front", will act as absolutely equal partners.

2. Participants of "Popular front" will in common take part in elections to the Duma, on a consensus will create the list of candidates from "United Russia".

3. Our candidates will go on elections with the general program. With their general program, exactly. It should be prepared following the results of the most extensive discussion in all organizations which have entered into the All-Russian popular front.

4. The all-Russian popular front is open for all who divides our purposes and tasks and is ready to participate in development and implementation of the long-term program of development of the state and society.

APF developed "The program of popular initiatives" — offers for an election program from which the United Russia party went on elections. In it was a question of the most actual social problems:

1. Reform of pension system with possibility introduction independently is offered to choose a retirement age, distancing own retirement with increase of its size. Other initiative mentioning pensioners — the law on "a return mortgage" — is about possibility to put legally real estate in exchange for regular payments.

2. APF suggests adopting essentially new Criminal code. In the program of the Front it is said that the existing Criminal code as a result of numerous amendments and additions gained not system, scrappy character. In the new code of APF suggests expanding practice of introduction of pledge and application of house arrest, to soften the criminal legislation in the economic sphere, to enter criminal liability of legal entities, to expel the inspector from the charge party.

3. Also APF suggests creating system of administrative courts, in which citizens can submit claims to the state, on a sample existing in Germany and France. It is offered to enter also system of compensations to citizens for

default by officials of the state obligations or its delay. Besides, it is offered to create patent court for protection of intellectual property.

4. For the solution of problems with housing for needy APF suggests reviving practice of creation of municipal and state housing stock.

The popular front in St. Petersburg in the Duma elections of 2011 was presented by 59 public organizations among which we will note only some:

1. Council of rectors of higher education institutions of St. Petersburg.

2. St. Petersburg public organization "Inhabitants of blockade Leningrad".

3. Interregional public organization of veterans of war and military pensioners "Brother-soldiers".

4. All-Russian public organization "Association of female businessmen of Russia".

5. Regional public organization "Mercy center".

6. Public fund "Citizen".

7. Social movement "For the power".

8. Interregional public organization "Association of women of the Northwest".

9. St. Petersburg regional public organization of consumers "Center of independent expert consumer appraisal".

10. Regional social movement "Inhabitants of St. Petersburg".

Participation of the Popular front in the Duma elections of 2011 appeared constructive. Meeting of federal coordination council of the All-Russian popular front which was devoted to summarizing of elections to the Duma of the sixth convocation and discussion of future presidential election campaign on December 8, 2011 took place. It was decided that the campaign headquarters of Prime Minister Vladimir Putin will be formed on ideological and material resources of "Popular front".

In our opinion, the Popular front is an attempt of the power to expand a social base of the Russian policy to involve in political and public management capacity of NCO, to create favorable conditions for power dialogue with public associations of citizens. The future will show, what fruits this dialogue will give.

Thus, at present NPOs play an appreciable role in political, economic, cultural, leisure and other spheres of public life. In these spheres we see advantage of NCO that NCOs fill socially demanded niches of social services, create workplaces, allow citizens to protect the rights and freedoms, help representation of citizens with the power, and develop civil initiatives. Not out of place will mention often high enthusiasm, a civic stand, social responsibility and considerable intellectual potential of NCO. All this creates hope of growth of a role and value of NCO in our society.

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MORAL AND LEGAL CULTURE IN THE DIALOGUE OF CULTURES — SIGN OF A CONSTITUTIONAL STATE

The legal culture of society needs systematic rational formation, stimulation, positive social development. System of the measures directed on

formation of political and legal ideas, norms, the principles representing values of world and national legal culture — the certificate of improvement of intercultural communications. In other words, legal culture — it is the formation of respect in the citizens and in society for culture as a whole. This process is carried out by state authorities, officials, educational institutions, society as a whole.

The legal culture — is purposeful activities for translation (transfer) of the content of national and international cultures, legal experience, legal ideals and mechanisms of a resolution of conflicts in society from one generation to another. The legal culture has for an object development of legal consciousness of the person, education of legal values of society as a whole.

We usually speak about legal culture in a broad and narrow sense. In the first case it is a question more likely not of legal information, and about legal socialization of the person when it "is brought up" by a surrounding situation as a whole, all legal practice and behavior of people, officials — representatives of government in the legal sphere. Thus citizens, officials, and state authorities which are carrying out legal activity (lawful or wrongful), have no direct purpose to have on others right educational influence. However such influence on people around after all appears, and concerning students of legal higher education institutions it is simply obligatory, thus daily, hourly. As to legal culture in a narrow sense, it differs the focus on respect for culture of the person, group of people and society as a whole.

The content of legal culture is familiarizing people to: knowledge of the state and right, legality, rights and personal freedoms; to understanding of essence of legal doctrines, doctrines; to development at citizens of steady orientation to legislative behavior. Certainly, some legal values, having a basis and an origin in moral standards, are acquired by the personality in the course of various social practice. However the purpose of legal culture of students of legal specialty is "creation of special tools according to the report to reason and feelings of each person of legal values" [3, p. 569] for on their basis the graduate is obliged to carry out the activity.

Let's consider basic elements of the mechanism of interaction of legal culture in the activity directed on increase of level of national and international culture of the person. First of all, it is concrete ways of the organization of educational process, work, among which such as social and legal, moral training, legal activity of any orientation, promotion of advantages, importance of customs, cultural values of the right mass media, fiction, and for legal training — any occupation (lecture, a seminar, practical, role occupation, a round table, a master class, a meeting with practicians).

Other important element of the mechanism of interaction of legal culture from the national various methods of right educational work — receptions, ways of an explanation of essence of legal system, political and legal ideas, principles with a view of impact on consciousness and behavior of education of moral trained in interests, providing a law and order [ibid., p. 570] act. Diverse receptions of emotional, pedagogical impact on trainees concern them: belief, the prevention, encouragement, coercion, participation in human rights activity, conducting occupations at schools. These ways are often applied in legal practice.

To methods of increase of level of legal culture, national, legal, moral education as a whole belongs. Process of distribution of culturological, legal knowledge serves growth of the general national and legal culture. Its main goal — "education of respect for cultural values, customs, traditions, the right and legality as valuable installation of a general population of Russia" [ibid., p. 571−573], mastering by the population by bases of national culture, legal knowledge, understanding of social and legal responsibility. Educational work lifts individual sense of justice of the personality to understanding most the general legal principles and the requirements which are equitable to interests of all society, the state" [ibid., p. 569−571]. Formation of the positive relation to sources, objects of cultural values, to the law, the right, knowledge citizens of the rights and duties before the state and society is a component of legal culture.

The system of actions of increase of level of national and legal culture includes work of the special cultural centers, disciplines, legal courses, schools, the seminars which functioning is carried out by the state and public authorities, both on commercial, and on the budgetary basis. The problem of increase of level of national and legal cultures — to acquaint the population with samples and ideals, legal experience and traditions of those countries, where level of social and legal security, and, therefore, and level of considered cultures, above, than in Russia. Unfortunately, now valuable, emotional impact of moral and legal education is very strongly limited to real cultural and legal practice as it is impossible to bring up respect for those values which are absent in consciousness and activity of people of this society at the person and not always experience of other countries can be applied in Russia. Empty declarations and demagogical statements (both of political leaders before the population, and of simple tutors and teachers before children and youth) harmfully affect the process of formation of national and legal culture of society. Besides for a role of the tutor everyone suits far not. In public scale the outstanding person who "will open" to people an eye on a true situation in the field of legal and social and legal culture of society [2, p. 337] can become them.

The big role in the formation of moral and legal culture is played by mass media. Conversations belong to forms of moral and right educational work through mass media on legal subjects. Discussions on the topical issues political and legal, moral legal relations, subject programs, comments of the new legislation, successes, achievements of culture by experts etc. Practice developed such forms of mass moral and legal work, as lecture promotion, every possible lecture halls on moral and legal subject, weeks, decades, months of cultural, social and legal knowledge, scientific and practical conferences, collecting. However, in connection with withdrawal pains of public consciousness and the reorientation of the human values which has occurred in our country for the last decade, their specific weight it was reduced. This form of work isn't popular in society and is carried out only in selective or others constitutionally necessary actions.

Serious lack of present practice of educational work of moral and legal area is underestimation of the organizational forms calculated on youth audience: the school legal, culturological Olympic Games, debates on subjects of the right, morals. At a new stage of development of a state system it is important to keep this experience with youth, to stimulate its development on the new political and legal base. Rise in crime, decrease in social security demand activization of work on an explanation of the rights of the personality, "possibilities (it is a lot of increased) according to the judicial appeal of illegal and unreasonable actions, compensation of a damage, using these or those civil, political, property rights" [3, p. 572−574].

The important role in formation of national and legal culture of society is played by such media as newspaper, journal article, theatrical performances, cinema and television. However the majority of journalistic publications and scenarios of films doesn't have enough depth and vsestoronnost at research of a problem of education of feeling of respect for the rights, freedoms of people, an explanation of new legal types of socialization of the person. Genre laws, characteristic for mass media, assume sensational nature at material selection. It leads to a certain shift of the foreshortening considered by the journalist of an event on "bloody dismantlings", the description of pathology of the criminal (the sexual maniac and other), exaggeration of refinement or cruelty of the committed crime" [1, p. 319]. About what culture of society there can be a speech when newspapers and magazines abound with scenes of criminal life, on screens of TVs of transfer of the Dom-2 type, "Behind glass", immorality, a robbery and murders against dolce, careless vita of rich people. Recently there was a tendency of acceptance of negative experience of foreign countries in moral and legal education through films and magazines. Besides development of unhealthy tendencies, imitation criminal elements in the youth environment, "society appeared deprived of the objective picture reflecting not only crimes and its

genesis, but also and all following behind a crime stages of law-enforcement activity" [ibid.].

The moral and legal culture assumes ability competently and convincingly to prove the various legal facts. Disclosure of legal terminology, language of legal acts, interpretation and an explanation of the contents of laws are a component of moral and legal education of citizens. From cultural figures, jurists ability correctly, in turn, is required, at professional level to publish books, to put performances, to make texts of legal acts, to use in the speech the correct words in ethical sense. It isn't allowed for speaking language of journalism which often introduces in national consciousness elements so-called "slangy language", as "six", "leader", "dismantling", "round-up", creating thus a foul language aura. "This sort 'practice' conducts to moral and legal destruction of the personality, cultural degradation of the personality" [3, p. 450].

The moral and legal culture is closely connected with moral and legal training: education can't occur without training, and training, anyway, renders also educational effect. Distinction here can — be carried out, and it is very conditional, on the influence sphere: education influences generally the emotional and strong-willed, valuable, world outlook party of consciousness, and training — on cognitive and rational, for the purpose of information and fact-finding impact on the person. Valuable, emotional and strong-willed influence in turn is very strongly limited to real legal, new practice as it is impossible to bring up respect for those values which are absent in public consciousness and activity of people at the person, but are proclaimed in words, in empty declarations and demagogical statements (both political leaders before the population, and simple tutors and teachers before children and youth).

Values and ideals "grow" spontaneously, are formed by the life, all surrounding circumstances, and the role of a subjective factor, purposeful activity here though is important, but isn't leading, and furthermore only necessary and sufficient. And for a role of the tutor everyone suits far not. In public scale outstanding poets, experts (A. S. Pushkin, N. V. Gogol, S. S. Alekseev, A. F. Koni) who are capable to open to people of an eye on a true situation in the field of protection of cultural values, protection of human rights, opposition to the state arbitrariness can become such tutor.

For this reason the main emphasis in increase of moral and legal culture of society should be made on training, informing of the population on existing legal instructions. Acquaintance of the population with samples and ideals, legal experience and traditions of those countries where level of social and legal security of the personality, and, therefore, and level of moral and legal culture is higher, than in Russia is very important. Especially it is important to train in it future professional lawyers that they saw a main objective of

the activity in protection of the rights and freedoms of the person against a society and state arbitrariness, i. e. in protection weak from strong that is one of the central postulates of universal, universal morals, moral and culture as a whole.

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IMPORTANCE OF BREATHING PRACTICES IN THE PROCESS OF WITHDRAWAL FROM INTERNAL CONFLICT

1. Internal conflict. Conditions of its formation

The conflict is defined as "a limiting aggravation of contradictions". The internal conflict respectively — a limiting sharpening of inconsistent motives, needs of the person. Domination of this or that motivation can be various at conscious and unconscious levels. For example, meaningly the person can aspire to one, and operate according to the motivation dominating at unconscious level. In such cases we have a disgarmonichesky structure of the personality which is constantly torn apart by the internal conflicts. This condition can be characterized as a psychotrauma.

In most cases the internal conflict is formed at collision of psychological installations of the personality and its true, but extramental requirements. Many psychological installations of the personality are defined by the values accepted in those or ache to culture, the social environment.

Example. *Man of 48 years. In the childhood of people aspired to sports, but all life works as the engineer. In the course of time he feels a dissatisfaction, a nerealizovannost more and more. As a result there is a condition of permanent annoyance which is transferred on people around (the external conflict so is formed) or (samoyedstvo) goes on itself. As a result of long experience of a similar condition there are somatic frustration: violation of a dream, cardiovascular system, periodically happen traumas of the musculoskeletal device. Thus the person all life goes in for physical culture, participates in competitions on work and other.*

The similar conflict arises only under certain conditions. External conditions of the conflict are reduced generally to that the satisfaction deep and

active motives and the relations of the personality becomes at all impossible or is under the threat.

In our example of people can't devote to sports so much time, how many would like (work disturbs), but leave work too can't (it is social installation).

Internal conditions of the psychological conflict are reduced to a contradiction or between various motives and the personality relations, for example a duty and personal interests, or between possibilities and aspirations of the personality (as in our example). Certainly, internal conditions of the psychological conflict at the person don't arise spontaneously, and, in turn, are caused by an external situation and personality history.

Other necessary condition of the psychological conflict — subjective unsolvability of a situation. The conflict arises when it seems to the person that it unable to change objective conditions which generated the conflict.

Therefore the psychological conflict is authorized only when the person has new relation to the objective situation which has generated the conflict, and new motives of activity.

Thus, it is possible to note that at our client it is created not only the internal conflict, but also a psychotrauma of the children's period which by its 48 years generated chronic diseases.

As a rule, the person in a condition of the conflict doesn't realize that contradiction which generated this conflict; doesn't understand, that wants. Understanding — an important point for therapy, but it demands time. To facilitate a condition of the person and to approach the understanding moment in such situation, it is expedient to work with a body as with the universal and exact indicator of a psychological condition of the person. Inability to understand own needs for mature age — this consequence of violation of physiological needs of the child at the age from 0 till 2 years. It the bouquet of diagnoses (despite occupations by physical culture) also speaks. As sports exercises and competitions in this case — it is possibility to leave from reality.

2. The correct breath — an exit from the conflict

The first step on an exit way from the internal conflict — to learn to hear and understand the body, his physiological requirements (in our example it that underlies the conflict and at the same time — the most top corporal level which easily is exposed to rational measurement). When the person does not that wants, it spends energy for nothing, feels an opustoshennost, apathy.

For replenishment of balance of energy we suggest to use as a part of complex psychotherapy respiratory practicians who are very widespread in the east, but are unfortunately lost in the European culture.

Breath — is an exchange of gases between an organism and the atmosphere which is carried out automatically, involuntarily, thanks to activity of the respiratory center being in a brain. It is so written in the medical directory.

However the mankind already noticed long ago close connection of breath with a psycho-emotional condition. For this reason to respiratory practicians it is paid much attention in east technicians of work with a body (yoga and a chi kung).

Value of breath for the person is difficult for overestimating. It:

1. Gas exchange.
2. Power exchange.
3. Control of emotions.
4. Development of strong-willed qualities.
5. Any therapeutic effect.

Than respiratory exercises differ from usual sports exercises? First of all, that over time the person starts to operate the mental stream to regulate an emotional condition. And after this the condition of internal harmony, ability to make the necessary decisions, peaceful disposition, change of the relation to and a situation round itself will come. After all development and a resolution of conflict represents a sharp form of development of the personality. In the psychological conflict change former and the new relations of the personality are formed; the structure of the personality changes. Moreover, the internal conflict — a necessary condition of development of consciousness.

3. Four phases of breath

Breath. With a breath we not only inhale air, but also we let in ourselves various emotions, feelings, conditions, thoughts and ideas. The breath — is an entrance something new in our life, whether it be pleasure or grief, a grief or happiness. With a breath we fill our body with various energiya.

When to you the joyful child runs, and you meet him with open embraces, remember that occurs to disclosure of hands: breath or exhalation? — there is a breath.

The same mechanism we meet and at a fright. With a breath of people lets in itself a situation which decision he yet doesn't own.

Delay after a breath (before an exhalation). During a breath delay after a breath lungs keep and acquire the air received earlier, and the mentality of the person keeps, accumulates and acquires various feelings, thoughts and conditions.

Often the delay of breath increases in need of the solution of various complex challenges and situations — "To expect, with bated breath" as at a habitual situation the organism already "knows" as to react, and after a breath the exhalation at once follows. The increase in a delay after a breath is peculiar to a suspense or uncertainty.

On a delay after a breath there is an assimilation, the analysis and processing of earlier received information (energy). Intention is formed internal. There is an analysis and decision-making in reply to incentives of an outside or inner world.

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On a delay after a breath there is an internal work on improvement something in itself through understanding or understanding.

Exhalation. With an exhalation lungs leave air, and at the same time with it the person accepts on conscious or at unconscious level any decision and starts it to carry out to (operate). To an exhalation there is as expression of thoughts and ideas created on a delay after a breath, and an implementation of the made decision or the conceived action — implementation of plans in life.

In a situation with a fright if the occasion appeared groundless, the person after a delay with relief exhales and... relaxes. But if the situation demands actions, the exhalation says to us that the first stage of reactions already ended. We understand as the first stage here, for example, or search of a stick, a stone and still something, either shout, or fast run in the safest party.

But often the person gets stuck at the stage "delays", can't pass to the following phase of "exhalation". Then the body remembers a condition of a respiratory spasm and connects it with emotion: fear, for example. And another time the delay of breath will involuntarily cause fear.

Delay after an exhalation (before a breath). And during a breath delay after an exhalation the organism expects result of the made action. The mentality during this moment is in an expectation condition: a way out or the answer of the interlocutor on raised the question. Readiness for perception. At a delay after an exhalation in the course of communication of people the result, and already expects that will occur, the organism will automatically arrange our breath the most optimum for us in a way.

You presented to darling flowers (naturally, on an exhalation) and, with bated breath, wait ..., but here he smiled, and you joyfully inhaled.

4. Examples of respiratory exercises

The simplest respiratory exercise — this deep breath without delays 3: 5 (a breath into 3 accounts, an exhalation into 5 accounts) with a certain mental concentration which, by and large, each person can make at discretion. For example, "I exhale diseases and irritation, I inhale health and tranquillity".

Further it is possible to complicate practice, having mastered complete yogovsky breath — quadriphase breath 1: 4: 2: 4 (a breath — a delay — an exhalation — a delay). This exercise allows to order a train of thought, to harmonize a condition, gives therapeutic effect.

Also there is a number of respiratory complexes which it is possible to recommend depending on a psychological condition of the person.

5. Conclusion

Breath, perhaps, the most natural reflex action of the person accompanying his all life. The nature enclosed in us the unique mechanism of self-control. Also that person who knows about it and though a little it uses meaningly is happy.

All actions of the person are caused by motivation and concentration of thought. It is possible to breathe simply all life, without reflecting. And it is possible to do sometimes it meaningly, with actual installation and to carry out thereby big internal work which it is impossible to entrust, difficult to overestimate, it is impossible to replace with medicine. It is important, that process of breath was regulated meaningly, then the person can avoid fixing of an injuring situation and if it already occurred — "to erase from memory", mental and muscular, to release a place for new model of behavior.

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Gumerova A. F.

MANIFESTATIONS OF INTERNAL CONFLICT IN YOUTH SUBCULTURE: REASONS OF FORMATION AND WAYS OF WITHDRAWAL FROM THE CONFLICT

1. Hobby for a gothic style as manifestation of the internal conflict at teenagers

If to speak about the internal conflict and its manifestations, how many people — are so much and the options, after all each person endures the conflict individually. And, nevertheless, it is possible to allocate some general tendencies dictated by age and a social situation.

So, in the environment of youth such direction, as Gotha today is very popular.

Gotha — representatives of the youth subculture which has arisen in the late seventies on the XX century on a wave of the post-punk. The Gothic subculture is rather various and non-uniform, however, for it common features, to some extent, are characteristic: specific gloomy image, and also interest to Gothic music, literature of horrors and mysticism [1].

There is an opinion that the people who have been initially depressively adjusted are more inclined to hobby for a gothic style. Whether the hobby for a gothic style for the reason or a consequence of such problems is, remains a subject of disputes. But whatever were the opinions in society about Ghats, ask any inhabitant about what the symbolics of skulls, black color, collars

with thorns and so forth speaks? It is sure that the vast majority will tell about cruelty, suffering, death.

2. Prirodosoobrazny approach to diagnostics of the internal conflict

There is a concept of a prirodosoobraznost which arose at the time of Democritus, Platon, Aristotle, has development in works of teacher Jan Amos Kamenskogo, and now, for example, is described by the prof. A. Z. Rakhimov and spouses Kokotovs.

Let's address to the term "prirodosoobraznost". The pledged word difficult, was formed from two words "nature" and "conformity". In S. I. Ojegov's dictionary [5] interpretation of these words the following:

"The nature — 1. All existing in the Universe, the organic and inorganic world. 2. Main property, essence".

"Conformable — consistent with something".

Thus, we understand coordination, compliance to the main property, the essence as a prirodosoobrazovaniye, to all existing in the Universe.

The person both in the ancient time, and today — a part of the nature. And laws of the nature are that that since the birth we aspire to beauty in its most different manifestations: in appearance, the fine arts, music and other. A lot of things that today we consider fine, came to us and depths not only centuries, but also the millennia. Women make up nails and lips in red color, put a flush — a sign of good blood circulation. There is a music inspiring, and is sharp and disharmonious which causes irritation. Even known artists, having of hard depressive times, accurately reflected the condition in the cloths (Goya). Examples weight.

And if today such "sensor" of beauty in the person "broke", and he would like to put on black, will be covered by skulls, to listen to "heavy" music — it is occasion to become thoughtful seriously, first of all adult who surround such teenager. After all, more often young people and don't notice, how at first sight the harmless hobby gradually develops into a way of life, and considers it normal.

A number of specialists sociologists consider that the hobby for a gothic style on the contrary, renders a positive effect, let's to the person find understanding circle of contacts in a depression. However, if to recognize that a gothic style — this some negative deviation from natural harmony, the situation turns out as in a parable "If blind leads blind, whether that both will fall in a hole?"

3. The reasons and consequences of formation of the internal conflict at teenagers

Following principles of the prirodosoobrazny therapy constructed on theories U-sin, described by Kokotovs, the reason of similar behavior of the teenager should be looked for in the prenatal period.

The teenager endures Fire period (10–30 years), and Fire is oppressed by Water (the prenatal period). Therefore, the basis of the being formed internal conflict is put during conception, pregnancy and childbirth as a result of interaction of future mother with people around, more often — with the relatives: parents, husband. Actually it is process of formation of a psychotrauma. After the birth these preconditions in the favorable environment give shoots and, finally — character [3; 4]. Thus, it is possible to note that the internal conflict of the child — this consequence of the external conflict between the child and parents. Moreover (and it belongs practically to any internal conflict), it not a temporary condition. The internal conflict has permanent character, but its depth increases eventually.

Aggravation of a psychotrauma builds up a certain character of the person, a specific view of the world. Hobby for a gothic style — an indicator of a condition of extreme degree of an emotional pressure of the teenager. It not simply the protest form to parents and society, is a protest of the life. The person isn't satisfied with everything that it surrounds. It forces it to look for the thought-up reality. Almost always such internal conflict is accompanied by quite open external conflict to parents. If in time not to take measures, there can be a suicide. And in such situation the success of correctional work is possible under condition of impact both on the teenager, and on his parents.

4. How to deduce the person from the internal conflict

We recommend to exclude prohibitive measures as they don't give result, and to switch attention of the teenager to other aspects of life:

1. Work with a body: corporal the focused therapy, weakening massage, a tantseterapiya. Often the psychotrauma is excluded from consciousness, but is perfectly remembered by muscles. The relaxation of a body will remove also a nervous stress. It is necessary to give great attention to hands (they accumulate aggression) and feet (inaction here accumulates).

2. Respiratory practicians. The condition of a deep psychotrauma and the internal conflict is always accompanied by breath violation. A certain rhythm of breath allows to "erase" injuring situation from memory, mental and muscular.

3. Trips, travel, campaigns — the corporal fatigue, new impressions, interaction with the nature will make the business — will allow to look at itself from outside, to "get rid" of superfluous thoughts. And the main thing — is such places on Earth stay on which also renders salutary effect on a condition of the person.

4. Art therapy — drawing, work with sand, a skazkoterapiya — all this will visually show that is created in soul of the teenager

5. Correction of relationship in a family — psychotherapy of parents, after all it is frequent they — victims of an injuring situation which transfer on the child.

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Gusev E. V.

YOUTH PUBLIC ORGANIZATIONS AS THE INSTRUMENT OF YOUTH INTEGRATION IN THE PROCESS OF CROSS-CULTURAL INTERACTION UNDER THE CONDITIONS OF RUSSIAN SOCIETY TRANSFORMATION

Modern problems of intercultural interaction in Russia — one of the most intense areas of the research, connected both with state security, and with actually dynamism of intercultural processes. The significant role in this process is allocated for the young generation representing a natural social resource of development of society. The inequality, the competition of social and national interests under the influence of which the social imbalance of regional social system is created, causes requirement of neutralization of the self-destroying capacity of the community which major subject is the youth, preventions and overcomings of the conflicts through possibilities of positive social interaction and translation in the future of stability and stability of the social relations [2].

According to population census of 2010, representatives of 194 people [1] live in the Russian Federation, polyethnicos all subjects of Federation where over 300 national and cultural autonomies function, including 16 from them are federal and about 100 — regional. In structures of Plenipotentiaries of the President of the Russian Federation in federal districts, administrations, the governments of subjects of the Russian Federation advisory councils, the Commissions analyzing a condition and practice of work in the field of national, migratory, ecological, social and cultural policy, carrying out interaction with the public and religious organizations and associations, mass media operate on a voluntary basis. But, it should be noted that fact that the

state tests a number of difficulties with a solution of the problem of integration of young generation in process of intercultural interaction [5, p. 24]. As the proof rather high level of xenophobia of the polycultural youth environment, aggression flash here can serve from youth, cases use of physical force etc. In this context, takes place to assume that connected with the solution of this problem public organizations can assume a part of functions and if to speak about considered social group, youth public organizations.

Youth public organizations — the voluntary mass associations being an integral part of society, created organizationally and legally as the channel of social interaction of youth on upholding of individual interests through achievement of common interests of group, realizing the pro-social mission, recently, rather actively are included in the intercultural relations, nevertheless, experience of their practical activities in the field demands a reflection and an efficiency assessment. It is possible to refer existence to a number of problems formally registered, but really not working youth public organizations. Besides, absence of sufficient and necessary quantity of qualified personnel is clearly appreciable. Lack of information of the population, first of all, youth about activity of youth public organizations also negatively affects efficiency of activity of youth public organizations. Acute problem insufficient financing of activity of youth public organizations is represented. Besides, the technologies of intercultural interaction used by youth public organizations, in many respects grow out of introduction of foreign experience that demands the special analysis of nature of used technologies in a problem context of "a political transfer".

However, in view of all aforesaid, that fact is conclusive that youth public organizations, showing greater mobility to changes, have considerable sotsializatsionny potential [3] for youth and possess innovative nature of socialization as social institute. The similar organizations carry out important, for process of intercultural interaction, integration function — i. e. process of unity, interdependence and the vzaimootvetstvennost of youth occurring under the influence of institutsionalizirovanny norms, rules, sanctions and systems of roles [4, p. 34]. Throughout conversation on a role of youth public organizations it is necessary to tell that consolidation of that resource without which it is impossible to construct civil society, i. e. youth should become one of the major tasks. The youth is that capital which it is necessary for steady functioning and state development. For this reason it is necessary to create conditions for intellectual and creative development of young people, to bring up at them patriotism and that is especially important — general respect for different ethnoses and cultures.

In process of intercultural interaction it is necessary to carry to the measures which are carried out by youth public organizations, for integration of youth:

- assistance in implementation of the Tolerance program in regions, and also the target state programs directed on instilling in young generation of positive valuable installations and respect for various cultures;
- implementation of specific projects in the regions directed on formation of healthy process of intercultural interaction (the organization of national and ethnic festivals, concerts, exhibitions, days of culture etc.);
- definition and introduction in practice of strategy of standard regulation of the social relations and behavior of youth in the conditions of the region;
- continuous monitoring of character and features of manifestation of xenophobic and extremist manifestations at youth, and also operative reaction for the purpose of elimination similar manifestations;
- participation in educational and educational work with youth concerning education of respect for various ethnoses, cultures and education of the negative relation to different xenophobic manifestations (preparation and the edition of special literature, carrying out educational seminars and creation of training programs, creation of information centers);
- carrying out sociological researches and society informing by means of mass media about a condition of institutes of civil society and public consciousness of youth regarding concerning process of intercultural interaction;
- organization of a legal and psychological assistance victim of aggression;
- participations in the coordinated meetings in protection of values of tolerance against xenophobia and extremism;
- addresses and inquiries to state authorities in protection of victims and appeals to stop actions on activization of national discord.

Thus, the above-stated groups of measures can be divided into two blocks conditionally: first — it is the technologies directed on intercultural knowledge and constructive interaction, on development of values of tolerance in polycultural Russian society, secondly — it is the protection technologies positive the adjusted youth from extremism and xenophobia, and also other destructive actions.

In end it is necessary to tell that studying of a question of integration of youth in intercultural space of our society is caused by need of weakening of the factors, provoking extremism in an intersack-turnoy to the environment, as prolonged problem. Research interest is connected with requirement of development of the preventive measures necessary, for elimination of the reasons and manifestation preconditions at young generation of destructive

manifestations and the xenophobia, promoting formation of positive intercultural space, both within the concrete region, and within all society.

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Danilova N. I.

ESSENCE AND FUNCTIONS OF LEADERSHIP IN THE ORGANIZATION

In modern conditions of development of society when into the forefront there are problems of innovative transformation of economic systems, there is a radical change of public structures, have new development global environmental, political, sociocultural problems, the personality role, especially persons which is at the head of historical process — the leader considerably increases. Therefore the judgment of a role and a place of the leader in the changing world goes on a number of the strategic directions: economic, political, social and spiritual life, gets a special urgency, becomes more and more necessary in a reorganization of public structures. Readiness of many people to assume an initiative to carry out functions of the leader, revealing problems at the level and solving them, is defined as the most important condition of viability of the modern organization, and also society as a whole

Leadership first of all not rank, and activity. And, as any activity, certain functions are inherent in it. Functions characterize the most important directions of impact of leadership on group, the organization. The leader aspires to achievement of the all-group purposes and, at the same time, has any own, additional requirements. Depending on degree of sensibleness of the requirements, valuable orientations, the leader can purposefully achieve the leading role or this process can occur spontaneously, more truly followers are engaged in its promotion, having convinced that it possesses necessary qualities. Among these requirements there can be aspiration to

the power, an increase of the social status and other components valuable personality orientations.

The set of functions which are realized by the leader, is ambiguous, but typical are: the organization and coordination of activity of members of group, an assessment of actions of members of group and application of sanctions, formation of group norms and values, representation and expression of opinion of group in external spheres.

Considering functional conditionality of the leadership, defining process of acceptance by group, J. With Thibaut and G. Kelly the following main functions of leadership [6 allocate, p. 3—105]: planning; decision-making organization; coordination of members of group. R. Beylz especially allocates information function, seeing in the leader a source of information in group [5, p. 353—367]. V. Rumyantseva allocates such functions as: the organizational — statement is more whole, the decision-making organization, study of ways of implementation of the decision, impact on group with a view of coordination; the information — collecting, processing and information storage, the timely notification of group about operative and perspective tasks, the accounting of requirements and roles; socialization — ensuring process of socialization (adaptation) of the individual in group and wider community, education, formation of moral standards, habits etc. [3, p. 106].

The sociological analysis of leadership as social phenomenon allows to allocate its following main functions:

- Innovative, the leader who was characterized by possibility to generate new ideas and to achieve their implementation, to promote development of new styles and models of behavior of followers. The innovation in many respects defines organization development. It is expressed and in application of various methods of management, and in use of the latest technologies for the work organization, and in creation of the special atmosphere in collective.
- Communicative function which promotes mass communication of people, their joint action in different informal types of communication. The leader is the official of group acting in environment on behalf of all. Therefore to participants of group it is not indifferent, who and as them will represent; the leader in this case identifies itself all members of group, their collective reason, will etc. It transforms information proceeding from group and received for group. Effective communications are a necessary condition of achievement of the purpose of the organization, performance of the main functions of management.
- World outlook function. The leader in most cases is a source of values and the norms making group outlook. As a whole it reflects

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ideology of that society to which the group belongs. World outlook function, first of all, is connected with specifics of influence of the leader on mass consciousness. The leader for ensuring mass base of support of the actions aspires to create such political representations and views which not only were correlated with a positive assessment the population of its actions at people, but also directed definitely political behavior of masses (support on elections, participation in mass actions etc.).

- Organizing function which is really shown that the leader creates, will organize and directs activity of all group. This function allows the leader to carry out: spontaneous, independent inclusion in organizing activity when the person assumes organizing functions without any motives from other people; to assume a role of the organizer and responsibility for work of other people in difficult and adverse conditions; to test naturalness of inclusion in organizing activity and to show indefatigability in organizing work; to feel emotional and positive health at performance of organizing work (praksichesky feeling) and ability to see need of organizing activity for circumstances, visibly its not demanding.

- Prognostic function consists in forecasting of development of social processes in the country, the region, the organization, features of activity and possible results (including negatively influencing the general state of affairs in this field of activity), definition of separate actions of work, behavior of the personnel, and also internal changes in the organization, including its personnel potential, in preparation, retraining and professional development of workers. The leader often accepts duties of the developer of methods and means by means of which the group reaches the purposes. This function can include both definition of direct steps, and development of long-term plans of activity. The leader is better than others sees the purposes and tasks, group possibilities, predicts probable difficulties, defines the future.

- The mobilization function allowing quickly and without special difficulties to adapt changes of the internal environment (the firm organization) and environment to social, political, scientific and technical changes. This function promotes initiation of necessary changes by means of creation of the corresponding incentives, to implementation of the organization of concrete activity of those who is necessary for the solution of tasks and to achievement of a goal. Mobilization function becomes actual when the leader aspires to carry out deep transformations in society and is direct in the organization.

- Information function which has character of feedback: providing subjects and objects of activity by information on their interaction, public opinion, public moods, relations to specific actions, acts, actions; directions of group activity. Information function of the leader is closely connected with organizing. Without the new information necessary for functioning of group, its existence is impossible. Carrying out information function, the leader acts in two directions: maintains external relations of group, receiving information from the outside, and at the same time collects data from members of group about internal life of the group (moods, plans, hopes, the relations between members etc.). This function allows the leader to own always an external situation and to supervise actions in group.
- Supervising function provides control of all divisions of the organization, providing ordering and effective interaction of its elements by means of standard regulation [4, p. 977]. This function represents process of an assessment of movement of the organization in the direction of achievement of its purposes. It includes tracking of a course of implementation of plans and adjustment in case of deviations from them.
- Operating organizational culture, especially cultivation of the general values, development of personal responsibility, creative and innovative potential of workers, optimization of organizational communication, management of changes and team managements. The organizational culture defines both behavior of the leader, and expectation of subordinates. It is considered that effective cultures allocate the organization with special competence [2, p. 159].
- The goal-setting — consists in development of the main, current and perspective objectives of activity. Life isn't necessary on a place therefore during each this moment the head should verify the activity with the real situation which has developed in society, in organization divisions, with decisions of higher heads. But to verify it is not enough. It is necessary to be able to correct the current actions and strategy, i. e. to reconsider the purposes, to change their situation in system of the purposes.
- The goal-setting penetrates and defines all stages of administrative work: information, organizational, regulating, coordinating, control.
- Planning consists in development of the directions, ways, means and actions for realization of the purposes of activity of the organization. The planning precondition as specialized type of administrative activity is forecasting — identification and a prediction of objective (real) tendencies, conditions of development of the organization in the future.

- Speaking about functions, it should be noted that the leader first of all should: know, what functions are necessary to group; to see, the group doesn't carry out what functions; to have possibility to carry out that is necessary for group; to make all necessary for satisfaction of requirements of group.

The listed functions of leadership have unequal value and are caused by a circle of solved problems. It is possible to carry to their number:
- justification of system is more whole than the organization (a concrete set, system of priorities, sequence of achievement of tasks etc.);
- allocation of tasks which are necessary for solving for achievement of goals, and also justification of methods and ways of the solution of tasks;
- definition of requirement for resources and terms of the solution of tasks;
- justification of structure of the organization, kinds of activity and duties of certain workers and divisions;
- the motivation of groups and specific workers to execute the charged works in the planned terms;
- implementation of regulation and control of the solution of objectives.

Functions of leadership are inseparably linked among themselves, continuously develop and are under the influence of environment of the organization and many other factors. Development of these functions is caused by influence of objective requirements and leads to change of the content of each function in certain living conditions.

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Egorov M. I.

EXTREMISM: IDEA-AND-VALUE ASPECT OF PHENOMENON INTERPRETATION

Now the subject of extremism as by one of the most destructive for society in general and persons in particular realities of modern life is even

more often mentioned. However there is no standard understanding of this phenomenon not only in mass consciousness, but also among experts; in scientific community aren't developed yet fully methodological base and techniques of research of essence of extremism. That fact is also obvious also that for development of effective policy on prevention and overcoming of this negative phenomenon the theoretical judgment of its essence is necessary, the correct definition and for formation of legal base for possibility of fight against it [5] is also extremely important.

Despite variety of the points of view on the substantial nature of extremism and classification of his versions, in scientific community as it is represented, nevertheless there is a certain general view on its essence. The extremism represents actually the complex phenomenon, start up this hitrospletennost quite often happens difficult to behold and understand. It is generally easier to define it as activity, belief, the relation to something or to someone, feelings, actions, the strategy of the personality far from the standard; in the conditions of the conflict — it is demonstration of a rigid form of permission of collision of opposite directed purposes, interests, positions, opinions or views of opponents or subjects of interaction. (And, it should be noted, ultimate goals can be social and economic, territorial, ideological and political, religious and ethnic, social and culturological and even global.) Nevertheless, designation of kinds of activity, individuals or groups as "extremist", and also an obuslavlivaniye of that it is necessary to consider "usual" or "standard" is a problem of subjective and political character [1].

The question of a moral assessment of extremism is inconsistent that is quite clear: everything depends on an ideological, world outlook of the researcher or accessory estimating to the subject or object of extremist actions. Actually the extremism as the phenomenon, in fact, isn't estimated, it simply tool — generally — sociopolitical fight, motives of commission of that or other act and its acceptability, advantage for the supporters, a harmony with own norms and rules are estimated. It also is real object of an ideological and moral assessment [2, p. 72].

Many western experts consider, what not action in itself, namely interpretation of this action as act allows to call its performer the extremist. First of all, it is necessary to fix this ideological and valuable and objectively ineradicable aspect in the analysis of a problem of extremism which essentially influences his conceptual definition as the sociopolitical and cultural and psychological phenomenon.

It is worth to remember never what to make definition of extremism it is possible in different systems of values. The politological approach from which grow and legal formulations, for example, dictates one type of the description of extremism, fundamentalism, radicalism... terrorism (it is necessary to emphasize, the problem of extremism terrorism in the modern

world often indissolubly associates in public consciousness with ideas of (pseudo) religious directions, will take, Islamic fundamentalism). In religious system of values the fundamentalism receives other filling and the description is perfect, and existence of religious extremism in general can be called into question. For example, that according to religious attitude is perceived as mission, in a politological or legal context can be regarded as extremism.

Thus, incompatibility of interpretations generates a difference of valuable approaches. Thus each community (religious, valuable, human rights and so forth) broadcasts the vision and understanding, forms public opinion — legal collisions arise because of mixture of approaches and systems of coordinates.

Recognizing difficulties of conceptual definition, it is possible to tell as generalization that the extremism — is the term used for the description of actions or ideological representations of individuals or groups, falling outside the limits accepted in the company of legal and moral ethical standards, taking into account intolerance to valuable orientations of other subjects having an opposite position, and uses of such means for achievement are more whole, which ignore vital installations and the rights of other people. As a whole, at extremist style of behavior there are three general moments: reality distortion in favor of individual ideological, world outlook representations; leaving from critical consideration of the belief, use of quasilogic reasonings; aspiration of interaction on the basis of personal not goodwill to opponents and rationalization of own specific interests under the pretext of public wellbeing. Differently, extremism (from фр. extremisme, from an armor. extremus — extreme) — commitment to extreme views and, in particular, to measures (usually in policy) [3, p. 37—40].

In the ending it would be desirable to note the following that neither religious, nor political, any other type of extremism isn't born in itself. It is result of a condition of society. Estimating the deep reasons of extremist moods, the author agrees with the experts considering that in their basis the social and economic reasons lie, first of all: a social inequality, poverty, lack of social prospects, especially for young citizens of the country.

The extremism is even more often found in political, economic, social, religious and other spheres of public functioning of the Russian state. Among the reasons of its distribution — as the general, caused by social, economic, political factors, and the specific existence connected with specific conditions and features of separate social groups [4, p. 8].

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Yemelyanov S. M.

TERRORISM AS THE GLOBAL CONFLICT OF THE PRESENT

Subject of special attention of political conflictology recently was the modern terrorism. The terrorism as the phenomenon which has arisen in the second half of the XIX century in Russia under the flag of anarchism, bore life threat to state and political figures. Scales of modern terrorism gain terrifying character. In the conditions of distribution of the nuclear weapon, and also productions dangerous in the technogenic plan the terrorism becomes real threat not to certain political leaders and not to simply big groups of people, and the whole regions and continents, and in this sense the modern terrorism gains character of a new global problem of the present, character of the global conflict. In this regard the problem of modern terrorism becomes one of widely discussed subjects in scientific literature. In recent years there were works of domestic authors in which sources, forms and social consequences of modern terrorism are actively discussed. It is possible to carry Accusative to such authors: V. P. Baranov, I. N. Beloborodov, V. P. Zhuravel, E. I. Stepanov, S. A. Lantsov, V. Yu. Maltseva, R. H. Makuyev, O. V. Teplyakov and many other.

For the answer to a question of essence of modern terrorism it is necessary to consider key concepts. The first such concept is the concept "terror". **Terror** (lat. *terror* — fear, horror) — policy of intimidation, suppression of political opponents by violent measures [5, p. 644]. On number of performers and number of victims terror as the policy of intimidation can be individual or mass. On execution terror can be organized, when it is carried out by the terrorist organization, party or a gosukdarstvo, or spontaneous, spontaneous. The second concept to understand essence of the considered phenomenon, the concept "terrorism" is allowing. In literature meet from short definitions of terrorism to the more or less developed. So, I. N. Beloborodova in the book "Political conflictology" defines terrorism as use

of methods of terror. The terrorism, according to the specified author, represents a systematic prikmeneniye of violence for achievement of definite purposes, including the political. The way to achievement of these purposes includes two stages: on the first the intimidation act is carried out, and at the second stage terrorists operate behavior of people in the necessary direction for them [4, p. 118].

More developed definition of terrorism we find in V. P. Zhuravel's book "Terrorism, extremism, separatism". Terrorism, by definition of the author of the specified book, this violence comprising threat of other not less rigid violence to cause a panic, to break and even to destroy the state and public order, to inspire fear, to force the opponent to make the desirable decision, to cause political and other changes [3, p. 10]. V. P. Baranov and V. P. Zhuravel — authors of the book "The terrorism and anti-terror at a turn of the XX—XXI centuries", provide more detailed analysis of the concept "terrorism". They managed to establish that only in foreign sociopolitical literature is its about hundred definitions, and in international law — to four hundred. In modern value of the concept "terror" and "terrorizm" appeared in 1798 in "The dictionary of the French academy". Today in different foreign reference books including in Russia, the terrorism is considered as a method of intimidation of political opponents, the being expressed in physical, psychological abuse for achievement of political goals; in such sense terror acts as one of kraykny forms of political extremism. Foreign authors — U. Laker, P. Wilkinson, J. Hardman, B. Hoffman and others — define terrorism as illegal application or threat violence uses against persons to force the governments to execute the political or ideological goals. Domestic researchers (V. V. Vityuk, A. A. Guseynov, A. I. Gusher, V. P. Yemelyanov, V. E. Petrishchev, V. G. Fedotova, etc.) treat a terkrorizm as violence use for the purpose of belief of masses in a vozmozhknost of successful fight and stimulation of their protest. Terrorism — tshchaktelno the planned action of violent acts, creation of sotsikalno-psychological climate by population intimidation for a dosktizheniye of definite purposes [1, p. 7].

Without pressing in the detailed analysis of a definition "terrorism", we will note some intrinsic signs of a considered phenomenon. First, the terrorism — is threat on the basis of real violence. Secondly, the terrorism is always connected with a definite purpose which can't be legitimate in essence (power capture, obtaining benefit by criminal elements, disorganization and damage drawing to the normal relations between the states etc.). Thirdly, the terrorism represents carefully planned action of violent acts connected with social and psychological pressure.

The terrorism in the development, according to a number of analysts, passes five stages:

The 1st stage (the era of early terrorism or prototerrorism) covers rather long period from terrorism origin during the Antiquity era till 40's years of the XIX century. At this time ideoklogiya and practicians of terrorism are laid the foundation, there were first organized soobshchekstvo of terrorists.

The 2nd stage (the beginning "era of terrorism" or an era of classical terrorism) is the share of the second half of XIX — the first half of the XX century. In this period the main methods and forms of a terrorist dekyatelnost were developed, under ideology and practice of terrorism the teoretikchesky base is brought, classical models of strategy and tactics of terrorist were issued.

The 3rd stage of development of terrorism (transitional) covers the period of the beginning of the 20's — the end of the 50's years of the XX century and, in turn, shares on two stages. At the first stage which begins in the 20's years and the terrorism from the local manifestation of an individualkny or group political call of the government which is not bearing threats to all society as a whole comes to the end in the second half of the 40's years, turns into constantly operating factor of political life of many countries and the people, representing serious public danger. At the second stage of this stage of the development (the second half of the 40's — the end of the 50's) the terrorism is temporarily localized in peripheral regions of the world. Features of this stage of development of terrorism became transition from mainly individual to mainly group versions of terrorist activity and emergence of new forms and methods of terrorist fight.

The 4th stage (an era city of gerilla), proceeding from the 60's to the 80's years of the XX century, was marked by emergence of the large organized terrorist groups, strengthening of refinement of tactics of terrorists and cruelty of methods of influence applied by them on society and its political institutes, cooperation and internationalization of communications of terrorists and their illegal organizations. During this period seryezkny changes were undergone by the identity of the terrorist: on change to the terrorisktu-propagandist the prudent professional to whom by and large all the same, it expresses whose interests, and on change to the terrorist-mstiktelyu — zombirovanny dogmas and drugs the fanatic, blindly goktovy came to any crimes. The terrorism prevrakshcheniye in a global factor of international policy became the culmination of this stage.

The 5th stage (era of modern terrorism) is characterized by scale and extreme degree of public danger of terrorist actions. The terrorism from a global factor of international policy was transformed to a global problem of the present, the posledkstviye of its impact on the world community gained apokalipsikchesky lines, and the solution turned into frank politikchesky, economic and geostrategic fight for a world gospokdstvo, original customers and which subjects still remain neknazvanny [1, p. 9—10].

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One of intrinsic characteristics of terrorism is connected with subjects and objects of this process. In any act of terrorism allocate *two objects* of criminal encroachments — primary and secondary objects. Primary object can be the certain individual, a group of persons or makterialny object, and secondary object — object of management which terrorists influence, laying down the conditions, threatening life to primary object. To *subjects of terrorism* carry the various international and national terrorikstichesky organizations, and also the certain terrorists acting as performers of decisions of these organizations. In certain cases subjects of terrorism there can be even whole states.

The following characteristic of terrorism is connected with *methods of terrorist activity* which can be divided into four groups. The *first group* is made by traditional ways of implementation of terrorist violence and intimidation: direct fikzichesky causing of a damage of life, to health and restriction of freedom of people with use of a fire and cold weapon, vzryvkchaty and poison gases, poisons etc. The *second group* of methods — this destructive impact on matekrialny objects: industrial enterprises, objects of life support of the population, objects of power, communication. The *third group* of methods — is methods of so-called psikhologikchesky terror. Open or anonymous threats, promises of punishment or approach of other adverse poksledstviye concern them for objects of terrorism or their relatives in case of a nevypolkneniye of requirements of terrorists. The *fourth group* is made by methods organizational character. It is recruitment of participants of the terrorist organizations, their training, the organization of supply of terrorists means of terroristicheksky activity, financing, providing with documents and relation, granting a shelter.

The terrorism is non-uniform by the nature. In literature allocate the various bases of typology of modern terrorism. So, for example, from the point of view of *space* in which terrorist actions are made, the terrorism can be *land*, *sea* and *air*. In dependence on *political goals* which are put forward by terrorists, the terrorizm shares on *left (revolutionary)* and *right, religious* and *ethnic*. In dependence on *in what territory* the acts of terrorism are made, allocate *interstate terrorism* and *international*. If as the subject of a terrorist deyaktelnost the state acts, it is a question of the state terrorism. Today are allocated as rather new phenomenon — criminal terrorism. Feature of criminal terrorism is that it shows a tendency to politicization. The detailed characteristic of the main types of modern terrorism can be found in the book "Political conflictology" (author I. N. Beloborodov) [4, p. 120−124].

Scales and character of modern terrorism on the forefront put forward counteraction questions to this evil. The terrorism at a boundary of XX and the XXI essentially differs century from terrorism of centenary prescription.

If terrorists of the past acted with a method of individual terror, the modern terrorism already became long ago mass. Modern terrorists cynically go on murders of tens, hundreds and thousands in anything not guilty people. Dostatochkno to remember thousands innocent victims of an act of terrorism September 11, 2001 in New York or destiny of the school students grasped by terkrorist on September 1, 2004 in Beslan. Tens lives carried away acts of terrorism in the Moscow subway in April, 2010. The sad statistics can be continued. Today fighting poison gases, powerful explosive devices and other means of defeat of people come to change cold and firearms to terrorists and destruction of material values. The special alarm is caused by possibilities of use by terrorists of nuclear devices.

Already anybody has no doubts that today action of terrorists can to lead to huge destructions, mass death of people, ecological disasters and in case of use of the most usual means. It can happen, if himicheksky plants, nuclear power plants or other difficult and dangerous technical objects become objects of terror. It is worth to remember that objects of "computer terrorism" can be and information communications. The real damage in the conditions of information society from computer terrorism is difficult for estimating.

As to counteraction to the world evil what the modern terrorism is, in principle all leading world powers officially recognize need of association of efforts for fight against the international terrorism. But for the organization of effective fight against terrorism the uniform approach is important. In conditions when in the different countries terrorism treat differently to speak about any joint actions rather difficult. Complexity is and that in public opinion of some social groups terrorists are perceived as fighters for freedom or are victims of an arbitrariness of the authorities.

Such is the terrorism characteristic as global conflict of the present. Here we mentioned only some aspects of this complex social problem. It is represented that this problem has mezhdistsipli-narny character on which research should be directed not only political conflictology, but also political science, both the general conflictology and a number of other interdisciplinary sciences.

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Ermakova O. M.

STUDENT, GRADUATE, PROFESSIONAL:
LOGICAL, BUT NOT ALWAYS REAL

Presently to receive the diploma of a higher education institution is not difficult. Why then the youth doesn't arrive immediately on that specialty which not only is desirable, but also will be demanded on a labor market in 5 years? Demand for a profession is necessary for considering, as successes of graduates on a labor market depend not only on quality of education, but also from state of the economy of the country. However to predict, what experts will be demanded in five years, it is difficult, as the market is unpredictable. When the planned economy gave way to the market relations, certified specialists suffered from unemployment most. The situation on a labor market didn't improve, but bent for to the higher education only grows.

In one country of the world there is no such aspiration to the higher education, as in Russia. According to sociological researches, 88% of the population consider the higher education of important, 67% — all-important for the children. But thus only 40% are aimed specifically at a profession. The others connect the high school diploma with social advance.

To find out, what number of Russians works in the specialty, experts of the Russian Federal Service of State Statistics and the Center of the GU — HES labor researches interrogated 60 thousand people with the higher and secondary vocational education. Thus their specialty according to the diploma was compared with actual on the qualifier of specialties of the Ministry of Education and Science. As a result it appeared that only 49.6% of Russians work in the specialty the diploma or close to it. Researchers considered as relatives, for example, professions of the statistician and the accountant. Without adjacent professions a share working in the specialty — only 37%.

Among those who doesn't work in the specialty, more people moved on the professional status not up, and down. Similar positions on the professional status occupy 10% (was the engineer, became the journalist), 16.4% achieved increase (was the engineer, became the head), and 24.1% fell to hierarchies of professions (was the engineer, became the driver). For comparison, in Sweden 10—18% of the diplomaed population don't work in the specialty only.

The greatest dependence between the received and actual specialty physicians (78.8%) and programmers (66.6%) show, the smallest — engineers (35.9%) and agriculturists (21.6%).

Contrary to ordinary representations, economists work in the specialty not less often than the others — in 47.6% of cases. And lawyers — are more often than other graduates (59.3%).

From given above data it is visible that a quarter of graduates of higher education institutions got superfluous education — they are occupied on workplaces which don't demand available for them according to the qualification diploma.

There are various options of classification of ratings of higher education institutions. One of them rating of real employment of graduates SuperJob. ru. For creation of this rating by a source of information the database of the summary largest in Russia SuperJob.ru, numbering more than one million curricula vitae of the Russian experts serves. Information base of a portal comprises data on graduates of the majority of higher educational institutions of Russia practically all professions existing at the present stage of development of a labor market. Two thirds of all base make the curriculum vitae of the experts having finished higher education. The rating is set of independent ratings on the separate segments opening a picture of employment and quality of education of graduates of higher educational institutions: employment rating in the specialty; a rating of average salaries of graduates of the higher education institutions working in the specialty; a rating of average salaries of graduates of the higher education institutions working not in the specialty; index of a variation of salaries of graduates of higher education institutions at specialty change.

Target group of a rating are future entrants and their parents.

Reasonable approach to the specialty choice, the assuming accounting of own abilities and bents, and also demand for a profession are necessary, but aren't sufficient to solve a problem of graduates. It is necessary to know features of training of students in higher education institution. On today's day exists a large number of researches on students problems, as special social and psychological and age category. Students of various specialties participated in researches — economists, physicians, lawyers, engineers, etc. During training in higher education institution there is an understanding of as subject of educational and professional and future professional production activity. Without an image of future profession of this understanding won't occur. An image of a profession — this idea of the person of the chosen profession and his relation to it. The content of this concept such signs of a profession, as set of knowledge of the subject about the aspects reflecting social and economic (make the public importance of a profession, prospects of professional and social growth, specialty, a salary), technological (duration of the working day and holiday, a working condition, nature of psychological intensity in work), production and pedagogical (type of educational institution, training term, official duties) and social and psychological (system of requirements to highly specialized, moral and organizational qualities) the profession parties. The image of a profession plays in professional self-determination important role.

For professional self-determination it is necessary to have adequate obraz-I the student in whom knowledge of the interests, tendencies, abilities and possibilities joins. On a basis obraza-I the student has a I-concept — rather steady, in a bigger or smaller measure the realized system of ideas of on the basis of which it builds the interaction with other people. The I-concept allows the student to build strategy of the vocational training and future professional growth. During training in higher education institution the student not only receives theoretical knowledge and forms the practical skills necessary for future professional activity, but also there is a formation, development and enrichment of a functional image "I".

Professional representations at students differ certain features depending on a grade level at university. At a stage of primary adaptation for professional representations of first-year students such features as a fragmentariness, inadequacy to profession requirements are characteristic. Ideas of a profession at first-year students are very simplified, schematical, not reflecting specifics of a profession. Professional representations are insufficiently distinct, bright and complete. At an immersion stage in educational professional activity (third year) of representation of students about a profession and the identity of the professional become more volume, full, bright, accurate. At a stage of readiness for independent professional activity (fifth year) of representation of students about a profession are characterized by sufficient completeness, integrity, brightness, distinctness. At the same time limitation and inadequacy of ideas of as future professional is observed.

In the majority of works in which students of various specialties took part, conclusions were drawn that development of professional consciousness of students is connected with stage-by-stage formation of a realistic synthetic image of the professional, expansion of ideas of role aspects of professional activity. The image of the professional which is one of the most important components of professional identity, develops by the training end in higher education institution. However professional representations, even at students of the fifth year, are at the average level of forming and are insufficiently connected with future professional activity. Their level of professional identity doesn't reach optimum, i. e. availability for service level that does development of special system of the preparation necessary and actual a task, directed on formation of adequate professional representations.

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Zhikhareva E. V., Malikova E. V.

ETHNOPSYCHOLOGICAL FEATURES OF THE ORGANIZED BEHAVIOUR OF RUSSIAN AND KUMANDISH TEENAGERS

For a long time the problems of domestic ethno-psychological science were considered generally in historical, ethnographic, sociologic and cultural aspects. The object of studying often was features of consciousness of representatives of various ethnical groups and the characteristic of interpersonal interaction. Probably that was the reason that, when studying national and psychological problems the scientists-psychologists put more attention to ethno-psychological phenomena (the nation mental feathers, national character, national feelings, customs and traditions and ethnic stereotypes). At the same time the questions of their influence on general processes of personality formation and on development of its base properties were hardly mentioned [1].

However, when studying base properties of the personality (inquisitiveness, responsibility, organization, sociability, persistence etc.) among the factors influencing specifics of their manifestation and realization one can notice not only age, sex, individual and typological factors, but national and ethnic ones.

Further we present results of studying features of manifesting responsibility by teenagers of Russian and Kumandish nationalities.

Responsibility, as many scientists think, is the personal education, a complicated phenomenon which characterizes the highest level of development of the person, his personal and social maturity. The scientists consider this personal characteristic as natural preconditions (V. S. Rean, etc.), the sensitive periods of development (V. S. Mukhin, K. A. Abulkhanova-Slavskaya, etc.), effectiveness of various types of responsibility (A. I. Krupnov, V. P. Pryadein, O. A. Kazantsev) etc. [4].

Many works are devoted to developing responsibility elementary school pupils (I. D. Frumin, D. B. Elkonin); teenagers (S. P. Ivanov, D. I. Feldstein, V. V. Bashev); senior classes (F. I. Ivaschenko, E. I. Mikhaylov; A. A. Gusev); students (V. S. Kuznetsov, V. S. Morozov, L. A. Baranovskaya) [2].

Considering the main theoretical and practical aspects of responsibility one can come to a conclusion on variety of approaches to this problem, both in foreign and in domestic science. However the majority of the researchers now are declined to studying and considering responsibility as the personality properties on the one hand, and as regulatory characteristic — with another. We launched multi-dimensional and functional responsibility research model (A. I. Krupnov), which allowed to consider responsibility as the system quality including tool-style and motivation-semantic characteristics.

Tool-style characteristics (dynamic, emotional, regulatory) strongly depend on natural development reconditions, i. e. depend on features of temperament and nervous system. Motivation-semantic characteristics (valuable, motivational, cognitive, productive ones) depend on social factors of development and on a social environment and activity conditions [3]. Thus, studying responsibility as the personality system property is fulfilled on the basis of analyzing all structural elements in unity and interrelation

To determine level of responsibility *"The test of responsibility judgments"* (V. P. Pryadein's Education technical means) was used. Ethno-psychological features of responsible behavior were determined by hierarchical structure of this property, in particular on a position of variables in its complete structure.

Teenagers of Russian nationality showed domination of such variables of responsibility as an emotional asthenia, an emotional sthenia, subjective effectiveness and an egocentrism is characteristic.

So, in this sample the emotional indicators - emotional asthenia and emotional sthenia are clearly seen. This fact means that, in case of responsible behavior, Russian teenagers show both sthenia, and asthenia emotions, and the last take a dominating position. So, when starting a new work teenagers more often feel negative emotions, feeling of irritability, uncertainty in oneself and in his abilities, feeling of breakdown and disappointment as well. But in case of success they feel again self-confidence and their abilities. The forecast for the future is optimistic again.

With fulfilling responsible work, it is necessary to mention another important teenagers characteristic - subjective productivity. In case of success in fulfilling the current responsible task, they get feeling of their of personal wellbeing improved and of self-confidence developed. Such teenagers believe that each successfully completed task develops their will qualities and promotes their authority with people around.

Striking feature of Russian teenagers is desire to attract people attention when they fulfill responsible tasks in order to be promoted, awarded and to avoid personal problems and possible punishment. It confirms a high indicator on egocentrism scale.

As a whole Russian nationality teenagers may de characterized as having emotional expressiveness, an egocentrism and aspiration to perform responsible missions by means of personal characteristics.

In the general hierarchy of responsibility indicators kumandish teenagers show such dominating variables as sthenia, asthenia emotionality, cognitive comprehending, subjective and object productivity, a regulatory internalizing, social centrism and ergo dynamics.

Starting important tasks kumandish teenagers- show both sthenia, and asthenia emotions, with sthenic prevailing considerably. Nevertheless te-

enagers often are scared before starting responsible task, but fulfilling important and responsible work, afford them pleasure and satisfaction.

High magnitudes of the cognitive characteristic demonstrate deep studying the new information, with concentrating on its main points. Such teenagers prefer to carry out the task consistently, checking the intermediate results, and are rather persistent in hitting the target.

Teenagers of this sample the aspiration to carry out distinguishes a task as it is possible better, for achievement of a common goal, it promotes that they with special care approach to performance of responsible missions, and sometimes even to the detriment of own interests and plans — it the dynamic ergichnost confirms considerable indicators of a variable.

Interest of kumandinsky teenagers in the solution of business problems forces them to show such qualities, as dedication and integrity. In it there is also the subjective benefit as completion of responsible affairs is connected with their personal wellbeing, self-realization, with development of the various parties and qualities. Such double relation to a problem explains existence of two productive components: concreteness and subjectivity.

At performance of any responsible affairs teenagers prefer to start their performance at once, without postponing work in «a long box». They don't need continuous control, for them it is much more important to perform responsible work independently, relying only on itself. Their principle at performance of responsible tasks — "look before you leap", testifies to it expressiveness of category a regulatory internalnost.

Prevalence in complete structure of a component says a sotsiotsentrizm that responsible affairs of teenagers-kumandintsev are focused on business cooperation, on work performance as it is possible better. For this reason, making of the decision, they often are guided by call of duty and undertake public affairs, refusing own interests and plans as believe that it promotes achievement of a common goal.

Thus, for teenagers of a kumandinsky nationality at realization of responsibility the wide scale of emotions shown both in subjective, and in the subject activity which is carried out on the basis of a clear understanding of this property, internal regulation and the motives having sotsiotsentrichesky character is peculiar that favorably affects the organization of business interaction bringing to positive results of activity.

So, the psychological features presented above allow to see specifics of manifestation of responsibility which is defined by domination and degree of expressiveness of its various variables. Results of this research allow to draw a conclusion on features of manifestation of responsibility Russian and kumandinsky teenagers that convincingly testify to a role of a national factor in realization of this personal property.

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Zhukova G. A.

COMMUNICATIVE SKILLS OF THE TEACHER IN MANAGING EDUCATIONAL AND COGNITIVE ACTIVITY OF THE STUDENTS

Russia joining Bologna Process caused reorganization in education. And it concerns not only such organizational aspects as transition to two-level higher education, the academic mobility, introducing credit and test units, points-rating system, but first of all, training technique as well.

Reorganization of training technique is caused by the following changes in requirements of the Federal educational standard of higher education (FSES HPE) or the standard of 3rd generation: results of development of the main educational programs are not knowledge, skills, but competences, i. e. ability and readiness for professional activity and increase in independent work share in the course of delivering disciplines.

These standard requirements were caused by the increasing volume of educational information that can't be mastered by students despite any education system management. Therefore, the accent began to pass from delivering knowledge to developing educational and cognitive activity, to forming skills of self-training.

The main aim of the teacher becomes managing student informative activity [4].

To solve this task the teacher must know educational course material, be master of modern methods of training, must have well developed communicative skills.

Skills of active following the communication are basic skills.

Communicative skills of a teacher are considered to promote formation of such component of educational and informative activity as educational motivation. But modern researches are generally devoted to ability to speak and very few publications were devoted to technique of active hearing.

In our opinion, use of the technique of active perception in the course of training communication will allow to develop educational and cognitive activity through creating conditions for semantic perception of information and will increase internal motivation specific weight in the structure of motivation by means of formation of the emotional and positive attitude to educational activity.

There are reflex and non-reflex hearing techniques. Not reflex hearing will help to create a situation promoting dialogical communication that as a whole makes student attention more active.

Use of the non reflexive hearing techniques in class assumes accounting the situation, the distance between the teacher and students, and nonverbal contact as well. So while planning the class, we take into account, depending on the purposes, arrangement of chairs, tables, the distance from the teacher to the students [3].

Reflective hearing compared to not reflective, helps to achieve much better accuracy of perceiving training material thanks to constant correcting the perception with amendments of the interlocutor. Reflective hearing establishes feedback between the interlocutors. In training communication with the reflexive hearing technique, the teacher creates the situation that provokes the student to feedback. Thus, the teacher checks if understanding of the training material is correct, helps to find proper answers, motivates students activity [2].

In our opinion, the following reflective technique of active hearing should be used: misunderstanding; reflection; rephrasing; summarization; explanation.

Use of the active hearing technique at classes assumes dialogue style of training interaction, formation of the emotional and positive attitude to educational activity.

Efficiency check of the active hearing technique as a methodical way for developing educational and informative activity and resulting in higher learning efficiency was carried out in teaching the course "Psychology" for the Tourism students. During a semester pilot research took place: experimental group — the 1st year Tourism students (12 people) and a control sample group of the 1st year Tourism students (10 people).

To compare control and experimental groups the testing control and final levels of student knowledge (intermediate certification), as the main method, by means of tests with 4 alternative versions of answers was used.

Knowledge was taken as certain substantial units: concepts, facts, dates, persons. One test item checked knowledge of one didactic course unit at recognition level.

The both groups initial level was accepted as "0". Thus, the first measurement carried out after one month and a half, after 21 class hours in each group was considered as a sample control — a gain of knowledge during the first classes (a gain 1).

At the second stage (on completion of studying the course block on discipline "Psychology"), after 51 hours measurements of final level of knowledge (intermediate certification) (a gain 2) were made.

The measurement data having been processed individual and average groups values of intermediate (a gain 1) and final (a gain 2) knowledge levels were received.

Results are shown in table 1. The values are average group quantities of the right answers, and also as a percent from total of questions.

Table 1

Results of measurements of levels of knowledge

Group average value	Experimental group		Control group	
	Quantity of the right answers	% of the right answers from a total number of questions	Quantity of the right answers	% of the right answers from a total number of questions
Gain 1	11,6	35%	9,8	29%
Gain 2	25,7	78%	20,5	62%

The obtained data demonstrate more significant distinction in an increment of knowledge at experimental group because of higher efficiency of classes carried out with active hearing technique.

Besides, research of educational motivation by means of a technique of T. I. Ilyina "Motivation of training in higher education institution" was carried out. The technique investigates motivation of training in higher education institution on three scales: "acquisition of knowledge", "mastering by a profession", "obtaining diploma". Results of research showed that if at the initial stage of training (at the beginning of a semester) the main motive in both groups was motive of obtaining the diploma, in course passing (at the end of a semester) in experimental group increased number of motives on a scale of "knowledge acquisition" at the expense of a scale "obtaining the diploma", on a scale "mastering by a profession" essential changes didn't occur.

Thus, we can draw the following conclusions.

Use of the active hearing increases efficiency of educational classes and forms motivation of cognitive activity.

Further research of the active hearing technique efficiency on lecture classes should be carried out in the direction of investigating their influence on developing student cognitive need and their communicative competence.

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Ivanova A. Yu.

FAIRY TALE POTENTIAL AS A COMPONENT OF SPIRITUAL CULTURE IN CONFLICT BEHAVIOR

Game with a fantastic plot represents a practical prophylactic of disputed behavior. A Fairy tale with its psychological features prepares the person for intense emotional situations and comprises ways of overcoming difficult situations of interaction in which, in a symbolical form, many real interpersonal conflicts are reflected. Playing the fairy tale game can give the chance to influence two spheres of conflict behavior: 1) the sphere of conflict actions and 2) the sphere of an emotional state concerning the conflict directives. That is impact on these two spheres that defines success of prophylaxis conflict behavior (Conflict state of mind).

Let's consider in detail the fairy tale elements that can be used in game, and peculiarities of their psychological impact on a personality.

The fairy tale is a work of art giving esthetic pleasure at reading it; a game is a type of active joining performance. Despite this difference, the fairy tale and game can qualitatively supplement each other in prophylaxis work. Fairy tales are excellent play scripts for games. Using the plot rich of fantastic images in a tale game makes it more saturated and attractive to the participant.

The whole fantastic plot distinguishes the image of the hero. But just listening to the tale the child can not act and influence the tale course. In game the child can become the hero making decisions and acting, taking up his role.

According to E. M. Meletinsky, the magic fairy tale knows two types of the hero — active and passive. All the passive hero acts are made by others

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or thanks to a case. The active hero operates independently [1]. Further we will consider only active type of the hero.

Having analyzed the hero behavior of a magic fairy tale, we came to a conclusion that from the psychological point of view it is similar to constructive behavior of a person in conflict. The hero of the fairy tale resists to reality surrounding it. As a rule, he leaves his house and goes to other world, to "a fairy kingdom", to "dark wood" etc. He resists to the hostile forces and fights against them. His behavior and character are shown in many severe trials.

He deliberately meets the dangers. The hero character has nothing to do to egoism. He understands the state of the others, worries with him, comes to the rescue. In confusing situations the hero of the fairy tale considers, as a rule, the situation, tries to find the way out himself. If he can not do something himself, he looks for a hand and accepts it gratefully. Heroes of many fairy tales possess are physically very strong and fit, but apply it only in the most extreme cases. Use of force does not reflect any aggression. He is more likely a man of decision opened to the world. Small fantastic fairy tales heroes who are not strong act with their mind and ingenuity. As a whole, the behavior is built on cooperation instead of confrontation. At the beginning the hero can act impulsively, thoughtlessly, applying the force, but then more and more he acts with his mind. That can correlat with existence of a reflective position of constructive behavior.

Fairy tales describe the hero transformation. By in the end the hero becomes different compared to the beginning. "He becomes stronger and more considerable. ...fairy tales hero changes, fantastic world does not and neither does the rest" — D. Sokolov [6, p. 65]. Watching the hero behavior changes , empathizing the hero, the child himself can live these changes as if he is the hero, which makes his behavior more flexible.

Fantastic conflict situations have valuable character. A prize is not only an image of desirable result in the fairy tale, but also necessary, especially significant value for the hero which is meaningful. The hero of the fairy tale meaningfully runs risks, going to fight against the rival: having won — he will receive everything; having lost — he will lose everything, his life as well. In fairy tales the enemy encroaches on values of the hero (life, cultural wealth and all the most expensive and significant for him). Therefore in fairy tales there are many "terrible" episodes. The conflict of values in comparison with the conflicts of interests and behavior standards is of the greatest sharpness.

In realities, the sharper the conflict is, the less its participants are inclined to manifest constructive forms of behavior. That is why many valuables conflicts lead to suspending the relations and these conflicts will not be resolved. In the fairy tale the conflict is sure to be resolved (the hero

wins). The hero victory makes his image most attractive. The behavior of the hero, as we showed, has constructive character.

In fairy tales the child trains not only the behavior, but also emotions. Fairy tales provide adaptation of a person to stress. Listening to the fairy tale, the child imperceptibly for himself trains the ability to pass through difficult emotional and intense situations. "The fairy tale helps him to learn how to "discharge" his fears makes his emotional world more flexible and effective" E. Yu. Petrov [2, p. 72]: "cleaning from fairy tales "terrible" episodes which are an integral part of magic fairy tales one can lose that useful that they bear: the conflict and ability to resist it, ability to counteract the outside world, fear for the hero and outcome expectation, ability of self-removing emotional stress. According to D. Sokolov, in the fairy tale the child has an opportunity to live emotional states which he lacks in the outside world. The fairy tale is a severe trial for difficult and frightening emotions.

Fairy tales, despite all the irreality and differences from the real world, bear reflection of the interpersonal and social relations.

Researcher E. M. Meletinsky emphasizes, that the fairy tale is not only for children. It makes strong psychological impact and on adults too. Texts of fairy tales cause an intensive emotional resonance in the person perceiving them. Experiences of different people at emotional and corporal levels are in many respects similar. So we can assume that fairy tale use in psycho-correcting work will be successful both for children and for adults.

The combination of an emotionally rich, fascinating plot and game activity allows them to carry out effective prevention imperceptibly for playing people. This was confirmed by a research on group of teenagers in the social and rehabilitation center of Samara [4]. Through specially organized game with a fantastic plot according to V. Ya. Propp's [3] composite scheme they managed to find out that playing the fairy tale helps to influence two levels of disputed behavior: interaction in the conflict and the conflict emotional state.

Not any fairy tale game will do for prophylaxis of conflict behavior. There are fairy tales for small children and for older ones, House hold fairy tales and magic ones with active and passive heroes. Each fairy tale has a different conflict situation. For prophylaxis of conflict behavior it is unessential to use a plot of a certain fairy tale. The fantastic plot of game we can construct ourselves, using V. Ya. Propp's ideas: any magic fairy tale has the general composite scheme, and fairy tales differ only on a plot and on a combination of varied and infinitely changing functions (absence, ban, ban violation, wrecking, complicity, fight, etc). Functions in each fairy tale get the individual forms, with the content remaining the same. On the basis of the revealed game possibilities and the features of using the fairy tale elements one can build prevention game scenarios for different age. For con-

structive development of the communicative sphere of the personality the researcher can put conflict situations, he is interested in, in the plot.

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Kavdangaliyeva M. I.

CONSCIENCE AS THE HIGHEST MORAL SENSE

One of the highest moral senses is conscience.

Conscience — is a special moral and psychological mechanism playing a role of a moral regulator in life of the personality. The main function of conscience is self-control.

In modern psychology conscience is defined as "the person ability to carry out moral self-control, to formulate for itself moral duties, to demand from oneself their performance and to make an assessment of acts made; conscience is one of expressions of ones moral self-consciousness" [3]. Conscience is displayed both in the form of rational awareness of moral value of ones own behavior — actions made, and in the form of deep emotional experiences (for example, "conscience torments", "remorse").

E. Fromm allocates two versions of conscience: the authoritative conscience expressing subordination of the personality to external authority; and humanistic one — a voice of that very personality, the best origin in it. Humanistic conscience calls for self-realization, to build ones life in a harmony with other people [5].

T. A. Florenskaya considers a dialogical approach as an understanding basis in psychological consulting and writes that it is built "on the universal spiritual and moral reference points experienced by mankind for centuries and proved to be true by each person experience of conscience ('...Because the owl was malicious, but the heart was kind') " [4, p. 5]. From T. A. Florenskaya's point of view, expression of dialogue is spirituality which, in turn, is closely connected with such concept, as "conscience".

A question arises: "Why the author correlates these two concepts". Without wishing to understand another person we often are categorical and we try even to judge the person taking him not equal to ourselves, i. e. "we behave not due to our conscience". But it is worth to look attentively into him with wish to understand him and "we start to feel pity and repentance of the former cruelty: it also is a conscience voice" [the same page 15].

According to T. A. Florenskaya conscience is born from "unity of empathy and relationship with all live" [page 16]. The man gains spiritual experience only when he "endures" the improper behavior when the voice of conscience urges to put himself to the place of that man he was guilty towards. One of mechanisms to form conscience is internal dialogue, a reflexion. Lets, for example, remember Andrey Bolkonsky and Pierre Bezukhov spiritual development — L. N. Tolstoy's favorite heroes in the novel "War and peace".

Analyzing this highest moral sense T. A. Florensky pays attention to the morphemic structure of the Russian word "conscience" – conscience, containing a prefix "co" and a root occurred from Old Russian to "know". According to T. A. Florenskaya, "Conscience comments correctness or abnormality of the act, of a word or thought from the point of view of a community, unity of people, the nature and all the reality" [ibid., p. 16]. Conscience it is connected with the reflexive understanding, understanding of ones own acts. This feeling comes to with the person life experience as one "gains skill to hear "a conscience voice" and to be guided by it in the behavior" [4, p. 17].

It is necessary to mention that conscience starts to waken at teenage age when the personal ego-concept is formed which center is self-appraisal. Up to this point the person can feel only sense of shame.

What is the difference between conscience and shame? "Shame — of one towards another, conscience is based on compassion towards another, on your being responsible for his suffering. Conscience — deeper and mature experience, inducing to understanding moral violation" [4, p. 17].

T. A. Florenskaya concludes: "Conscience is the God's voice in the man soul. The message comes from God. Consent comes from the person. Command of conscience agrees with ten Commandments of the Bible". These moral laws are urged to regulate the relations of the person both to himself and to all the reality. The similar point of view on value of this word was stated in one of the speeches of B. A. Averin: "Conscience is a message from heaven, a voice of God in the man.

Similar understanding of conscience we find in S. A. Averintsev works who, arguing on essence of morals, wrote: "conscience is not from mind, it is deeper than mind, the deepest of all that is in the person; but to draw the correct practical conclusions from conscience call, mind is necessary.

That is morals that should be the mediator between conscience and mind. Conscience — the depth, mind — the light; the moral is necessary for the to lighten the depth" [1, p. 44]. The person, neglecting ethical and moral standards, putting his "ego" above all, is called "unscrupulous" which means "immoral, spiritless". The person, who has chosen such way, is doomed to disintegration and death. A lot of examples from history and literature witness it. In particular, the subject of "superman" is one of the leading in F. M. Dostoevsky's creativity.

Thus, each of us has constantly to make a moral decision. One can say that conscience acts as "the guard of original, internal freedom of the person" [2]. Conscience, being a specific human phenomenon, is the integral component of the personality life.

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Kamshilova O. N., Razumova V. V.

AUTOMATIC PRE-EDITING OF THE ENGLISH TEXT: TO ENSURE SUCCESSFUL COMMUNICATION

The modern international information exchange is defined by two major factors: a) the computer and) the language of international communication, a function which for a long time and has successfully established itself in English. The growing number of electronic publications in the English language in various spheres of activity stimulate the direct communication, without the mediation of professional translators, which contribute many MP network systems. However, the quality of translation and, consequently, the success of communication in this case depends on how the original English text is important.

The question about the quality of electronic publications in terms of standards of english language gets hot enough, because the vast majority of texts in English, including the Internet belongs to speakers of other native languages, and by definition it does not match the grammatical rules of the English standards. The English form as a facilitator in the intercultural exchange of information is known as a *global English language* (HA) and is a *variety* of English language, expresses a strong influence of national languages of international communication [1–3].

A special role in today's information exchange belongs to the Asian species of the GA. Asian countries - a new center of business, economic, cultural and scientific activities, a very rapidly progressive. GA, as a product of the world of ethno-cultural system, allows to carry out freely advance in the world market, the business community and other spheres. For example, Japan and South Korea are the leaders in production of the hi-tech equipment, the main exporters of electronics and cars in the region. But China produces about 50% of all household appliances in the world and also is the first exporter of textiles, clothes and footwear. All three countries are in the top ten leading world economies. In addition, China, South Korea and Japan — leaders in scientific research, such as computer and information technology, biomedicine, robotics, shipbuilding, mechanical engineering. Representatives of scientific community of these countries take part in the international scientific life, following a principle of the academic mobility.

Texts written in the Asian species HA, contain a number of specific deviations from the norms of the English language. As a result, during the communication mediated by the computer and MT systems, focused on standard English grammar, there are failures caused by, are characteristic of the Asian species of HA errors in passive constructions:

- over-used passivization (overpassivization) — over-passive constructions due to the formation of passive forms of intransitive verbs:

*Most people **are fallen** in love and marry with somebody*

- malformed passives — errors in the form of education passive voice (the omission of the auxiliary verb, the use of the infinitive instead of the participle II):

*Their choice **is protect by** the laws*
*They **punished by** people after a night*

- under-used passivization — the avoidance of passive constructions in cases where the context so requires/situation:

*Rivers and lakes **polluted*** (see, for example: [4]).

The machine translation executed by means of Google Trans-late systems (the statistical translation system) and Yandex (with linguistic strategy of transfer) contains the noise caused by mistakes in the initial text:

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Table 1

Result of machine translation of the unedited text (over-used passivization)

Initial text	Transfer Google Translate	Transfer Yandex
*These interviews <u>are consist-ed</u> **of** open-ended questions*	*Эти интервью **<u>состояла</u>** из открытых вопросов*	*Эти интервью **<u>являются состояла</u>** из открытых вопросов*

The module of automatic pre-editing of texts was developed or more high-quality translation and to ensure successful communication without involvement of the specialist translator. As showed the further research, the same mistakes in the use of passive forms are characteristic for Turkish, Arab, Persian, Croatian and Spanish versions GA that considerably expands a framework of use of the module.

Operation of the module is based on an array of intransitive verbs (54 units) which do not has passive forms. The search function finds these verbs in the source text, and then, based on a list of structural models and morphological tags, grammatically incorrect change "passive" form to the active form of collateral (for writing this function, we used the programming language Python 2.6.4 and the package of tools nltk). As a result of using this function in the source code is eliminated over-passive constructions. Proposals, edited automatically by this function, correctly interpreted systems Google Translate and Yandex:

Table 2

Result of machine translation of the edited text (over-used passivization)

Initial text	The text after automatic edition	Transfer Google Translate	Transfer Yandex
These interviews <u>are consisted of</u> open-ended questions	*These interviews **<u>consist of</u>** open-ended questions*	*Эти интервью **<u>состоят</u>** из открытых вопросов*	*Эти интервью **<u>состоит</u>** из открытых вопросов*

Another function of the module is created for correction of mistakes in the formation of a passive form. It is based on twin models of passive constructions, built on the contrast error rate, for example: BE + VB vs. BE + + VBN and BE + VBD vs. BE + VBN, where VBN — the third form of a verb (in traditional terminology — a participle of II), and VB and VBD — forms of an infinitive and past tense respectively. Comparison of results of machine translation of texts before operation of the module (tab. 3 and 4) testifies that translation quality improves as a result of use of the offered module:

Table 3

Result of machine translation of the unedited text (malformed passives)

Initial text	Transfer Google Translate	Transfer Yandex
*Their choice **is protect** by the law*	*Их выбор **защитить** законом*	*Выбор их **защиты** со стороны закона*

Table 4

Result of machine translation of the edited text (mal-formed passives)

Initial text	The text after automatic edition	Transfer Google Translate	Transfer Yandex
*Their choice **is protect** by the law*	*Their choice **is protected** by the law*	*Их выбор **охраняются** законом*	*Их выбор **охраняется** законом*

It is possible to consider the operation of the module of pre-editing now already rather successful in the field of correction of the specified types of mistakes in passive designs. Although the ability to automatically search in the module can detect other errors in sentence structure and its members. Thus, the search for a given model structure is in violation of the modal verb forms and aspect:

Therefore, what we can do <u>is recognize</u> and respect these differences (<u>is to recognize</u>)

We <u>are</u> still <u>communicate</u> with each other (<u>are</u> still <u>communicating</u>).

It extends the functionality of the module and the developer puts new challenges. In addition, the functionality of the proposed module is enhanced by its relative autonomy, which allows to combine his work with the work of the various strategies for MT systems. Moreover, it can be used in the functions of the program fixes many common grammatical errors in the form of collateral when writing texts by foreigners in English. Growing volumes of textual information, which may require treatment with these or any other language programs, professionals are forced to delegate to the jurisdiction of the computer more and more new features, including the correction of errors listed above.

In summary we would like to note that creation of the similar module corresponds the solution of the actual task on development of pre-editing of the text at the morphological and syntactic levels, the ordering connected with a problem and search of designs with mistakes, and also creation of models of mistakes.

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Korneyeva M. Y.

PRESERVATION OF TRADITIONAL VALUES AS A PROVISION OF CROSS-CULTURAL DIALOGUE (ON THE EXAMPLE OF THE COSSACKS VALUES)

Today the policy of multiculturalism is a subject of discussions in a scientific and political community. Protection of the rights of ethnic groups is usually emphasized in examination of issue that becomes a factor of fears concerning preservation of national unity and integrity of the state. However not only ethnic communities have original cultural traditions, but also local ethnosocial groups, to which the Cossacks belong, have less recessionist sentiments than the ethnic ones. Preservation of cultural tradition of the Cossacks is a condition of constructive intercultural dialogue within the only tradition of Russian culture.

Let's remind some well-known ideas about the Cossack as the holder of group identity and we will compare them with essential characteristics of an personality of the Cossack today. The identity of the Cossack was formed within Orthodox tradition. The hostilities which were not stopping on the southern border of Russia were the main occupation of Cossacks throughout all history. Moral principles of Cossacks were very strict, cases of theft were observed very seldom for they were cruelly punishable. "Children received initial education in a family, carrying out various labor duties, being accustomed since early years to obedience and love, to work... Role-models for children were not only Cossack soldiers, but also Cossack women. The Cossack woman plowed, mowed grass, sowed and reaped, gathered bread and threshed" [1, p. 18]. Thus, "will", Orthodox belief, a family and diligence were admitted as foremost values on Don.

With a view of detection of compliance of a modern sociocultural situation in the south of Russia, namely in the Volgograd region, proclaimed with Cossack traditions sociological research was carried out. Valuable orientations of hereditary Cossacks of two villages, Kletsky and Raspopinsky Kletsky of the Volgograd region became an object of research. 6 hereditary Cossacks were interviewed in order to identify valuable orientations of the today's Cossacks and define their role and place in revival of the Russian village. Survey was carried out in the form of partially formalized deep interview. Asked questions took the following indicators:

– specific character of valuable orientations of the Cossacks;
– an assessment of the Soviet period in the history of transformation of values of the Cossacks;
– an assessment of activity of modern authorities on Cossacks revival;
– connection of idea of revival of the Cossacks with possibility of attraction (deduction) of youth in rural areas;
– identifications of possibilities of development of values of the Cossacks at the present stage.

It is necessary to focus on social and demographic characteristics of informants. All respondents belong to ancient Cossack families, know their family tree, at least, to the fourth generation. Three men and three women took part in the survey. Four respondents belong to age group from 75 to 85 years (pensioners), one — from 50 to 60 years (the retired ataman Kletsky a yurta of the Ust-Medveditsky district and the former head of the Kletsky rural settlement) and one – from 40 to 50 years (agriculturist).

It was possible to obtain interesting data concerning system of values of Cossacks. Answering questions, respondents addressed to an image of the pre-revolutionary Cossack on the basis of what, it is possible to conclude that in the Cossack environment the ideal of tsarism transferred by grandfathers and great-grandfathers is still live. Answering the question about values of the modern Cossack, almost all respondents were unanimous: "What Cossacks can be now? We were sold down the river!" Having compared answers of informants, nevertheless it is possible to allocate the base values specified by them. Among them are:

1. "Will". Not "freedom" in the usual sense of the word, but free expression of the Cossack's will of the Cossack. For example, Cossack took the field not on an appeal of the tsar, but on personal belief, at "will" which coincided with will of the sovereign, however relied not on devotion to the monarch, but on a moral imperative in relation to the native land. Manifestation of "will" can be seen in direct democracy of Don: election of atamans directly at a Cossack Circle by a principle "like or not like", responsibility of atamans and possibility to shift them from a position.

2. The special relation to the fatherland (differst from patriotism): love and devotion, not to the state, but "the Don land mother".

3. Justice and honesty in their interrelation expressing in irreconcilability to treachery or theft.

4. Diligence. One of the respondents, told us about a talk with the grandmother, which illustrates this value very well: "Under the tsar, Mishenka, we lived happily: the land and cattle were much!"; "Granny, and when did you have a rest? — You don't say, we have never had a rest and happiness is not in the rest!"

5. Religious belief. We don't dare call this belief Orthodox one as at Cossacks' Orthodox doctrines underwent such distortions that it became possible to express religious tradition in one laconic phrase "they were afraid of sin".

6. Land. The own allotment played for Cossacks huge role. Its existence created conditions and for "will" manifestation, and for love to the fatherland, and for diligence education.

In response to a question about influence of the Soviet period of the Russian history on transformation of values , respondents answered almost unanimously: the Soviet power destroyed the Cossacks as the phenomenon. None of the families didn't avoid repressions, some were banished to Siberia or to Kazakhstan. Some admitted that, being children, they were ashamed of the origin. In general, the mass abjection of "Cossack" values was shown everywhere. One Cossack woman told that her grandfather banished to Siberia, upon termination of an imprisonment term refused to return to Don as "as he was afraid of shame", for the free Cossack, it appeared morally intolerable to be broken with bureaucratic machinery. Nevertheless, in reply to this question one of the respondents came up with the curious idea which is "beating out" from an overall picture of reasonings: the Soviet power didn't break true Cossacks, it only carried out some kind of "elimination". This idea has the right to existence, however it isn't dominating.

The answer to a question of activities of modern authorities for revival of Cossack tradition is of special importance for the real research. All respondents replied almost in the same way, having noted that certain attempts are made, however result of these actions is the minimum. Explanations of the reasons of an inefficiency of imperious bodies differ with Cossacks. It is possible to allocate some directions in their reasonings:

1. Actions of the authorities have purely formal character, as a rule, they are reduced to the single actions dated for municipal elections (for example, the first pre-election race carried out in October, 2009 after "reorganization").

2. It is essentially impossible to revive Cossack tradition, as the generations replaced for the Soviet period lost the qualities inherent to true Cossacks.

3. It is impossible to revive Cossack tradition within an existing system. Cossack "will" demands political and economic independence, and to try to reanimate it — means to raise separatist moods on the territory of "Don region".

The question of possible ways of development of values of the Cossacks caused difficulty among the respondents. Among the most widespread there were thefollowing answers:

1. Revival of Cossack tradition can be seen in farming development, therefore, it is necessary to create conditions for agricultural production: right to process the land by oneself, to receive sales markets for agricultural production.

2. To legalize the concept "Cossacks", to allocate Cossack administration with the real power.

3. To strengthen a family as significant value of the Cossacks, to revive on Don domesticity and, even, "clannishness".

One of the most sensitive indicators of stability of social group is development in it group and civil consciousness [2, p. 40]. Results of research showed that among the respondents identification oneself, first of all, as Russian, and only then as Cossack prevails. It is without doubt a positive tendency in development of polyethnic society, however testifies to weakness of intra group orientations among Cossacks. Thus the main conditions of intercultural communication are mutual interest in it and existence of the unique elements, which cultures can offer each other. For this reason preservation of identity of cultural tradition of the Cossacks is the first step to creation of such dialogue.

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<div align="right">*Kirsanov V. P.*</div>

THE PROBLEM OF THE DIALOGUE OF CIVILIZATIONS IN THE CONTEXT OF MULTIPOLAR WORLD FORMATION

The problem of cultures and civilizations dialogue got a special urgency today — during an era of increasing globalization of the world.

Hardly ever the concept "dialogue" has took the central place in the sphere of the humanities and in a social life. The dialogue began to considere like

the most effective remedy of the intercivilizational relations, as a way of the protection of the cultural diversity, achievements of mutual understanding and conflict prevention. The position of the dialogue' problem is important that it emphasizes a role of the general cultural heritage of mankind, interactions of cultures and civilizations in the world historical process and in the course of formation of cultural and civilizational originality.

In the same time a fashionable subject which has discussed in the West, became the collision of various civilizations. But is the conclusion of collision of various civilizations reasonable?

The icejam exists between the western and the Islamic civilization. But what does underly the intensity in these relations of "irreconcilable antagonists"? Do we deal with the crisis of dialogue of civilizations?

The conclusion about collisions of civilizations isn't groundless. The author of this concept "collisions of civilizations" Huntington approves the inevitability of such collisions, and the another hand— considers the form of the main contradiction defining a world order.

However the analysis of the evolution of world rules allows to find out the reasons of growth of an anti-Americanism and the anti-western moods in the east. Also it needs to find out the crisis of dialogue of civilizations the conditions of the unipolar world and renewal of the high-grade dialogue of civilizations in the conditions of formation of the multipolar world.

As soon as the USSR stopped the existence, there was a new historical choice in front of Russia. If our country manages to defend the rights of independent way of sociopolitical development, then it is possible to speak *about preservation on a planet of civilizational variety*. Today the question of is important for us which place in these globalization processes will occupy Russia. What role it will play in formation of a new world order? Whether there is this order unipolar or multipolar? Is the role of passive object of globalization prepared Russia or it will act as one of the center of economic and political force like an independent Russian civilization and play a role of the active subject, one of leading actors of globalization processes?

Not only Russia depends on the further destiny of thise solution and many other problems , but also development of all mankind which is thrown down the serious challenge by globalization in American.

The world de facto became unipolar after disintegration of the USSR and world system of a socialism . The geopolitical status of Russia and its role in world politics sharply changed. Ruling circles of the USA interpreted the collapse of the USSR as a victory in the cold war, self-confidently believed that the winner has nobody to divide fruits of the victory: that the USA solves, and a world order. The USA purposefully mades efforts a pushing off the weakened Russia to the periphery of the world politics eliminated the main geopolitical competitor , decrease its subjectivity.

The strengthening of the USA staking on unilateral actions on the international scene has a direct bearing on a global safety and infringes on interests of Russia, limiting possibilities of its positioning in the being globalized world. The historian and political scientist M. Makfel proclaimed modern mission of America — "fight for freedom around the world, including in Russia" [1, p. 172].

Certainly, such approach doesn't cover all range of opinions on a role of the USA in the world. Express and more weighed approaches. So, for example, one of the most known opponents of geopolitical domination of the USA political scientist K. Kalkhun doesn't consider that "world integration under the American imperial domination — it is good — continuation... because further follows, even being the strongest state, America isn't capable to operate the whole world... in the USA it is also necessary to begin discussion how America to become the normal country, instead of the world manager with bad reputation" [2].

In the 90's years of the XX century there came a new stage of transformation of global structure of the international relations. I. F. Kefeli assumes that "it will last till 2015−2020 then the new option of the multipolar world will affirm. While a predominating tendency there is a globalization in American, conducting to establishment of the unipolar world" [3, p. 130].

Without calling in question this approach, it should be noted that the above-stated tendency already now weakens and in the future will be blocked by more and more other actors of world system and, at the end of the ends, will be inevitably stopped.

Strong reasons for such forecasts are the following factors:

1) new global and regional forces which are nowadays formed also which thereby will define multipolar structure of the future world order (Russia, undoubtedly, will turn more and more into the economic and political center of force, a powerful pole of world politics);

2) the USA remain the unique superstate but is far not the unique power. They unable to consult with all calls, and furthermore with all at once.

Iraq, Afghanistan and present financial and economic crisis distinctly designated limits of the American power, groundlessness of ruling circles of the USA staking on one-polarity both in global policy, and in global economy. It is possible to agree with opinion of the Russian political scientist V. Nikonov completely: "Strategy of world domination assumes an impersonation not only the global policeman, but also and the global manager. The modern American policy at all doesn't assume acceptance on itself responsibility for controllability the world, she assumes an unilaterality and aspiration to ensuring freedom of hands for the solution of the problems which are directly infringing on interests of exclusively United States and

their voters. A role of the USA as moral leader — on very low point. But America showed unprecedented ability to strike blow literally on all mankind, having started the mechanism of global financial crisis" [4].

The problem of a civilizational choice which faces Russia, incorporates to wider and more difficult complex of problems which are connected with possible ways of development of a human civilization. The question "Where goes Russia" becomes a special part of a question "Where there is a mankind?" The answer to these questions can't be strictly unequivocal. When the task is put to predict a further course of historical process, (even if there is a knowledge of tendencies of its development) some scenarios are really built. What of them is realized in advance it is impossible to define, as transformation of potential options into reality depends on a set of factors, including casual. Retrospectively looking at already come true history, it is possible to specify the reasons why this or that scenario of development was realized, and to open logic of this development. But, looking forward and predicting, it is essentially possible to designate only a fan of possibilities and at the best to define, what of them more and what are less probable.

Whether it means, what the history in general is unpredictable, what it is senseless to bring an attention to the question of the future? Certainly, no. *Scenarios of the future which the knowledge aspires to reveal, being guided by the analysis of global tendencies of development of mankind, it and is a prediction, though ambiguous.* Such predictions are characteristic not only for social, but also for many natural sciences. In synergetrics which studies difficult nonlinear processes of self-organizing and has a wide range of appendices in natural sciences, technical and social sciences, it is proved that high-quality transformations of historically developing systems in bifurkatsiya points, as a rule, are described by some range of possible scenarios:

Unipolar globalization on the Pax Americana model.

Unstable balance of several world centers of force.

Collision of civilizations, increase of waves, terrorism, narcobusiness, "small" wars, wars, etc.

Disintegration of the world community on poorly related centers of force, return to the barbarity, the new Middle Ages.

Ecological disaster — at first regional, and then and global.

Globalization on model of partnership of local civilizations in the solution of universal problems.

Globalization on model of noosferny post-industrial transition in the conditions of qualitatively new scientific and technical break.

It is possible to argue with good reason that the world community endures a decline of a unipolar era and inevitable transition to a multipolar world order. Really, the increasing and bigger number of scientists also is realistic conceiving politicians as in Russia, and abroad realizes that the

real course of history rejected the first of the above-named scenarios. "The modern mankind — quite reasonably confirms Ch. S. Kirvel — all moves accelerating rates from the "one-polarity" phantom to a politsentrichesky world order that certainly in itself... doesn't guarantee a stable and sustainable development of a human civilization. Only two last of these seven scenarios act as constructive and not deadlock, capable to provide in postbifurkatsionny space of the XXI century survival of mankind, its steady self-movement and development" [5, p. 57].

In the light of all aforesaid it is impossible to disagree with V. S. Xiemenova opinion which considers that "*no civilization* even most powerfully developed (and furthermore unilaterally, mainly in the technical, technological, scientific and technical, organizational, military relations, instead of at the same time and in spiritual, moral, social aspects), can't apply for full representation and absolute exhaustion of diverse wealth of all cumulative modern human civilization" [6, p. 304].

The idea of the unipolar world, idea of a globalism in American turned into one of the most influential ideologies of the present. It doesn't exclude criticism of separate shortcomings of processes of globalization, but only within idea of one-polarity.

In the world where the role of the United Nations is nullified practically, and world politics is subordinated to dictatorship of the USA, the separate states don't have a place. Any of them unable to keep the sovereignty. Only uniting, the states and the people can defend the independence and the sovereignty. But the multipolarity philosophy is necessary for understanding and initiation of these processes.

To idea of one-polarity resists both in world public consciousness, and in Russian idea of the multipolar world. However if the USA rely on philosophy of the unipolar globalization expressed in domination of the United States of America with their set of world outlook values, *is clear to the issued philosophy of multipolar globalization for today doesn't exist*.

The unipolar world which has developed after disorder of the USSR, conceals in itself the inevitable conflicts and contradictions which can unexpectedly be shown in the most various points of a planet and put the world before threat of *new world war* that is equivalent to world accident.

In the world there is a steady weakening of a tendency of one-polarity and steady strengthening of tendencies of formation of the multipolar world.

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Kozhokar I. V.

PERSONAL FEATURES OF INTERNET USERS OF ADOLESENT AGE

One of the main signs of the modern society is the development of computer and information technologies.

Application of computer networks leads to considerable structural and functional changes in the mental activity of the person.

Novelty and small study of the Internet involves the representatives of adolesent age who actively has experiment of various forms of communication.

Despite of the huge interest to the Internet subject the science doesn't possess exhaustive information for an explanation of specific network processes and their influence on the personality. It does valuable the researches connected with the Internet. It especially concerns researches on respondents of adolesent age as this category of users can serve as object of regulation and the indicator it is possible to verify ideas of prospect of development of society on the basis of features of personal development.

The *urgency of research* of personal features of the Internet users is defined by :
– increase the number of the Internet users;
– complication of processes of the social interaction (uncertainty of social norms, a variety of environments of communication and types of activity on the Internet it does the Internet communication by convenient object for the studying of psychological features of users).

The *research objective*: studying of personal features of the Internet users of adolesent age.

The *object of research*: Internet users. Sample: 55 people at the age of 18−19 years, from which 32 respondents — males, 23 — female.

The *object of research*: personal features of the Internet users of adolesent age.

Research hypotheses:
1) use of the Internet services can promote specific self-perception and formation of some personal features of users;

2) the main motive of work in the Internet — the communicative activity directed to the self-disclosure and compensation of certain violations in the self-relation.

Research scheme:

– identification of groups of the respondents inclined to the Internet dependence (it is conditional — addictors (experimental group) and Internet and independent (is conditional — neaddictors (control group);
– studying of dominating motives of work in the Internet at addictors and neaddictors;
– research of levels of the self-relation and personal features ataddictors and neaddictors.

For a sample insignificant prevalence addictors is characteristic. In the gender relation young men prevail among addictors and neaddictors.

1. Addikta subjectively feel activity in a network as necessary and useful, and the superficial unilateral the Internet communication excluding more close and deep relations — as more comfortable and safe. Nevertheless, virtual communication can't replace to this group of users real communication, being only its substitute.

2. The communicative motive of activity in a network is strong for both groups of respondents, but for experimental group it is dominating.

3. High return correlation between an addiktsiya and self-confidence level ($r = -0.75$), and also self-esteem ($r = -0.3$) and a self-pony-maniyem ($r = -0.3$) is revealed. It confirms the dependence between tendency to a hell diction and violation of certain aspects of self-perception that can cause lack of a self-confidence, a lack of feeling of own importance, interest in own "I", love to and a worthiness. Low marks at both groups on a scale "self-accusation" testify that this quality at them isn't expressed. Low level of internalny control and absence of feeling of own responsibility for actions and their consequences can serve one of consequences of it.

4. There is a direct correlation between level of a depressivnost and tendency to dependence on the Internet ($r = 0.48$), and also between dependence and an introversion ($r = 0.3$), and return correlation between an addiktsiya and data on a scale "maskulinnost-femininnost" ($r = -0.39$) that testifies to rejection of as representative of a floor (reliability of data at level $p < 0.01$). Possibly, set of these characteristics also is one of the preference reasons addictors virtual communication — high degree of openness to the world, in the absence of self-confidence and acceptance of can entail big vulnerability and a certain fear before close contacts.

5. Groups addictors and neaddictors statistically significantly differ on scales "introversion-ekstraversiya", "sociability", "shyness", "depressivnost", "steadiness" ($p < 0.01$) and "openness", "mask-linnost-femininnost", "spontaneous aggression" and "nevrotichnost" ($p < 0.05$).

6. Indicators of pertseptivno-shaped self-image of respondents of a sample reflect prevalence inadequate the overestimated ways of reaction.

7. Coincidence of I-images nonaddictions in real life and on the Internet indicates integrity and stability of their self-perception. Observable distinctions of self-presentation addictors in real and virtual spaces points to insufficient self-identification. Yunoshi addikty remain under the influence of psychological norms, characteristic for earlier, teenage age, they insufficiently created a complete, steady I-image.

The obtained data testify that some part of modern youth prefers such communication which doesn't assume any deep and significant emotional contacts; such communication is a little productive in respect of spiritual enrichment. This category of users can recommend carrying out group trainings of communication. Interest represents possibility of carrying out similar group trainings online, with gradual shift of accent towards real meetings.

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Kozlova S. A.

THE MAIN THEORIES OF CROSS-CULTURAL COMMUNICATION

Cross-cultural communication is a vigorously developing and demanded society theoretical and applied scientific direction being on a joint of linguistics, cultural science, communication science, and linguodidactics. This direction is actively developed in the USA, Great Britain, Germany, Spain, France and other countries.

As academic discipline it is necessary to consider as date of birth of intercultural communication 1954 when E.Holla's book and Tparepa "Culture as Communication" ("Culture was published as communication") in which authors offered for the first time for the wide use the term "boundaries — cultural communication", reflecting, in their opinion, special area of the human relations. Later basic provisions and ideas of intercultural communication were more in details developed in E. Holla's known work of "The Silent Language" ("Mute language", 1959) where the author showed

close connection between culture and communication. Developing the ideas about interrelation of culture and communication, the Hall came to a conclusion about need of training to culture. Thereby the Hall suggested to make the first a problem of intercultural communication not only a subject of scientific researches, but also an independent subject matter.

Process of formation of intercultural communication as subject matter began in the 1960's when this subject began to be taught in a number of universities of the USA. This circumstance essentially changed the maintenance of a training course of intercultural communication. In the 1970's especially practical character of a course was added with necessary theoretical generalizations and got a form of the classical university course combining both theoretical provisions, and practical aspects of intercultural communication. On the European continent formation of intercultural communication as subject matter occurred a little later, than in the USA and was caused by other reasons. Creation of the European union opened borders for free moving of people, the capitals and the goods. Practice put a problem of mutual communication of carriers of different cultures. On this background interest of scientists to problems of intercultural communication was gradually created. By an example of the USA at some West European universities at a boundary of the 70−80's years of the past eyelid offices of intercultural communication (universities of Munich, Yen) were open.

Today within studying of intercultural communication received distribution such term as "the Global Village" (the world global village). It was entered by Marshall Maklyuen, and is widely used in his books "Gutenberg's Galaxy" ("by The Gutenberg Galaxy: The Making of Typographic Man", 1962) and "Comprehension of mass media" ("Understanding Media", 1964), for the description developed new communicative, and subsequently and a cultural situation. Maklyuen describes, how the globe "was compressed" till the sizes of the village as a result of electronic means of communication, instant information transfer from any continent in any point of the world became possible. Today the term "the global village" is mainly used, as a metaphor, describing the Internet and the World wide web.

On the Internet the physical distance between interlocutors doesn't play an essential role for communication, are erased not only space and time, but there is a rapprochement of cultures, outlooks, traditions and values. Entering communication with each other by means of electronic means of communication, people argue and arrive thus as though they were absolutely nearby, would live in "one village". They it is free or involuntarily all fully interfere in life of each other, arguing on everything seen and heard. It is a form of communication forms new sociological structure within an existing

context of culture. In a domestic science and an education system teachers of foreign languages who the first realized that for effective communication with representatives of other cultures not enough one foreign language skills became initiators of studying of intercultural communication. The history of formation of intercultural communication as subject matter convincingly testifies that it was initially formed on the basis of integration of the various humanities and their methods. Representatives of various scientific branches were founders of intercultural communication: linguistics, anthropology, psychology, sociology, ethnology, folklore studies, etc. In the course of their collaboration of the theory and methods of these fields of knowledge mixed up, giving to intercultural communication integrative character which became and remains in it still fundamental.

The main theories of intercultural communication are the adaptation theory, coordinated management of value and the theory of rules, the rhetorical theory, the constructivist theory, the theory of social categories and circumstances and the theory of the conflicts.

The author of the *theory of adaptation* is Y. Kim. Its essence that adaptation is a difficult process with many components, during it people gradually, on accruing, gets used to a new situation and new communication. Dynamics of similar interaction is called as dynamics of stress-proof adaptation growth. It occurs by a principle "two steps forward and a step back". The periodic retreats which are dragging out process of adaptation, are connected with intercultural crises. For successful adaptation some conditions are necessary. They include communication with a new environment (frequency of contacts, a positive spirit), knowledge of a foreign language, positive motivation, participation in every possible actions, access to funds of mass information.

Coordinated management of value and theory of rules. Human communication is in essence very imperfect, therefore ideal and complete mutual understanding — is a certain unattainable ideal. As not all acts of communication have a definite purpose, achievement of mutual understanding becomes not so obligatory. Achievement of coordination that is possible at interaction, clear for his participants becomes the purpose. Thus in a concrete context there is a management of values and there is their individual interpretation. Important not that, rules how accepted in given communication are social, and as far as these rules are coordinated among themselves in consciousness of each participant of communications.

The *rhetorical theory* allows to analyze not only individual distinctions, but also properties of big groups. A part of this theory also is the analysis of subconscious adaptation of messages with reference to concrete situations of communication.

Constructivist theory. All people have a special cognitive system by means of which they can interpret words and actions of others is quite exact and accurate. But as the culture influences the individual scheme of development of the person, at representatives of different cultures different views and perception possibilities are formed.

The *theory of social categories and circumstances* is accented on a question of importance of roles, stereotypes and schemes for process communication lump, i. e. those elements of the mechanism of perception which make a basis of mutual understanding and social consciousness. Self-image of the peson which develops under the influence of groups to which it belongs is thus very important. At a meeting with representatives of other groups there is so-called "a communicative accommodation", and tuning on communication with other person. It is defined by schemes existing at us and stereotypes.

The theory of the conflicts considers the conflicts as normal behavior, a form of the social actions regulated by norms of each culture. Thus, in each culture there are models of the conflicts.

Problems of communication are studied in a framework of *communication science* — a science studying the mass media humanitarian function and their impact on various spheres of welfare life of the world. Main sections modern communication science: personality psychology, interpersonal communication, dynamics of group (intergroup communication), art of a public statement, mass communication, business communication, organization management, intercultural communication. For a present condition of intercultural communication the eclectic character and a discordance, lack of the general methodological bases of research, uniform conceptual approaches are characteristic. There is no accurately certain theoretical base, unity of terminology, initial parcels which would allow representatives of different scientific spheres and the directions to reach constructive mutual understanding. If in the USA and other western countries it is well developed communication science, but it is not given sufficient attention to linguistic aspects of a discourse, in Russia and the Post-Soviet countries, for example, such as Belarus, Ukraine, Moldova, on the contrary, is observed a serious list towards linguistics, and the theory of communication is in process of formation. Here the following areas of research based on idea of interrelation of language and culture and representing doubtless interest from positions of cross-cultural communication:

1. Linguistic studies (E. M. Vereschagin, V. G. Kostomarov, G. D. Tomakhin, V. V. Oshchepkova, etc.). Linguistic studies researches in the majority have applied character and are a valuable source of information reflecting interaction of language and culture.

2. Ethno-linguistics (A. S. Gerd, A. M. Kopylenko, N. I. Tolstoy, etc.) — the section of linguistics which studies language in the aspect of its ratio with ethnos and has been closely connected with sociolinguistics. For ethno-linguistics, according to N.I.Tolstoy, consideration not only and not so much reflections of national culture, psychology and mythological representations in language, how many a constructive role of language and its impact on formation and functioning of national culture, national psychology and national creativity is essential.

3. Cultural linguistics (V. N. Teliya, V. I. Hayrullin, V. V. Vorobyev, V. A. Maslov, M. A. Kulinich, etc.). V. N. Teliya defines a cultural linguistics as the part of ethno-linguistics devoted to studying and the description of correspondence of language and culture in their synchronous interaction). All the above mentioned areas of linguistics are directed on studying national and specific features by one separately taken cultural linguistics. These data are invaluable to the intercultural researches intended for the comparative analysis two and more linguistic cultures. Besides, in the Russian linguistic science a number of the concepts having doubtless value for the theory of intercultural communication, but practically not known to the western researchers is well developed. To their category such concepts, as the language personality (Yu. N. Karaulov, Bogin, Y. D. Apresyan, M. V. Kitaygorodskaya, N. N. Rozanova, V. I. Shakhovsky, V. G. Gak, G. I. Berestnev), a concept and a concept sphere (D. S. Likhachev, E. S. Kubryakova, Y. S. Stepanov, V. P. Neroznak) belong.

As a whole it should be noted that the theory of intercultural communication still should develop in a harmonous system of knowledge of problems of cross-cultural communication.

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Kokotova R. R.

THE DIALOGUE OF CULTURES AS A MECHANISM
OF PSYCHOTRAUMAS CORRECTION

Many of us live constantly in the internal conflict: wish one, but do another and regret about the past. Process of reminiscence of the past brings us the great pleasure, we believe that were happy. You noticed, that you rejoice to a meeting with the schoolmate or the friend from the childhood, and then suddenly emerge from memory the conflicts mentioned this friend, and further delightful first nostalgia turns around over time melancholy and as a result leads us to a depression.

Besides we will be honest: would you like to return in five, ten or even? We simply want to feel younger vigorous.

But even if we will manage to appear in own childhood and youth by miracle, what do we wait there? Feeling of helplessness before the face of our adults, offenses, tears or, on the contrary, ignored us; youthful complexes, lack of money, love failures... And it only the most simple situations.

Memory of many people stores (or hides) much more cruel and tragic events consequences of this continue to affect and many years later. The past continues to live in the present: not in those traumas which happened once, and in repeatedly strengthened, ciphered and accumulated on all life. The majority of people don't remember anything from this that occurred to them two — three-year age and reminiscence of the next several years at the best are fragmentary. This known phenomenon carries the name "children's amnesia". "Children's amnesia comes to an end when to the child the consciousness" comes — the professor of psychology of University of Lancaster (Great Britain) Mark Howe argues. It is a question of awareness of own uniqueness, the understanding of where "I" come to an end and begins "you".

Houy considers that development of consciousness is necessary (though, probably, and insufficient) a condition of formation of autobiographical memory. "The consciousness helps the organization of memoirs and facilitates access to them. Events of our life become more remembered and remain with us for longer term.

Past as support: we are calmed by its invariance. Past as cargo: it defines our restrictions and weaknesses. Past as partner: there is no sense to run from it, with it it is necessary to work.

We are so arranged that we manage to find the most pleasant in the past, and all the rest we hide the distant corners of memory. The unique exit — to process cargo of the past and then we will have new forces. We start to open something in ourselves, to accept the restrictions, to suffer, com-

prehend and after a while it becomes easier. Processing our past, we train soul muscles. Our task — to untangle an interlacing of feelings and events to create anew own life.
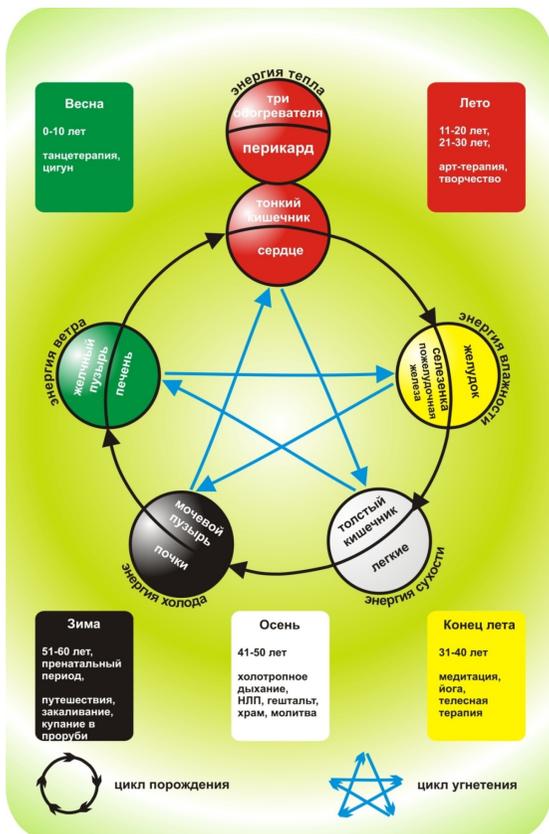
We live during an era of big changes. "If you are ready to changes — you are ready to everything" — Chinese speak. How to learn to be ready to changes? How to feel itself as a particle of huge, constantly changing Space? How to change the main ideas of the prosperity, of a place in life, about health? How to understand the past? How to find and keep harmony? We study it at the Research institute of psychotraumas of the personality.

The main purpose is studying and healing the person — as uniform part of all Universe. The human body is an organism which is exposed to outside influence and changes under the influence of general laws of the nature. It follows that the person health and his condition depends on not only its internal possibilities, but also from relationship with world around, with the forces of nature, all Universe.

The *Universe* — this whole and each separate live which *consists from the same Five Initial Elements*. Transformation and communication laws between Elements are uniform both for the Universe, and for the biosphere, and for each live organism. *Space and a human body — the Microcosm — are similar and in fact, both on a substance, and on formation and development mechanisms.* The Chinese wise men since ancient times noticed this interrelation and reflected it in U-sin — system Five Initial Elements. Fundamental in this system — interaction of the Yin and Jan. As a result of interaction of the *Yin* and *Jan* there are Five main transformations of a

Table 1

Compliance of Five Initial Elements

	Tree	Fire	Earth	Metal	Water
Color	Green	Red	Yellow	White	Black
Taste	Sour	Bitter	Sweet	Sharp	Salty
Development	Increase	Culmination	Center	Decline	Rest
Age	0—10 years	11—20, 21—30 years	31—40 years	41—50 years	51—60 years Perenatal period
Season	Spring	Summer	End of summer	Autumn	Winter
Bodies	Liver, bilious bubble	Heart, small intestines	Spleen — pancreatic gland, stomach	Lungs, thick intestines	Kidney, bladder
secret	Tear	Sweat	Saliva	Phlegm	Urine
Muscle	fabric	Vessels	Connecting fabric	Integument and hair	Bone
Sense organs	Eye	Language	Roth	Nos	Ears
Mentality	Anger	Pleasure	Reflection	Melancholy	Fear
Planet	Jupiter	Mars	Saturn	Venus	Mercury
Component of a trauma	of the Geneticist, situation	Heat — habits, heat — transfer[1]	Introyekt[2]	Implant[3]	Programming[4]
Therapy	Dance, a chi kung, corporal therapy	Art therapy, about numerical vibrations	Vocal, yoga, meditation	Holotropny, meditation, NLP, Gestalt	Travel, an ice-hole

[1] Transfer — the psychological phenomenon consists in unconscious transfer earlier (especially in the childhood) feelings and the relations show to a person, absolutely in the other face.

[2] Introekt — such belief which is going from the outside and wrongly perceive as coming from within. Thus usually there is a behavior repetition.

[3] Implant — such belief introduces in subconsciousness in a psychotrauma. The implant condition arises only in a condition of the violent interpersonal relations. The majority of implants has separateted since the childhood.

[4] Programming — a reflection of images' behavior against own will when the person doesn't understand, why so arrives.

stream of energy. It is accepted to express symbolically by means of five physical elements — five elements existing in the Nature: *Tree, Fire, Earth, Metal and Water.*

Our institute suggests to use the system U-sin in diagnostics and correction of psychological problems. Many realized today uniqueness and integrity of this system. When we started to work on this technology, miracles began to occur. The girl who couldn't marry, did marry. The shy and uncertain man not able to find itself work, after could head the company. We distributed the suffered psychological traumas and psychocorrectional methods on U-sin elements.

If you have a cold, what do we recover? Many use drops in a nose, but it is the temporary help, and then there can be complications. If it treats reflex therapy, it will lower energy of humidity (earth), will add heat (fire), will add a wind (tree) of t. e uses of three elements. It is the same way as well as to dry up wet linen: we need to wring out, hang out it on a wind in warm weather.

We suggest to use the correction of psychotraumas also three elements, both for diagnostics, and for correction (see tab. 1).

Let's consider examples.

The **element Water** consists of certain programs, both own, and imposed by relatives. It is the unwanted pregnancy, the broken relationship etc. which will be reflected in our life in fire, as stains, not devices in private life.

The **element Tree** responses for those children's life experiences which the child lives that the result will be shown at the age of 30—40 years in idea introect. Earlier he saw, how mother arrived, and now it arrives itself, as his parents.

Element Fire. At the age of 10—20 years we get habits and we start to transfer the life those life experiences in which grew. For example: strong, dominating mother in the Metal period (age of 40-50 years). Her daughter it becomes also the strong and lonely woman. But now she doesn't realize any more, from where it gained these qualities. And at the age of 50—60 years (the period Water) it, without having possibility to realize, passes to a programming condition (that she shouldn't live that is already old) and if by means of a psycho-indication to give the chance to it to realize

the psychotraumas, the internal conflicts, it can become happy and find resource possibilities.

During pregnancy the woman had intense relationship with the husband (the Water element). On system U-sin water extinguishes fire, i. e. a psychological trauma which was transferred by the woman will be written down in genogram of the child and to be shown at the age from 10 till 20 years (Fire period): it will be broken relationship with the father or unfortunate first love if the prime cause isn't realized, the trauma is aggravated and projected for 21—30 years (at this time there can be a loss of the loved one).

There is a deepening of a trauma and its repetition 41—50 years (the period Metal) are elderly — the person is expected by loneliness. We can see the same and the date of its birth. In the element of Water remains information of our ancestors , and you, probably, noticed: the grandmother remained the widow, the daughter got divorced, and the granddaughter can't meet darling. For the woman who wants to give birth to the happy child, it is possible to see the genogram (family tree) and to pass the correctional program.

We also make the correctional program of Five Initial Elements. If during diagnostics defined the prime cause (with what to begin), we start to work with an element which generates this prime cause. In above given example the trauma occurred in the prenatal period. This period is subconscious. On system U-sin, Metal generates Water. It is possible to refer speech, a prayer to psycho-correctional methods of the element Metal, the NLP, a Gestalt and everything that is connected with breath. Stanislav Grof's holotropic therapy perfectly approaches. In operating time the woman starts to realize that it has clips in a body. She remembers that in the childhood often worried, when parents swore, and thought that it because of it. Helps to remove blocks in a body movement — a tantseterapiya and a chi kung further. It belongs to the element Tree. The tree generates Fire (fire) and roots destroys Earth. It is necessary to help with our case to Metal, and Metal is generated by the element Earth (in the earth extract ores).

Element Tree (age of 0—10 years). If during time to start to work with the child, it is possible to avoid a projection of traumas. If it is the adult person, it is necessary to fulfill traumas of this age. Then the person realizes at 31—40 the program, instead of the program of the parents. And so, the woman after movement therapy, feels pleasure and tranquillity that leads to the harmonious relation in a family.

In more serious violations we use the same elements, but in the nature: Water — drop in an ice-hole, in sacred sources; the Tree — power places in the nature — such as a 400-year oak near Svetloyar, Kapov a cave etc.; Fire — passing on coals; Earth — methods of a rigid chi kung (beaten glasses); Metal — a prayer, the temple.

Kondratyeva Ya. V., Fedorets T. G.

THE LOST CHILDHOOD

> There is nothing more painful in this world,
> Than to meet a look of the orphan child,
> In his eyes of a spring dawn
> The question tender: "Mummy, where are you? "

It is not a secret that in Russia a steady tendency of growth of number of orphan children and children without parents in recent years is observed. Its support that the statistical data which has presented in annual state reports "Testify to position of children in the Russian Federation". And only the small number of these children remained without care as a result of death of their parents — the others treat the phenomenon so-called "a social orphanhood", i. e. are orphans at live parents, and their number grows catastrophically. It is caused by proceeding deterioration of life of the Russian family, its moral principles and, as a result, change of the relation to children.

The statistics about those who grows is unfavorable and leaves orphanages and boarding schools. Annually tens of thousands of orphans leave orphaned establishments in independent life, and the majority of them badly adapt for such life. As a result — unemployment, poverty, crime, alcoholism or drug addiction, and even a suicide.

Educational institutions for orphan children which contain from children without parental support orphan children (are trained and/or brought up); establishments of social service of the population (children's houses boarding schools for disabled children with intellectual backwardness and physical defects, the social and rehabilitation centers of the help to children without parental support, social shelters); establishments of health care (children's home) and other establishments created in an order established by the law. Children at the age from 0 till 3 years are located in children's homes. On reaching age of 3 years of the orphan orphanages for children of preschool and school age, specialized boarding schools for children with the physical and intellectual defects, the closed boarding schools for children and teenagers are translated also. In Russia every fifth orphanage — this establishment for mentally retarded and physically defective children.

In spite of the fact that in the field there are appreciable positive changes (differentiation of orphanages, emergence of social shelters and the social and rehabilitation centers for minors, the help centers etc.)

the problem of formation of the identity of the child in the conditions of residential establishment remains very sharp and actual. Researches show that deprivation of parent care conducts to an arrest of development of the child and can be shown by symptoms of mental and physical diseases. Isolation from mother the child from 1 to 3 years usually leads to serious consequences for intelligence and personal functions which don't give the correction. Continuous change of the micro-social environment (children's home — preschool orphanage — the orphanage, for children of school age) causes an essential damage to mentality of the child, worsens his health. Children who are bringing up in residential establishments, in the majority lag behind contemporaries in psychophysical development: they start to go and speak later, are ill more often, study worse.

Therefore at the organization of new orphanages, reorganization of educational process it is necessary to pay attention to such tasks, as orphanage reduction in compliance to standards for certain number of children and possibility of their division into small groups; creation of the social and emotional environment close to the family; the organization of small groups of family type where tutors and children live as though independent "families", attention encouragement to psycho-emotional needs of the child; limiting restriction of transitions of children from one orphanage in another on age; not division of brothers and sisters on different establishments; strengthening of ties between children and their parents; development in children of abilities, household and public skills necessary in future independent life. It is not less important to solve questions of accommodation and employment of future graduates.

The psychologists-researchers studying process of socialization of pupils of orphanages and their adaptation after an exit from orphanage, emphasize essential positive potential of a replacing professional family, its role in increase of emotional wellbeing, cognitive and social development of orphan children and children without parental support.

It is obvious that the adoption of a real or social orphan is more "psychologically expensive" (time and forces for paperwork) and has no "economic bonuses", only emotional and probably social. At guardianship and in a foster home the child doesn't lose touch with blood relatives, thus tutors both at guardianship, and in a foster home — nonprofessional teachers. At the same time guardianship and functioning of a foster home for the state treasury is the most financially an expensive measure.

For descriptive reasons we will provide the table of comparison of the main forms of the device of orphan children and children without parental support:

	Adoption	Guardianship	Foster home	Patronage
PLUSES	1. Possibility the appropriate to the child surname of adoptive parents. 2. Possibility to change the child birth date and birth place. 3. The law fixes the related relations and a right of succession. 4. The law guarantees secret of adoption	1. Faster procedure of registration in comparison with adoption	1. To the reception parent the salary is paid	1. Any child can be transferred to patronatny education, irrespective of his social status. 2. The parties in the contract, representing the state, will organize training, rest and treatment of the patronized child, assist in education in the solution of complex problems. Pay target funds for repair, furniture, etc.
		2. For the child the right of all social payments and compensations (the alimony, pensions and so forth) remains. 3. The right of the fixed housing or a guarantee of its granting. 4. Less rigid requirements to candidates in trustees regarding the income, living conditions. 5. Assistance in the organization of rest, treatment, training of the child		
MINUSES	1. Not all children have the social status for adoption 2. Longer registration as it is established in a judicial order. 3. More rigid requirements to candidates in comparison with other forms of the device 4. The adopted child loses the status without parental support and, respectively, all measures of social support	1. Difficulties in change of a surname of the child	1. Continuous control of living conditions of the child and the reporting of an expenditure of means	1. Work with the child is conducted by the plans established by establishment on patronage. 2. The child can be withdrawn from a family of the tutor according to the decision of the parties of the contract. 3. Contacts to parents and relatives of the child are, as a rule, obligatory and the regulations are defined as agreed. 4. This form is used not everywhere, but only in separate regions of the Russian Federation
		2. The secret of adoption (contacts to blood relatives are possible) isn't observed. 3. It is impossible to change a birth date and birth place of the child, his surname		
CONTROL	Control of living conditions and education of the child during 3 year	2 times a year are made the control report on living conditions and education of the child in a family		1. The monthly report on the done work with the child. 2. The quarterly report on the spent means allocated for the maintenance of the child. 3. Not less often than 1 time a year the statement of inspection of living conditions and

	Adoption	Guardianship	Foster home	Patronage
				education of the person transferred to patronage is drawn up

The course of life of the child who has got to orphaned establishment, in a considerable measure is predetermined, and passes under the badge of adverse effect of a social environment. As a result of adverse combination of circumstances the feeling of own inferiority, lameness, an obdelennost is formed by the child. The distorted self-perception reduces the intellectual potential, undermines belief in the possibilities.

The most acceptable way protects orphans from similar consequences of public education — approach of a way of life in orphaned establishments to a family way of life. Various models of the family relations are possible: family groups within orphanage, family orphanages (tutorial families). However the most preferable form — adoption institute within which the legal liberalization simplifying procedure of hit of orphans in a family or to lonely people is necessary.

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Konovalova L. I.

SPIRITUAL AND MORAL UPBRINGING OF SCHOOL STUDENTS IN THE COMPARATIVE STUDIES OF WORLD AND RUSSIAN LITERATURE AT SCHOOL

Governmental-standard and pedagogical documents about introduction of FSES II of generation put before scientists-methodologists and teachers-philologists a number of the problems demand new approaches to the contents, a technique and technologies of teaching of literature at school. In a new standard problems of spiritual and moral education are especially accented. The address to "literary works and the arts, the best examples of domestic and world culture" is base for formation of base national values [1]. It returns the subject Literature its leads the role in education, and development of future citizen of Russia: "formation of spiritually developed personality possessing humanistic

outlook, national consciousness and the all-Russian civil consciousness, feeling of patriotism" is defined by one of main goals of studying of a subject literature [2]. The world art which has grown because of folklore, steadily preaches unity of ethical and esthetic ideals: "In creativity truly national the esthetics — the doctrine about beauty — is always closely connected with ethics — the doctrine about good", — wrote to M. Gorky [3, p. 305].

Let's pay attention to a combination of a new educational standard in the valuable and orientation sphere of subject results of a school' studying course of literature "familiarizing with spiritual and moral values of Russian literature and culture, their comparison to spiritual and moral values of other people" [2]. Thus, requirements to modern education points a problem of polycultural education of the pupil where formation of national self-identification occurs in the conditions of consecutive studying and comparison of achievements of other cultures. It indicates the need of reconsideration of the practice of the isolated approach most widespread in school programs to studying of literatures of different nations. Studying native literature needs interface to the world literature cover all set of literatures of the world, and have the main contents literary process on the scale of a world history.

Immersion in to the polycultural world promotes tolerance formation as one of the major characteristics of "a portrait of the graduate of comprehensive school" [1].

In considerable volumes the world classics is presented in modern programs on literature under the editorship of V. G. Marantsman, A. G. Kutuzov, G. I. Belenky, T. F. Kurdyumova, M. B. Ladygin, K. M. Nartov, A. I. Knyazhitsky, V. F. Chertov and others. There were S. V. Turayev, M. B. Ladygin, N. P. Mikhalskoy, V. G. Marantsman, D. L. Chavchanidze, A. S. Chirkov, V. M. Pushkarskoy, F. I. Prokayev, I. V. Dolganov, B. V. Kuchinsky, G. N. Boyadzhiyev, K. M. Nartov, V. S. Vakhrushev, I. O. Shaytanov's thorough methodical editions, allowing to build a school course of domestic literature in interface to world classics.

After scientists-methodologists K. M. Nartovym and N. V. Lekomtseva [4] it is necessary to define qualitative stages of rapprochement of domestic and foreign literatures within studying of world literary process to school:

1) parallel studying of works of domestic and foreign literatures which literary parallels arise naturally according to association;

2) judgment of interrelation of domestic and foreign classics on a basis and at level of the theory of literature when the community of a literary method or a genre is realized;

3) acquaintance with separate works of foreign literature in connection with studying of domestic literature.

In the course of school the teaching literature should be studied, on the one hand, on the basis of consideration of the literary phenomenon as element of public consciousness of a certain social group and era in the concrete country, and, on the other hand, in correlation of the literary phenomenon with movement of all world literary process.

The comparative method, uses principles of correlation, mutual addition and establishment of communications with reference to objects of different national literatures . Unity of human' development of culture *typological convergence* permanently present at the world literature speaks. Interrelations and compliances in literary processes various national cultures which can be a consequence of *contact communications, genetic affinity, literary transplantation*. Thus, identification and the analysis of literary interactions allows to realize internal unity of the world literature and a national originality of native literature.

We believe that creation of system of studying of literature at the school based on interconnected studying of Russian and foreign literatures. Today it is necessary and we offer the short characteristic of its initial stage — studying of fairy tales, myths and the heroic epos in 5−6 classes as fundamental principles for the further interconnected studying of literatures of the world. As the main the idea of dialogue of the cultures, has realized the detection of the common typological features and national differences studying in works of world folklore is chosen.

The folklore possesses the unique ability to form art and figurative thinking of the carrier of this culture, reflects specifics and evolution of attitude of these people. Comprehension of national culture — the most important incentive of development of humanistic culture, means of powerful influence on spiritual shape of the being have formed personality. Inclusion in already prepared, scientifically worked course for pupils of middle classes of comprehensive school of materials on studying of folklore of different regions of our multinational state that helps to realize culture of own region as the most important part of their inner world and the integral component of all-Russian national culture is necessary.

Time and conditions of its formation, namely an *initial (archaic) stage in development* of the world literature, embodied the general "myth epic art consciousness" [5] . Works of folklore of the different people uniform the top wasps, universal, overtime static structures as a part of the culture, subsequently issued in constants of the world literature (comprise types of an emotional mood, moral and philosophical problems, an arsenal of art forms, etc.).

In modern school textbooks the important place is allocated for oral national creativity, provided guidance on a number of genres of Russian traditional folklore and in parallel — folklore of people of the world. It,

undoubtedly, promotes formation at pupils of understanding of sources of literature, to its consideration as arts. At high school the principle of a dialogue-making is realized on a material of oral national creativity. Folklore works (proverbs and riddles), in fact, begin literary education of fifth-graders. So, it is recommended to build the comparative analysis on a material of fairy tales national and literary in the course of studying of works of A. S. Pushkin "The fairy tale on the dead tsarine and on seven warriorss", — H. Andersen "The snow queen". Thus on home reading children continue acquaintance to fantastic national creativity, addressing to the fairy tale "Magic pocket mirror" and "About Elena The Beauty, a gold braid". The important place is occupied by a subject "Russian national fairy tale" in the section "Freedom of the fairy tale" where "Alice in Wonderland" accompanies studying of the fairy tale of L. Carroll conversation on Russian folksy humour (tales, humourous catchphrases, fairy tales jokes, tiresome fairy tales). The subject "Aesop, Fontaine, I. A. Krylov's Fable" allows to involve works of oral national creativity again: Russian national fairy tales fables, proverbs. Thus, the material of Russian folklore is present at literature lessons practically for all academic year that allows the teacher purposefully and the system to carry out work on formation of genre culture of pupils (see in detail: [6]]).

Studying of myths and the heroic epos becomes the following stage in studying of literature. Section of the studying "Myths of people of the world" gives to the teacher a fertile material for identification of typological interrelations in mythological systems of the different people, detection of uniform philosophical, religious, moral and ethical representations of people at a certain stage of their development, manifestation of these views in similar plots and images. Studying of myths of the different people should lead the child to thought about unity of mankind and cause emotional empathy.

Comparison is the main method of the studying' course of a folklore material: we find a set of similar motives and subjects in myths of ancient Indians, Slavs, Egyptians, in the heroic epos of the different people. Some gods bearing different names, appear surprisingly similar at each other. It testifies that all people passed a peculiar general school of a mythological explanation of the world. The Ancient Greek, Armenian, Mongolian epos tells about difficult relationship of gods — inhabitants of heaven with people.

The idea of dialogue in the course of studying of the heroic epos of people of the world remains in comparison of heroes of the Russian tale ("Ilya Muromets and the Nightingale robber") with heroes of the Ancient Greek epos. For example, to compare the epos of ancient Greeks and Slavs to a sample of the Georgian heroic epos "The hero in a tiger skin" Shota Rustaveli, to find common features and national differences in the image

of life of heroes and their feats in the heroic epos of the different people. Home reading works "A song about Roland" and "A song about Gayavat" which also contain a rich material for carrying out this work are offered. The Russian bylina is a typical sample of the folklore heroic epos. It can be compared with such samples of this genre of other people as "A song about Nibelungs", "A song about Roland", the Irish and Icelandic sagas, the Finnish runes "Kalevala", the mongolo-Buryat epic poem "Abay Geser" which call east Asian "Illiada". In them the military and labor feat of heroes, idea of the people of moral values becomes famous. Heroes of the epos — it is warriors and knights who embody century dreams of all people of the invincible defender of the Homeland, in the protagonist valor and courage, nobility and generosity are connected. We see that acts of epic heroes are similar to the mythological Prometheus extracting fire for people. The epos of any people approves one main thought — in the world there is an uncompromising struggle of kind and malicious forces. Courage, wisdom and a strength of mind are necessary to the person to stand all tests and to overcome all hardship.

Thus, inclusion of materials according to the folklore heroic epos in the program of the sixth class speaks the maintenance of lessons of subjects "Myths of people of the world" and "The heroic epos" with use of a comparative and typological method. In "On literature" (generation FSES II) [2] such comparison is recommended to the approximate program in section 10 where survey subjects are presented.

Consider the heroic epos as the general property of many generations and many nationalities, authors of the textbook focus attention on its educational value: it explains to the person his moral sense, forces to realize the force, the right, the freedom, awakens courage and love to the fatherland, submitting examples of sincere patriotism and heroism. Authors of the textbook developed the system of the questions, revealing reader's perception of pupils and allowing along with a typological convergence in works of world folklore to reveal and its national features. Consistently answer the questions, children come to creation of the own composition — reviews of the book of a response of the book of the heroic epos at the choice.

Thus, the most perspective is the material of comparative and comparative work, where pupils are given fine possibility of wide panoramic perception of the national epos according to the colour material: Ancient Greek, Old Russian, medieval French, Georgian epos, and also epos of the American Indians.

This work of studying of the world literature should be continue in the future. The principle of interrelation of literatures should penetrate all program and reflect this in the content of the majority appropriate sections of textbooks. The following conscious comparison of the different national

literary phenomena becomes the qualitative stage according to the basis of understanding of regularities of the world literary process and the unity spiritual of mankind. Pupils will see the best in foreign classics in the process of studying the world literature it is brilliant achievements of the domestic literature it remains a perennial spring of moral and esthetic education of mankind.

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Kruglov G. A.

RELIGIOUS GLOBAL STUDIES AS A SPECIAL TREND OF CROSS-CULTURAL COMMUNICATIONS

The end of XX — the beginning of the XXI century is noted by a number of social natural, political transformations. Really it is an era of changes. However against concrete changes before mankind there is a threat of global crisis. Universal problems which our civilization faced in the middle of the XX century, mention the most deep bases of its existence, interests of all countries and the people that with inevitability demands intercultural dialogue. These problems are caused by objective regularities of development of a civilization. Modern global problems assume a comprehensive approach to the decision, demand the joint agreed actions of the various states, political parties and social movements on which the future of our planet will depend.

In a certain degree it is possible to speak about collision in global studies of political policies and the purposes of the various states, parties,

classes, movements. The set of political parties, public organizations and the movements interested in the solution of these problems, develop the political doctrines, put forward own software solutions of global problems. Discussion and development of the common decisions are base for wide expansion of intercultural communications.

Not casually these problems are in the center of actual researches of various sciences: philosophies, sociology, political science, economy, biology, demography, geography, etc. Presently a number of interdisciplinary sciences which don't try to capture all global problems is formed also, and are engaged in separate concrete researches. So, in particular, the sotsiekologiya was in the late seventies created. In the 80's years in the course of researches of biosocial systems there was a new scientific biopolicy direction. However these directions, being concrete spheres of research, only supplement global studies [1, p. 165].

At the same time in their discussion join not only professional politicians, but also church figures, representatives of various non-governmental organizations. The church, the public, on a level with politicians, try to show the interest in the solution of global problems and by that to lift the authority and to strengthen influence in society. Most actively in this plan there is a formation of neohumanistic or religious global studies.

Active inclusion of all churches in discussion and the solution of global problems of the present isn't something exclusive in the history of mankind. And if earlier the church expressed the sociopolitical views in the form of ethical lectures, today she declares the "right to presence" in all spheres of human activity, without being limited, only dogma area. Considering that the church — is one of the most ancient social institutes therefore also inclusion of her theorists in development of global problems of the present is quite natural and proved. Not to penetrate into development of theologians or completely to reject them it is inadmissible and it is irresponsible. Today with full confidence it is possible to say that one of the main approaches to the solution of global problems is imperative change — search of ways of a koevolyutsiya of difficult social and geopolitical systems and inevitable expansion of intercultural dialogue.

Processes of globalization introduce new aspects in the solution of global problems. And today it is already quite obvious that "speech should go not only about a science, but also as fairly marks out I. F. Kefeli — about other elements of spiritual culture which are also capable and urged to join in humanistic measurement of processes of globalization" [2, p. 146]. And on this basis the widest cooperation and development of intercultural communications quite really can be carried out. Today one of the most important problems of global studies consists in finding out and investigating all existing approaches to judgment and the solution of global problems.

One of such directions unfairly forgotten by our science are the religious global studies which started to be formed in the 70's years of the XX century. Emergence of problems led masses of believers to understanding of need of new judgment of a role of religious ideology, its main problems. The church was compelled to comprehend in a new way arising problems and the relationship with other world outlook and ideological systems.

Thus it is necessary to mean that against modern processes of globalization, interest to consideration of these problems constantly increases not only at theorists of Christianity. In similar researches also representatives of other religious faiths today are engaged. A number of ecumenical conferences testifies to it (which with good reason it is possible to consider as an example of wide intercultural interaction), devoted to problems of war and peace, ecology, a demography, etc. in which work in recent years representatives of Islam, the Buddhism and other religions actively participate. Therefore in modern conditions it is already expedient to speak not simply about Christian global studies, and about the wide intellectual direction of religious global studies which took the special place in theoretical researches of the most acute problems of development of our civilization already enough. In the light of the analysis of various projects "transition to information civilization" similar development possesses the leading role in the plan of elimination of that "huge tension which arose between carriers "civil" (circularized) and "transcendental" (religious), etc. programs, each of which didn't fail to put forward universal claims". Besides it is worth to remember that in modern policy world religions possess far not the last role in establishment long ago to the lost communication between the East and the West "by coordination of interests and interpenetration of values of two coexisting worlds..." [3, p. 229].

Besides a number of the directions of global studies didn't develop in the independent systematized research programs. The analysis of religious approaches to global problems of the present is interfaced to certain difficulties: within various religions quite often there are different views on public processes; it is necessary to consider and variety of world outlook, social, political and valuable orientations of each religious faith.

Besides the majority of faiths still has no uniform understanding of global problems of the present. According to it they can't offer reasonable and in details developed drafts of the solution of these problems. Complexity of research of views of religious theorists on the solution of global problems of the present is aggravated with lack of a number of primary sources, especially on non-Christian currents.

Impact of the main world religions on a world's population is quite significant today (according to the American sociologists, about 2,5 billion people consider themselves as believing Christians of this or that faith. about

1,7 billion inhabitants of a planet practise Islam, 900 million — Hinduism, 400 million — the Buddhism and 15 million — a Judaism). And in this plan it is very important to estimate correctly educational, educational value of their activity. Exactly here traditional Christian values can play an important role. Having lost possibility directly to interfere with world politics, theologians aspire to prove mobility of borders between secular and religious problems and use the decision wordly (first of all global) problems for justification of ideas of an eschatological order.

Therefore it is necessary to represent accurately their main theoretiko-philosophical development and world outlook approaches. It is possible to say surely that in our society objective need for studying of all variety of social development of all churches where the paramount place is occupied by their concepts of global problems ripened.

Thus active inclusion of all churches in the solution of global problems of the present shows that occurring modernization of religious dogma not the temporary and passing phenomenon. It is new orientation of religious structures for strengthening of the importance in society and search of ways of cooperation and interaction with other public institutes.

Increasing interest of religious thinkers to world outlook, valuable aspects of global problems of the present follows, first of all, from their concern in destiny of church. Considering the huge importance of global problems, they actively use them for impact on public consciousness. In this plan it is important to distinguish accurately concrete social orientation of church and its world outlook installations. Aspiring "to keep purity of religion", theologians quite often fill positive installations and appeals with the dual contents. This "internal" implication of religious development just also opens true theological sense of their social concepts. The explainable concern of people for the peace future, ecological safety theologians is quite rational try to prove aspiration of mankind to religious moral "improvement", and religion declare the main engine of social progress. Therefore all world outlook slogans of theorists of religious global studies need a concrete and analytical social assessment.

Giving the specific understanding of the most important global problems, religious thinkers show also various degree of readiness for practical participation in their decision. In many respects it is connected with that all faiths occupy various situation in society. Respectively each of them builds also own understanding of essence of global problems and ways of their decision.

The allocated features of religious global studies allow to speak about her independence and different importance of globalistsky development in intercultural dialogue. Thus it is necessary to consider that the tradition of actually philosophical judgment of religious approaches to studying of

global problems in our science practically is absent. Recognizing positive value of many practical actions of church, in no way it is impossible to consider them as the proof of the validity of religious concepts as a whole. However all these concepts give the serious grounds for development of intercultural communications and full cooperation in the solution of global problems of the present.

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Kruglova O. V.

YANKA LUCHINA'S CREATIVITY AS AN EXAMPLE OF CROSS-CULTURAL INTERACTION

The problem of intercultural communication is always actual for the politic culture. The intercultural interaction is shown according to the most various forms and covers all spheres of activity of society. This state is also Republic of Belarus.

Historically Belarus received the status of the independent state in January 1, 1919, and the real independence was proclaimed in July 27, 1991. But the Belarusian lands history — it is the variable occurrence quality of a component in this or that large state education. Originally it was the Grand Duchy of Lithuania, then the Polish-Lithuanian Commonwealth, the Russian Empire and the USSR. These processes affected the development all spheres of activity the society. Besides, Belarus is the multinational and polyconfessional power. For a long time the territory of the country Poles, Lithuanians, Russian, Jews, Tatars lived except Belarusians. In the 1920's in BSSR there were four state languages: Belarusian, Yiddish, Polish and Russian. Now in Republic of Belarus two official languages: Belarusian and Russian. Every nationality and faith made the contribution to country cultural development.

The culture of our republic — is synthesis of Russian, Polish, Lithuanian and Ukrainian traditions. Hardly ever in the history of the Belarusian culture will be such name which it would be possible to consider as a truly

Belarusian figure. These problems are characteristic and for the Belarusian literature where it is possible to find a set of names about the national identity.

Adam Mickiewicz was born in the territory of modern Belarus which was a part of the Russian Empire that time. He wrote about Belarus, he used the Polish language and he thought himself the national poet not only Belarusians, but also Poles. Janka Kupala and Jakub Kolas — classics of the Belarusian literature. Jakub Kolas wrote his first works in Russian, and Janka Kupala — in Polish. The last work is the academician of Academy of Sciences of BSSR and USSR Academy of Sciences.

The most part occupy the Belarusian poetry in Maxim Bogdanovich's creativity. But he knew the Russian literary language, some of his works are written in Russian. All its career is devoted to the native Belarus, but the main years of life are connected with Russia (Nizhny Novgorod, St. Petersburg, Yalta).

All these poets considere as representatives of several cultures. All the creativity they want to strength links and the kind relations between the various people. Their polylinguistic works — result of inevitable interaction and interference of various cultures on the Belarusian earth.

The example of interaction of cultures and literatures in the territory of Belarus is Janka Luchina's creativity. Janka Luchina, Jan Neslukhovsky, Ivan Neslukhovsky — three names of a person in the history and literature: Belarusian, Polish and Russian. The first name — the classic of the Belarusian literature, the second — the classic of literature of Poland, third he signed Russian-speaking works. A pseudonym Janka Luchina should symbolize a light source, natural and habitual for an old country log hut of the Belarusian, and at the same time restore, preserve historical memory. The word "luchyts" means "connect" in a translation to Belarusian, the poet wanted to connect the career with destiny of the people.

Ivan Lyutsyyanovich Neslukhovsky was born in Minsk in 1851, in a poor noble family. The childhood of the Yankee was that time when all lived in an anticipation of considerable political events, waiting for cancellation of a serfdom and in general any public shifts and changes. The atmosphere of a family Neslukhovsky where guests and owners came up with ideas and even secret hopes, promoted awake of civil consciousness of the boy.

When he was fourteen-year age, Janka entered third class to the Minsk classical gymnasium . He studied well and at the beginning of the next academic year was awarded by a certificate of appreciation. He left the gymnasium in 1870 and he was one of the best pupils.

Ivan Neslukhovsky decided to continue his education at St. Petersburg university. He successfully passed his entrance exams for the mathematical faculty, it went on university lectures till May, 1871. But because of difficult

financial position in the autumn of 1871 issued dismissal from university and arrived to St. Petersburg institute of technology. At first he visited occupations as a free listener, and through a year he was entered in to the list of constant students.

In September 10, 1877 the educational committee of Institute of technology appropriated to Ivan Neslukhovsky degree of the process engineer. At the end of September — the beginning of October it was already in Tbilisi. There he became the chief of the Main railway workshops of the Transcaucasian railway. In Georgia he got acquainted with the Russian writer Maxim Gorkim.

During his arrivals to Minsk (there was it in the 1879th or 1880) Ivan Lyutsyyanovich was comprehended by misfortune: he was broken unexpectedly by paralysis after the concert. The trouble, however, didn't shake cheerfulness Neslukhovsky, didn't take away from it thirst of activity. It was arranged on service in the Minsk technical bureau of the Libavo-Romensky railway where came in handy its engineering education, and didn't recede at all from the young hobby — fishings and hunting.

In the press Ivan Neslukhovsky debuted the poem "Not for the sake of glory or calculation" which was placed in the first number "Minsk Leaf" in 1886. Feature of the publication of work was that the author of the poem, represents the new newspaper, spoke on behalf of all edition, dividing the democratic and educational purposes "Minsk Leaf". The newspaper was addressed to the population of Northwest edge (so the territory of Belarus at that time was called) on purpose "to serve the country, the deaf hammered where the gloom of ignorance reigns" [4, p. 34].

The first meeting of Neslukhovsky was in the Polish press the same year in 1886 — the poem publication "Luxury of inspiration" in the Kłosy magazine ("Ears"). The poet addressed to the song in the poem, connected to the native village from Neman, as to a pleasure and inspiration source. "Luxury of inspiration" Ivan Neslukhovsky declared as the democrat poet, as the lyric poet of a romantic warehouse [1, p. 27].

Works of Polish languages prevail in Jan Neslukhovsky's heritage, they make more than a half of his creativity. S. K. Maykhrovich notes: "Janka Luchyna turned to the Polish speech, and spoke Byelorussian" [5, p. 47]. The reader wasn't prepared the reading in the Belarusian language as the middle of the XIX century the main language of book creativity was Polish. The necessity of creation Belarusian literature brightly arose in the 50's years.

Especially there was a problem of development Belarusian literatures after revolt of 1863–1864. That time it amplified Russian policy to the Belarusian population, the use of the Belarusian language was officially forbidden. Adam Kipkop wrote: "To the Byelorussians their native speech

is not clear, the people itself disappeared" [2, p. 167]. But the historian was mistaken: the Belarusian people weren't gone — it grew poor, fell, however didn't finish the existence. On All-Russia population censuses of 1897, 40% of inhabitants of Northwest edge called themselves Belarusians and recognized the Belarusian language native.

The requirement to express by the Belarusian language appeared suddenly, under impression of the Ukrainian actors' speeches which went on tour to Minsk in 1887. The Ukrainian theater set an example of successful national self-expression. The first Belarusian works "To all troupe of the benefactor Staritsky... " and "To the benefactor to actor Manko" Janka Luchina devoted to the Ukrainian guests, thanks to them for art which bears "the truth light".

He debuted as the Belarusian poet in the press in 1889 when published in the newspaper "Minsk leaf" the poem "Springtime", gave the beginning Belarusian literatures his publishing live, the revolt of 1863 interrupted after defeat by imperial repressions on quarter of the century.

Janka Luchina came into contacts "the Vestnik of Europe" where was going to present to Russian public the Polish poetry. But cooperation wasn't possible. However it didn't prevent the acquaint literature of the next people. Janka Luchina translated from Polish to Belarusian Vladislav Syrokomli's works: "Coachman", "Wheat handful", "Stork", "Very delightful thoughts", "Not I give to drink — the God's people...". There is an opinion that the poem "Coachman" became a basic of the Russian romance with the same name [3, p. 253].

With Polish Janka Luchina translated Vladislav Syrokomli's poem "Sunday", and Adam Asnyk's verses into Russian: "Eternally sing on notes...", "We are children — centuries! Children of life stuffy...", "My golden dreams...", "We only stones...", "The grief, without the purpose work..." is vain.

From Russian on Polish translated Ivan Krylov's fables: "Donkey and nightingale", "Dogs friendship", "Ex oriente — lux" Vladimir Solovyev's poems; Nikolay Nekrasov "The forgotten village"; Olga Chumina: "In a circle for me, before me", "Parusa", "In a network", "Tishin"; Alexey Homyakov's psalm.

Janka Luchina is convinced that the art should bear "the light truth, the new truth", awaken social and national consciousness of people, form of love to the native land and a native word, console the oppressed people — these ideas got its works.

The poet should serve the people — it can find the general recognition only this way. This service is shown by an interest to the nation its problems. Janka Luchina wrote the poem "Not for the sake of glory or calculation", "start up a word together with business will serve in favor of all country".

Janka Luchina's all creativity promoted strengthening of ties of cultures and literatures of two fraternal peoples. Both the Belarusian and its Polish verses are got by love to the native earth, to the Belarusian people. Boundary territories give us examples of the closest intercultural cooperation.

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Levin V. I.

TOLERANCE AS ONE OF THE MOST IMPORTANT COMPONENTS OF CROSS-CULTURAL COMMUNICATION

The process of globalization leading to interdependence of cultures, peoples and civilizations, causes the necessity of transition from hierarchical system of the relations, based on domination and submission principles, to system of the relations based on principles of democracy, pluralism and tolerance. At the same time globalization creates the preconditions complicating the establishment of this type of the relations. Recently acts of intolerance, violence, terrorism, xenophobia, aggressive nationalism and discrimination towards ethnic, ethnic, religious and language minorities, refugees, workers migrants, immigrants and socially least protected groups in societies have become frequent. In this regard General conference of UNESCO on November 16, 1995 approved the Declaration of the Principles of Tolerance.

Tolerance is one of the core concepts in the sphere of intercultural, interreligious, international cooperation. The declaration of UNESCO says: "Tolerance means respect, acceptance and the correct understanding of vast variety of cultures of our world, our forms of self-expression and ways of manifestations of human identity. It is promoted by knowledge, openness, communication and freedom of thought, conscience and belief. Tolerance — is harmony in variety. It not only moral imperative, but also political and legal requirement. Tolerance — is virtue which makes possible

the achievement of peace and promotes replacement of the culture of war with the culture of the world" (act. 1).

Modern ideas of tolerance are in many respects prepared by activity of philosophers of the XVI–XVIII centuries and, first of all, Voltaire — the consecutive critic of a fanaktizm and the defender of tolerance. The recognition of tolerance as universal human value and an essential component of peace and harmony between religions and various sociocultural groups took place in 1789 when the Constituent Assembly of France adopted the Declaration of the rights and freedoms of person and citizen. For the first time in history it stated the basic principles of the world, a nonviolence and democracy and noted that violence, wars were a consequence of suppression of democracy and intolerance manifestation.

Tolerance is based on empathy mechanism. The empathy includes a psychological condition of sympathy, i. e. readiness to come closer to the condition of another subject of communication, to take into account the range of feelings, expectations and hopes which are connected with his special point of view.

Tolerance, however, isn't unlimited. Its natural limits are the borders beyond which your own position is eliminated. Dictatorship of a brute power inevitably causes lawful resistance in various forms including intolerant ones. "Intolerance" is the concept opposite to tolerance. Intolerance is based on the rejection of the other because he looks different, thinks differently, acts differently. This causes intolerance generating aspiration to dominate and destruct, to refuse the right to exist to the one who adheres to other norms of life. Subjects of intorerance are not only denial of its norms, but also those ways causing indignation which are inadmissible from the point of view of modern international law, requirements of humanity, elementary norms of morals and justice.

We should understand that the behavior of representatives of other cultures is defined by other values and norms. Evaluating another culture on habitual standards and criteria of one's own culture, people thereby take the position of the cultural centrism, which is based on the belief that another culture is indispensably worse, than one's own. It is natural that such point of view interferes with intercultural communication as is doesn't lead to effective interaction.

Tolerance suggests readiness to accept others as they are and to cooperate with them on the basis of an agreement. It shouldn't be reduced to indifference, conformism, infringement of one's own interests, assuming first of all a mutual and active position of all parties.

Thus, tolerance gives a human the right to do that he wants, but not to the detriment of other people. Freedom of one person begins where freedom of another person ends. Each individual is free to adhere to the belief and

admits that others have the same right. This means recognition of the fact that people by nature differ in appearance, situation, language, behavior and values and have the right to keep their identity, and views of one person can't be forced on other people. Model of tolerant attitude in this context is the society in which there is freedom and tolerance to any opinion.

Necessary condition of survival of the people in the modern world is only recognition of a sovereignty and value of the all peoples and their cultures. It means that interaction of the people and cultures should develop on the basis of the principle of tolerance which means aspiration to reach mutual understanding and agreement by dialogue and cooperation rather than resorting to violence, to suppression of human dignity.

The *tolerant approach in intercultural communication* means that certain cultural features of the individual or group are accepted as only ones of many and can't dominate all the others. In intercultural communication tolerance is a necessary condition of optimization of the intercultural relations, as means of solving intercultural contradictions. This leads to the atmosphere of trust, equality and the tolerance, providing effective intercultural communication. *Tolerance as a principle of intercultural communication* is understood as lack of negative attitude to other cultires, a positive image of other cultures while preserving the positive perception of one's own culture.

The effective national policy of the state can be provided only under condition of *formation of tolerance ideology* the conductor of which can be intellectual elite. There are a few ways of formation of this ideology: educational influence on society through intellectuals discussing in the media the problems of extremism, good historical education of young people, promoting personality development and ones values irrespective of nationality.

Overcoming extremism and international conflicts in any sphere: politics, culture, everyday life, is caused by the condition of civil society. Its characteristics are social activity, human solidarity and democratic consciousness.

Thus, tolerance is a most important factor in the modern world. We live in a century of globalization of economy and the increasing mobility, fast development of communication, integration and interdependence, in a century of large-scale migrations, urbanization and transformation of social structures. Each region is diverse, and consequently escalation of intolerance and the conflicts potentially threatens every part of the world. It is impossible to defend oneself with national borders fron such a threat as it has global character. Tolerance is a condition of stable development of political dialogue in all directions of modern international and domestic matters.

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Lyarsky A. B.

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GYMNASIUM BOYS AND DECEMBRISTS

§ 1. In 1902 in Pskov provincial gymnasium there happened a typical for that time, though still oddish incident. At the beginning of April it became clear that grammar-school boys together with pupils of local teacher's seminary started a literary club, and edition of the amateur hand-written magazine under the name "Forward". The director of a gymnasium made investigation, having shown thus uncommon skills: "To each of the mentioned pupils... talked separately, convincing them frankly to say, who knows about the existence of a circle and about the magazine edition... and then each of them wrote testimony in a separate class so that they agree couldn't among themselves" [10, sh. 19]. It should be noted at once that in the files on this case the investigation vocabulary is used very often — it is

spoken about testimonies , interrogations — the first and the second ones, about evidence as if it were real criminals rather than children. During the investigation it became clear that the circle existed from the beginning of academic year and its goal was "wider acquaintance with Russian literature". They gathered only 12 times — each time from 6 to 15 people.

The director of a gymnasium got hold of the records of meetings of the circle which stated that reports both about writers Kantemira, Fonvizin, Derzhavin, Zhukovsky, and about specific works and characters were made; the novel "Eugene Onegin" and the poem "Dead souls" were discussed in detail; they spoke about Tchitchikov and Plyushkin, about Chatsky and Famusov; and as a support used the editions approved by censorship. Only one of the participants mentioned that latest authors — Bitter, Chekhov, Garshin and Korolenko were discussed as well, but, apparently, the director didn't pay attention to that. The fact of the edition of the hand-written magazine became the most important matter for school administration. Three issues of the magazine "Forward" were withdrawn from one of participants. We know about its contents only from the report of the director of the gymnasium. Along with literary attempts the magazine contained also critical attacks both against school system in general, and against specific teachers. And the latter were probably so sharp that they were not read aloud at the teachers' meeting when the case was investgated [ibid., sh. 17]. In general the authors of the magazine spoke about school teachers in the following way: "It is necessary to pay tribute to Yablonovsky and Nikonova (the authors placing in the God's World and Russian Wealth the sketches about their recent past of gymnasia life) that their image of types of teachers are remarkably true... In spite of the fact that both of them describe the 80's, almost all their types still exist in high school... it shows that for the last 20 years it executed the conservative activity assigned to it too diligently — to bring up our generation in the spirit of the Russian autocracy, Orthodoxy and a National spirit as all the time while choosing pedagogical personnel it applied the same barbarous measure: to take either odd fellows, or perfect idiots, or (that is very rare now) the convinced conservatives. Any element which is not suitable was changed to fit the system or thrown away" [ibid., sh. 21 tur. − 22].

Considering that journal articles contained such "seditious" thoughts, there is nothing surprising that all participants of the circle said that have no relation to the journal. That schoolboy in whose posessions 3 journals were found refused to saywho gave them to him. Only one of the schoolboys at the first interrogation admitted that the journal was issued by the club, but subsequently he denied his evidence. By investigating the handwriting it was possible to establish that it was the secretary of the literary club the pupil of the 7th class Kislyakov who wrote or copied the journal; however

he, in turn, denied authorship; and it wasn't possible to establish the author as all articles were signed by pseudonyms. This curious investigation was followed by no less curious trial at which the degree of guilt of all schoolboys involved in this business was established.

Wine of all the schoolboys (as it appeared impossible to prove their participation in the journal) was that "that they made a literary circle without the knowledge of the administration and gathered for meetings during unlawful time". However, from the administration choose several boys, whose fault appeared to be more considerable. The administration of a gymnasium had not so many reasons for this conclusion — it is possible to assume that the fault of these boys was that they were more actively, than others, visited meetings of the club and more often made reports. Thus, the general fault of all participants was the same, but punishment divided the boys into 2 categories. To the first four boys were given satisfactory for their behavior, and severe reprimand and warning that in case of new offenses disciplinary action will be taken. The others were punished also with a reprimand and warning, but an annual assessment for behavior for them was lowered to good mark. And only one — Kislyakov appeared as though out of groups and his punishment was the most severe: he wasn't excluded from a gymnasium, but he was given unsatisfactory for his behavior (in those times it was very serious punishment: stigma rather than a mark), he was also given strict reprimand, and parents were warned that the son will be excluded from a gymnasium for any following violation. And, in completion of everything, the teenager was sentenced to 24 hours lock-up, divided in 3 parts, 8 hours each day [ibid., sh. 22 tur.].

At the same time council decided that punishment is not enough and if children have an aspiration to the organization and serious work, the gymnasium should satisfy it as far as possible. So it was decided from the beginning of next academic year to set in the gymnasium "literary readings and conversations" [ibid.].

§ 2. What surprises and bewitches me in this modest bureaucratic history, in this small picture from school life a century old? Perhaps**,** before sharing with the reader this modest, not always clear for people of other occupations, pleasure of a historian, it is necessary to give a small comment of what doesn't surprise me. Historians of Russian education perfectly know that in many if not in the majority provincial middle educational institutions, there was regine which contemporaries used to call police regime. The major task was disciplinary and guarding one [1, p. 8—15]). Pupils often considered school as police establishment and a part of the state disciplinary machinery — in memoirs of pupils of the second half of XIX — the beginnings of the XX century this is quite often motive. In memoirs of V. L. Dedlova "School memoirs. (To history of our education)" the author

describes "circulation" on educational institutions of reformed Russia in the second half of the 60's — the beginning of the 70's years of the XIX century. Memoirs contain extremely remarkable episode: generalizing the experience of training and life as a boarder, the author gives a reasoning which one of supervisors shared with it upon finishing a gymnasium. In this reasoning the supervisor, who was a secret "oppositionist", carries out analogies between school and Russia: "And it is impossible to live in our gymnasia like in Russia, because both in gymnasia and in Russia despotism and secret police dominate (I remembered the Crow and agreed). (Crow was a supervisor serving in police before he was employed by a gymnasium — *A. L.*) The people are crushed by the burden of taxes. The intellectuals can't breathe freely because, if you condemn, for example, actions of the policeman on the street or the supervisor in boarding school, you will be accused of political unreliability and taken to the fortress (I remembered the essay burned by the German teacher, and again agreed). Both boarders and Russian citizens live not how they want but how despotism wants".

Such is the image. The author of memoirs made conclusions of this evident idea of school very clear: "Now I joke, but then it was both serious and tough. Dreams started... Hatred arose. Cunning started to develop, needed to hide the dreams and the hatred. The consciousness of danger appeared... from below you were secretly set on fire, and from above you were clapped with a cast-iron discipline" [3, p. 110].

Much more colorful image of school system young man who has just finished a gymnasium (and in the future the Soviet writer) draws in the notes S. N. Durylin. That the name of its book is necessary: "In school prison. Confession of the pupil". In the sketches it it is active and the evil criticizes school orders of the beginning of the XX century and in completion of the work plentifully quotes opinions of grammar-school boys on school and the state, stated on pages of newspapers in 1904–1905. In one of notes it is said that a gymnasium — this generation "an existing system which is represented to me to awful animals at whom on fat lips pieces of the plundered country food, and hands in blood from beating of the student, the worker and the kike hang... I don't want to study that goes from his hands... I want to fight only against it". It is a view of school through a prism of perception of the state, and the state perceived by the pupil by means of school here is how looks: "Leaving from here, all of us are got by one feeling, this feeling — hatred to the general living conditions which have created educational institutions such type" [4, p. 29].

Certainly, it is necessary to give a discount for era rhetoric. Moreover, it is obvious that the school of that time at all didn't stamp only revolutionaries as it can seem. But all system of continuous control from administration and teachers should irritate school students. As one of memoirists expressed,

addressing to teachers of the childhood: "... and you, and your director the small cavils that to buttons, to jackets, to canes grow up haters of the state and the law, you serve as rassadka, from where there are revolutionaries, children become them under your influence, so you — public enemies..." [8, p. 45].

In any case that occurred in Pskov in April, 1902 quite keeps within stylistics of high school of the Russian Empire.

The reason of school investigation — creation of an illegal literary circle and the edition of the hand-written magazine is represented to not less ordinary also. As well as any meeting not under control to the administration, a similar circle it was potentially dangerous from the point of view of political (considering told above about a state and school ratio, any criticism of the administration could be perceived and administration, and that is more important — and pupils as a political question). The questions connected with the edition of magazines were traced and considered at level of the ministries. So, in the same archival business in which documents of the Pskov gymnasium were postponed, there is a correspondence concerning attempt in 1901 in the First Petersburg gymnasium to issue the Utro magazine. The edition of the magazine was stopped after about it reported the Petersburg newspapers and business reached the Ministry of Internal Affairs, and through it — to the Ministry of national education. The ministry of national education disapprovingly treated editions of similar magazines and found them "undesirable" [10, sh. 1—14].

The suspicious relation to class registers remained till 1904 when in administrative structures it began to be brought up a question of essentially possibility to resolve their edition, but the final decision was accepted, apparently, in many respects attendance order in revolutionary excitements. After the first Russian revolution it is necessary to consider time as an era of blossoming of school journalism in the Russian Empire (see: [2]]).

Thus, the case in the Pskov gymnasium isn't unique and its research can give new to understanding of an era not much. Children arrived incorrectly, acts made unseemly, and system from the point of view of which they arrived incorrectly and is unseemly, them punished. And punished within allowed and in advance known: all measures accepted by the school administration kept within a framework "Rules about collectings" 1874 — the document which established the main norms and conditions for punishments of pupils of educational institutions of the Ministry of national education.

I should admit that I was surprised first of all by obvious similarity happened with the Pskov grammar-school boys how there passed work of the Supreme court in the matter of Decembrists. I am not the supporter of risky historical analogies, but here such analogy arises by itself.

§ 3. All Decembrists, as we know, accused that they had one main "intention": intention on a shock of bases of the empire, on denying radical

domestic laws, on transformation of all state order". In this main crime of the judge (though, as we know, the main work both on ordering of the charge, and on distribution accused according to categories was carried out by the so-called Digit commission led by M. M. Speransky) saw three sorts of components it, but differing crimes: tsar murder, revolt and mutiny military. Further, arguing that "each of this main childbirth involves the long line of crimes", the Commission in the report argued that to each of childbirth of a crime types of crimes belong. So, to the tsar murder three look — knowledge of the tsar murder, a consent to the tsar murder and a call to its commission belongs, to revolt belongs "1) knowledge, 2) a consent, 3) active participation with excitement". Each of these types was divided into some subspecies, a crime sort "mutiny military" at once shared on 10 types — from "personal participation in mutiny with pro-lithium of blood and with full knowledge of its intimate purpose" to "knowledge of the forthcoming mutiny without action" and "personal action in mutiny with excitement of the bottom ranks... but on deception, without knowledge of the intimate purpose of it" [5, p. 104−105]. As it was specified in the explanatory note, "it is clear that to the basis of categories there is no other means as connection of these types in each sort of crimes is proportional to their weight. The one who is guilty of all three childbirth of crimes, uniting the first types, in everyone, undoubtedly, should win first place". And the same as it is known, five Decembrists were excluded from categories and put out of any lists as their fault was over any measure.

Really, if to look narrowly, similarity in actions of criminal trial of Decembrists and activity of administration of a gymnasium in Pskov will be obvious. In the same way all criminals were accused of a uniform crime, and then are distributed according to categories in charge on severity of deeds, precisely also smaller number of villains it appeared out of categories.

Process of legal proceedings isn't less curious — both Decembrists and grammar-school boys were condemned in any sense in absentia. The destiny of grammar-school boys was solved on teachers' meeting without their presence. As to Decembrists, as we know, their participation in trial was expressed only in confirmation of that their indications really belong to them [ibid., p. 12−13]. It gave subsequently to one of participants of events, A. Podzhio, to declare that "the court didn't take place, at least, in a look even Russian jurisprudence: we weren't interrogated, listened, required to a justification, to protection legal, specified by the law! The Supreme criminal court considered such way of action burdensome for the people who were so anxious with public affairs, and found much more conveniently to rely on indications of Commission of inquiry" [9, p. 104]. The M appeared one of the most keen observers. Lunin who noticed that confirmed nobody even the identity of defendants that page 75 obviously testified to neglect legal side of business [7, p. 75].

§ 4. It seems that it is a question of quite ridiculous invention — to compare such absolutely incomparable phenomena, as the business of the Decembrists which having historical value and has mentioned hundreds people, and a small gymnasia incident which nobody remembers. Certainly, attempt compare these affairs can to seem wrongful as well because of various nature of offenses — in case of Decembrists it is a question of a high treason, in case of grammar-school boys — about violation of school rules. Besides — these events not only are incommensurable, but also are divided by an interval in 80 years. Certainly their similarity seemed, superficial. Whether a little that can shut eyes to the researcher thirsting opening, whether a little of what it can convince itself (himself)!

And still — it seems that similarity has system character. I am sure that in this comparison some long waves of the Russian history, those long processes, which at all serfdom and education reform cancellation come to light. It is a question of homogeneous bureaucratic system, about its specific relation to the right and freethinking.

Really, since 1826 by 1902 the legal proceedings system in the empire radically changed. The court as we remember from school, became public, competitive and classless, and judicial authority from accusatory was separated. Counter reforms of the 80–90's years of the XIX century introduced some amendments in practice and legislative base of legal proceedings, but didn't pervert its basic principles. At the same time by the extreme legislation of 1881, cases in which the power in an administrative, extrajudicial order applied dispatch to persons "harmful to the state and public tranquility" were provided, combining on the face of function of the accuser and the judge.

Why if to take legal proceedings system for a sample of the relation to offenses of pupils, in 1902 such old sample is actual? Why the system is reproduced in such archaic forms?

Not less curious to become a question when we put it from the point of view of evidence of our today's situation. In modern to us the law on education there are, of course, the serious restrictions concerning, for example such question, as an exception of school: the pupil can be excluded "according to the decision of governing body of educational institution for perfect repeatedly rough violations of the charter of educational establishment" but not earlier than he is 15 years old, and such decision is accepted "taking into account opinion of his parents (lawful representatives) and with the consent of the commission on affairs of minors" if the child has no "general education" [6, it. 7, art. 19]. Practice shows that the school administration, on the one hand, can abuse own possibilities for expel of the child from school, and on the other hand, often gets to dependence on the commission on affairs of minors which doesn't give permission to assignment even out-

and-out rascals. Nevertheless, it is possible to tell that in case of the conflict and bad behavior of the child the situation of 1902 partly can repeat — incident investigation, definition of a measure of fault, responsibility and, therefore, punishment, defines administration of educational institution.

What to us gives a similar reasoning? The history of 1902 can be considered by us, how in the long term, and in a retrospective, both from the point of view of business of Decembrists, and from the point of view of modern to us schools. And, by itself, being in a context of history of grammar-school boys, we can look with new curiosity both at our reality, and on process of 1826.

In my opinion, the following conclusions can be the major:

1. Disciplinary system, having changed in the adult world, remained in the world of relationship of children and adults. On the one hand, we can consider this fact, for example, in a context of traditional conservatism of systems of socialization. The reality changed, but our ideas of it — aren't present, and the power of the child over the adult, definition by the adult of degree of fault of the child otherwise, adjudgement — all this yet didn't become an element of legal reality. It is not necessary to think that before us only a violence and arbitrariness element — mercy often defines non-interference of the law to destiny of the child. (Eventually, in the history of the USSR there was a case when entered full criminal liability from 12 years, and under the law it was possible 12-year-old and to shoot; in a context of our conversation pertinently to remember and what under laws of the Russian Empire for 1826 all without an exception Decembrists should be executed and only an arbitrariness (or mercy?) the emperor limited application of the death penalty.) Whether means this fact, what in socialization system, as well as in the history of children's culture in general, "the elements of the culture which have lost an urgency in life of adult people, "go down" on children's Wednesday..." [11, p. 81]? Rationality of adults disciplinary the practician still didn't become a basis of system of the socialization opposing to this rationality the traditional system of the relations to the student. Eventually for human destiny the exception of school can become fact not less important and defining destiny, than the fact of criminal prosecution — however at school it is a question of the power administrative and the authorities "age", and at all about judicial.

2. To us the idea of contemporaries that school — state reflection is more clear to become. If in 1902 and there are similar things 1826, it is a question of reflection of archaic, bureaucratic state, in any parts already considerably modernized, but at level of school system unusually archaic.

3. Certainly, we understand that the school of 1902 from our modern point of view, is much closer to 1826, than to us — but it is a question, first of all, not of a method of the treatment of pupils, and about the offenses

which are subject to punishment. To declare reprimand for a circle in which read Gogol? I am sure that all my familiar teachers-philologists with delight would treat children who would be going to discuss Eugene Onegin in the evenings! The comparative analysis shows us all degree of danger of school of the beginning of the XX century for society and the state. Continuous control of meetings and the writing of grammar-school boys shows not always to us clear tragedy of the situation obvious from the point of view of conservative Russia — education is necessary and at the same time its danger (somehow: free thinking, godlessness, etc.) it is too great. And the tragedy was what to eliminate danger it is up to the end impossible.

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Mazin I. V.

THE FUTURE IS IN OUR HANDS, OR THE ROLE OF RUSSIA, IN PARTICULAR, ST. PETERSBURG, AS A CENTER OF THE DIALOGUE OF CIVILIZATION IN THE ERA OF MODERN GLOBALIZATION

I am determined to mention this topic because it is, in my opinion, one of important issues in our century and has huge value both for Russia, and for the whole world.

From the beginning of the third millennium it can be heard more often even more often that there comes the end of the stage of economic modernization, and there comes the turn of globalization in the cultural sphere.

At present the USA takes dominant position in economy and information sphere. The present generation can't imagine life without global web, without films, without computer games. And let us think: who give us this, where does everything come from?

America has always aspired to occupy leading position in the world. It is going on now as well. But the most awful in this situation is the use of weapon which as I am convinced is ineffective lever of impact on others. Even at the time of cold war the USA had a plan to win the USSR by means of cultural revolution. And it worked. Probably, after that the USA decided to absorb and the whole world in this way. It is possible to see everywhere how Americans impose on us their way of life and thinking type. All this is advertized everywhere, on five continents of the planet. Well-known American writer Genderson speaks in relation to this: "To hope that the age of American madness won't capture you is madness itself". America has long been fighting for the unipolar world, its slogan could be "The uniform world with uniform culture". I think that the western government considers as the reason for all conflicts variety of civilizations and cultures in particular.

The history of race for power, force, money and knowledge shows that the winner steadily keeps denying everything alien to him. Now there is a question: "Can America head cultural globalization, thereby destroying the others?"

Today we can observe how America literally fights every day for profit and accumulation of resources, keeping leading positions. Its role in formation of high culture and the statement of humanistic values is much lower. In other words, the high culture is alien to its historical roots. However behind all achievements of the USA it is possible to see the hidden sense where the material towers over the spiritual. From its moral it is possible to see aspirations of imposing of the culture to the detriment of other civilization communities, undermining culture, esthetics and cultural wealth of other communities. Thus it has harmed the East, Slavic and other cultures because economic and cultural globalization is everywhere, and nothing can stop it. Globalization itself is ubiquitous and prompt. Its rules are imposed on all people who obviously don't have any freedom of choice. Stretching everywhere, it tries to establish the rules, ignoring features of development of other nationalities, thereby promoting destruction of identity of people, conducting to disintegration of the systems leaning on a rich cultural heritage. It cannot be stopped. Only a miracle can help here.

Personally I in see the deadlock in all progress of the USA. In Hangtinton's books it is possible to see the reverse side of the medal of such a rapid development. I will give an example of 1960 when the population of "states" increased by 41%, number of crimes — by 560%, number of addicts by 450%, and single mothers — by 419%.

The antipode to America is high-spiritual Russia which is becoming considerably stronger as a civilization. Russia, in particular Saint Petersburg, plays a big cultural role in the world. The northern capital is the city of classical art and traditional culture. High level of cultural development involves million guests and gives to the city a world fame. For example, in 2010 St. Petersburg was visited by 2,3 million foreign and 2,8 million Russian tourists. This city is unique, the romanticism and mystery atmosphere reigns in it. It is always possible to meet kind eyes and friendly faces in the streets. The government in every possible way promotes preservation and further development of the unique territories of the city. And in my opinion, this is a very right approach because civilizations as a whole can't exist without culture and history. Russia cooperates with many countries and always conducts peace policy, without imposing the culture on other countries. The policy, in turn, is pursued under the slogan "Development with various cultural components". Russia is one of the countries which can resist to America because the Slavic culture is invincible owing to the strong spirit. And military power not only doesn't concede to the strongest countries of the world, in many aspects even advances them.

Today Russia is not in the best situation. The reason, in my opinion, is that its cultural and religious institutes constantly clash with values of globalization. And full, so-called democracy which spoils people and the state as system to madness reigns in society. To what all this will lead? Nobody will give the exact answer to this question. Through ten years the Russian Federation will be transformed beyond recognition, the West will be at fault. Here only in what direction it will change?

Mankind needs intense fight for a choice of such kind of globalization when the probability of collision and the conflicts between various civilizations would decrease. Dialogues of civilizations, religion, culture, economy, morals and the right should play a huge role in this fight. Hans Joonas offered: "It is necessary to introduce people by means of philosophical judgment and morals in a technological century, inducing them to build the relation among themselves on a new, moral basis". That, in fact, is correct, and on this basis it is possible to construct worthy society which will give quite good prospects of development of mankind as a whole.

In the conclusion I would like to call the readers to do their best for development of the country. What for? If Russia loses power, it will immediately be eaten, and we won't have Motherland any more.

We simply can't become criminals who indifferently behold as our Motherland perishes! When each of us becomes a little bit different: more responsible for destinies of the native earth, close people and those surrounding us, only then we can be sure that our Motherland is in safety. Look: over the head there is peace sky, the sun is shining, the spring song of a lark is heard... What can be better?! For the sake of all this it is necessary to live and create.

Markova Yu. V.

MAIN PROBLEMS OF MODERN PUBLISHING PROCESS

Today traditional book and electronic editions are presented by variety of types and forms. But we can call the edition only those printing products which answer the definition given below: "The edition is the document intended for distribution of information contained in it, which passed the publishing processing, is independently designed, and has imprint" [1].

First, each manuscript accepted to publishing, must undergo editing processing, i. e. all necessary stages of editorial preparation: editing, a technical marking, reading, and also a set, imposition and the established quantity of updates. As a result the publishing house receives a layout— the model of future edition in which each page in all the elements coincides with page of future work of the press. At the present stage customer provides to the publishing house, as a rule, a layout. Thus, the publishing house completely finishes a cycle of the works on press work (text processing and its registration) already at the original stage before its transfer to printing house; printing house bans breaking the production cycle for reading and editing; term of release of works is reduced [2].

However, to prepare a layout, one needs the means of a set and imposition which would allow to create in the conditions of publishing house finished strip in respect of the contents and form corresponding to future page of work. Now a layout is create by means of computers with the special software.

After computers appeared in publishing houses there is no need for processes of a set, imposition, and editing. Printing houses in this case execute form-copy, printing and stitching and binding processes.

Set, imposition and editing are operations of a production stage of preparation of the original. Let's return to the stage of editorial preparation. The manuscript as we know, should undergo editing, a technical marking and reading. Only after that the manuscript is ready to a set. Theoretically. And how is this done in practice?

Certain time is set for each operation depending on complexity of the text; there is a plan of process stages of preparation of the original and delivery term is established. To reduce time for production of the layout and hence expenses, today's publishers ignore the mechanism that has been developing for years and production cycle of manufacturing of the layout strictly observed twenty years ago. The economy of time is also observed at editing stage. Certainly, editing on the computer when the author provides the text to the publishing house in electronic form is reasonable. Then editing is made in the text in an editing mode, and terms are reduced by coordination with the author. Especially it is convenient when the author can't arrive in due time to publishing house to settle questions, for example, for the reason that he lives in another city.

The text edited and coordinated with the author should pass technical editing. Do many publishing houses have technical editors in their staff today? Some modern publishing houses prefer to save time on technical editing. Omitting this important stage which purpose is to ensure high-quality printing execution of the edition, publishers wrongly make the art editor or the artist responsible for defects. It is technical editor who irectly participates in development of projects of art and technical registration of the edition. According to character of editions he specifies formation of the manuscript, checks correctness of its structure (breakdown on sections, parts, chapters, etc.) and a subordination of headings in the table of contents. He makes the marking of the original of the edition, specifies an order of an arrangement of illustrations and elements of design of the edition. Hy prepares layout of art and technical design of the difficult editions, construction of difficult pages (tables, drawings, ornaments). It also checks author's originals of illustrations for the purpose of establishment of possibility of their use for creation of the originals suitable for printing reproduction, and defines technological features of their manufacturing. He makes technical publishing specifications and supervises implementation of instructions on printing execution of the printing edition. The technical editor checks and processes proof-sheets, estimates quality of a set, composition of each page and spread. Its duties include monitoring observation by the printing enterprises of the requirements established in specifications, he gives the corresponding instructions on correction of the mistakes made while typesetting and shortcomings of technical design. He also processes corrrections in test illustrations, eliminates the violations caused by changes of the text by the editor, verifies the table of contents with the text, checks correctness of headings and their font design, marks inserts. Together with the art editor he prepares for printing a cover. The technical editor checks and fills the output data of the edition, looks through advance copies, checks quality of the press, stitching and binding and finishing works. As a whole, he takes measures for improvement of printing execution of edition.

In hotel publishing houses these duties are redistributed between other participants of process of the edition — the editor, the designer and the maker-up. However practice shows that such economy of time and money negatively affects quality of editions — the level of external and internal design decreases.

Technical editing is followed by reading. It finishes editorial process of transformation of the manuscript into the original for typesetting. As a result of reading the manuscript should become grammatical faultless and clear in all details to the type-setter, and future work of the press — simple and convenient for reading.

Being a stage performed by the proof-reader, reading as a matter of fact continues and finishes process of editing of the manuscript. A part of editorial tasks goes to the proof-reader because usually still there is a lot of small, and at times and big defects in the manuscript prepared by edition for delivery to the production department of publishing house. The main reason of these defects is the character and the content of work of the editor. Certainly, defects of the manuscript can be a consequence of inexperience and the low-qualified work of the editor, but this is not the point. Even at the most exacting editing the attention of the editor is usually concentrated on the contents and the general literary form of author's work. Therefore the manuscript presented for reading often has omitted letters, spelling errors. Names can be written differently. In one place the word is abbreviated, in another place it is written in full form. Punctuation marks sometimes stand where they aren't necessary, and are omitted in nessesary places. Sometimes instead of punctuation marks which could simplify reading and understanding of the text, others are put. The same numerals quite often differ in writing. Bibliographic references, signatures to illustrations, references to chapters, paragraphs, drawings aren't uniform. Not always editorial design of elements of the text meets the requirements, developed over centuries, and also the norms established by state standards of publishing production and other normative documents [2].

Today, as a rule, edited text for the sake of acceleration of process of the edition is given in department of a computer typesetting and imposition without technical editing and reading. Practice shows, what even with very careful editorial work nevertheless there is a certain number of semantic, actual, stylistic and other discrepancies unnoticed by editor in the manuscript. This, naturally, causes big editing of the composition, and consequently production lengthening. Thus, the exception of reading from the process of the edition is excluded unfairly.

However publishing houses which introduce reading while working on difficult and especially difficult texts, and publishing houses where reading stage exists for texts of all types of complexity are known. The electronic version of the edited text arrives for reading to the proof-reader who does

it on the computer. At this stage the maximum of mistakes is corrected. And only after reading the text it is given for typesetting. The typed text is unpacked, and all subsequent updates are read already on prints. Stage of reading thus is remained and time for edition release is saved.

Also a few publishing houses carry out a technical marking — the text in electronic form arrives to the technical editor who sets styles of headings and marks texts of different fonts and size with color.

Unfortunately, the pursuit of speed of production eliminates the best of the scheme developed over years. Especially it is observed in small editions and the publishing houses which have been opened in recent years each publishing house establishing the scheme of stages of production excluding important stages.

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Maskayeva M. A.

INFORMATION AND COMPUTER TECHNOLOGIES IN TEACHING RUSSIAN TO FOREIGN PUPILS

Annually Russian educational institutions provide education to a large number of foreign citizens. As a rule, their training begins with mastering Russian language, and further progress of such students will depend mostly on their level of Russian. According to it there is a need for high-quality improvement in teaching Russian to foreigners [4]. Certainly, the course of Russian as a foreign language possesses a certain specifics: its own purposes, contents, training methods. It should be noted that in the arsenal of modern techniques of teaching of Russian as a foreign language there are such technologies which play huge role in improvement of quality of education of foreign students. Let's look at these technologies in more detail.

It is known that the idea of introducing technologies to educational process arose at a dawn of the XX century. Now the term **technology of training (pedagogical technologies)** is used to definy the set of methods of the teacher's work (ways of his scientific organization of work) by means of which the goals set in a lesson are achieved with the greatest efficiency in the minimum possible for their achievement period [6].

Today there is a set of types of pedagogical technologies which are grouped according to various criteria [1]. Technologies used at lessons of

learning of foreign language have their own features: the resource consuming technologies, allowing to design "soft systems", focused on a person; the productive thinking and pedagogical ethics being obligatory components of technologies of familiarizing with spiritual culture of students. As the experiment of teaching of Russian as a foreign language shows, special value is gained today by *information and computer technologies* (*ICT*) which are most often used in educational process as a whole. Problems of computer training to a foreign language are investigated within the independent section – computer linguadidactics, the theory studying questions and practice of use of computers in teaching a language [2]. Use of information and computer technologies is closely connected with development of screen culture as now the screen (audiovisual) culture supplements traditional forms of communication between people.

It must be noted that computer training programs for foreigners are issued now in the form of the electronic textbooks with the following important features: existence of video fragments, sounded dialogues, dictionary, grammatical comment, a set of exercises of speech and language type; representation of a training material in a sound form with use of a visual row; possibility while performing tasks to compare the answer with the standard and to receive an assessment for the work. The programs aimed at mastering separate sections of Russian, forming speaking skills, control programs, and also the socio-cultural programs allowing the user to get acquainted with culture of the country of the studied language are especially widespread today [6].

We believe that the information and computer technologies which were widely adopted in modern educational practice of training to Russian as a foreign language, have a number of advantages. Among them:
– possibility to save time considerably;
– individualization of educational process;
– possibility of modeling of various educational situations, communication models;
– wide use of presentation at lessons;
– organization of team ways of training;
– formation of steady motivation of students, etc.

Another factor that is also important is that while working with the computer training program foreign students develop their technical skills, and such difficult aspect of Russian as the spelling is formed much easier and more productively [3].

As practice of teaching foreigners Russian language shows information computer technologies really allow to teach speaking skills more effectively, including pronunciation; to understand foreign speech from hearing; to read fluently; to write correctly. Besides, ICT promote development of independence

and creative activity of foreign students as some sites allow users to place their work — messages, reports, etc. which are a subject of public discussion and can receive responses from different countries of the world.

E. S. Polat, in turn, believes that competent and purposeful use of Internet-resourses by the teacher helps students to broaden their horizons, to build up knowledge. Higher level of competence of foreign students allows the teacher to formulate the tasks demanding not routine, but creative work [5].

Our pedagogical experience also proves this point. Thus, information technologies are especially effective in the course of creation of foreign language lessons with regional geography elements: instead of old films about the country cities which language is studied one can use modern tourist sites from the Internet, instead of tables of the textbook one can use moving computer presentation. The result is often homework which is done in electronic textbooks, and, besides, creative tasks for information search on the Internet. Besides, pupils study topics which interest them, make presentations, etc.

It should be noted that by means of computer programs in which such types of exercises, as pronunciation training, grammatical material and exercises on assimilation of grammatical norms of language, exercise for building up vocabulary, and also dictations are widely presented, the teacher can create a life experience, model of real communication. This, in turn, encourages students to interact with each other, self-confidence which is especially needed at foreign language lessons.

A. Konobeev believes that Internet use as a leading educational tool (writing electronic letters, playing educational and game situations) promotes activization of thinking of the students mastering a foreign language [7]. After all, the factor that stimulates educational and informative activity is always something unusual, unexpected, surprising; therefore the homework which is done by means of multimedia and the Internet resources has the inducing, stimulating effect aimed at activization of language and speech potential of students.

Practice of teaching Russian by the foreign students also shows the particular interest in such types of homeworks as photo gallery creation while studying regional geography (a group task — 2—4 persons), writing various works in Microsoft Word, the graphic editor Point, Adobe PhotoShop, creation of original slides in Power Point illustrating material, preparation of an interesting material according to a studied subject, etc. It can be various tasks for the press review on the subjects connected with leisure time, for example: sports, cinema, theater, the review of different sites, their comparison on sequence of material arrangement etc., and also their assessment from the point of view of information saturation, setting groups

based on interests when studying the topics connected with culture of the country.

Process of learning foreign language becomes more fascinating due to various game moments which are quite often present in the tasks, offered by various computer programs. They allow to organize educational process in a game form which considerably stirs up educational and informative activity of students[3]. However it should be noted that use of games in educational process yields good results only in case of competent preparation of the teacher.

The educational possibilities of Internet resources examined when training foreign students Russian shows that if the teacher uses the Internet purposefully and thoughtfully its use in educational process can be a fine additional tool of teaching foreigners. Computer technologies allow to change and enrich the content of teaching Russian as a foreign language (phonetic, lexical, grammatical, dialogue aspects), and also promote development of searching skills of foreign students. It is also important that information and computer technologies create the diverse environment for creativity of both students and teachers.

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Merkulova E. M.

REASONS OF MISUNDERSTANDING IN INTERLINGUAL COMMUNICATION

In recent years there has been an increasing interest to the problem of understanding as a philosophical, cognitive, psycholinguistic, ethno-

sociological and linguistic category. It is connected with aggravation of contradictions in society, emergence of constant social and psychological irritants and an aggravation of a political situation as a whole, both in the country, and in the world. The second half of the XX century was characterized by development of globalization process, development of the international contacts at different levels — from interpersonal to interstate ones. As a result, a special role in life of society is allocated to intercultural communication.

The term "cross-cultural communication" appeared in literature in the 70's of the XX century. Intercultural communication is viewed as set of various forms of the relations between individuals and the societies belonging to different cultures [1, p. 26]. Linguistic researches in the field of cross-cultural communication concentrate on distinctions in people's language activity and consequences of these distinctions. Studies of intercultural communication have applied character: their results are important for the activities directly connected with communication such as translation and political activity, activity related to the spheres of education and culture, management, journalism and so forth [6, p. 340−350].

The linguistic research is concentrated on how communication is carried out, what characterizes messages in intercultural dialogue,when there apperars understanding, misunderstanding or incomplete understanding, and also what language instruments compensate for misunderstanding.

Trying to understand the nature of the category of understanding, researchers emphasize communication between consciousness, thinking and language. Consciousness accounts for perception, assimilation and understanding by the individual of the surrounding reality in the form of structures of knowledge and beliefs, being responsible for fixation, storage and an assessment of results of cogitative activity. The consciousness produces thinking. Cognitive structures resulting from thinking are expressed by means of language. Consciousness, thinking and language act as united mental-lingual complex, as different forms of one essence, in which thinking had dynamic form, consciousness has accumulative and evaluating form, and language has instrumental and communicative form [7, p. 10].

Each of these components is related to formation of understanding, but understanding is reached by means of language; and process of understanding represents a language development even when we talk about extralinguistic phenomena [2, p. 43]. In this triad consciousness and thinking are cognitive component, and language is linguistic component.

It is known that structures of knowledge can be stored in a verbal and nonverbal form. Thinking also represents difficult system of language and non-language codes. Hence understanding can be implemented in the verbal and nonverbal form, however all nonverbal forms of understanding

are aimed finally at understanding reached in dialogue [ibid., p. 48]. In dialogue perception and understanding alternate with rejection and misunderstanding, underestimation alternates with reassessment; as to process of intercultural communication, it can be viewed as dialogue of consciousnesses [3, p. 22–27].

Consciousness is a storage of knowledge structures. In consciousness of an individual there is a world picture — "the image of the world refracted in the consciousness of the person, i. e. the outlook of the person created as a result of his physical experience and spiritual activity" [9, p. 42]. Each nation has own, national picture of the world reflecting features of culture, lifestyle, customs and traditions. The world picture is set of knowledge about the world which is stored in consciousness in the form of a set of frame structures "given for representation of a stereotypic situation" [5, p. 7].

Both consciousness and thinking of an individual are closely connected with the culture of his or her society. Culture is an intrinsic characteristic of a human connected with purely human ability of purposeful transformation of surrounding world creating the artificial world of things, symbols, and also communications and human relations [10, p. 6]. Everything that is made by a human or concerns him, is a part of culture. Specific conditions of existence of ethnos form beliefs defining the basis of the national picture of the world. Each ethnos has its own idea of the world and culture, and its own attitude to them. The same objects can cause different associations, i. e. be correlate differently with cultural experience of the people. Communication is the most important part of human's life, hence, a part of culture. In intercultural communication an individual is inclined to come to conclusions on the basis of cultural experience of the ethnos and personal cultural experience.

Pictures of the world existing in consciousness of separate individuals, have something in common based on the general perception of the humanity, but at the same time they have the partial distinctions caused by national and cultural and personal attitude. As far as pictures of the world will coincide in the dialogue of communicants, mutual understanding in intercultural communication will be adequate [1, p. 51].

The real world is never reflected in consciousness of individuals completely, in the world picture surely there are lacunas, i. e. there are no certain frames or there are lacunas in the structures of frames. For example, in consciousness of a Russian-speaking individual there may be no such frames, i. e. structures of knowledge, as "day of Guy Fox", "war of the Scarlet and White rose", "William the Conqueror", "The lake district", etc. In consciousness of an English-speaking individual most likely, there will be no such frames, as "shrove", "Northern war", "Alexander Nevsky", "Gus Khrustalny".

Total absence of certain frames in consciousness of communicants leads to a complete misunderstanding. In the presence of lacunas in structures of frames there is partial or incomplete misunderstanding. In such cases the consciousness fills lacunas in frame structure on the basis of own on national-cultural experience that can lead to creation of erroneous logic chains. For example, for native speakers of Russian the word "revolution" is connected with events of 1917, for Englishmen — with events of 1688, i. e. "nice revolution" (Jacob's II overthrow), and for Americans — with the war for independence. Therefore the Russian-speaking communicant can incorrectly understand the statement of "in the time of the revolution" .

One of the features of human thinking is formation of stereotypes, the stiffened frame structures. Stereotype is the schematic, standardized image or a perception about a social phenomenon or an object, usually emotionally tinted and possessing steadiness, it expresses the habitual relation of a person to any phenomenon, developed under the influence of social conditions and previous experience. The stereotype contains possibility of both positive and negative judgments [8, p. 58].

From the cognitive point of view stereotype is a frame created in consciousness on the basis of emotional and evaluating relation to any phenomenon of reality, not subject to further development. Stereotypes can be ideas of a lifestyle, traditions, customs, habits, i. e. about the system of ethnocultural properties of certain people in a particular culture. Foreign stereotypes can be unclear for representatives of a certain ethnos. For example, traditionally negative attitude of Englishmen to Irish is fixed in a stereotype "the Irish dogs". Value of the stereotype created in consciousness of Englishmen can be unclear for a foreign communicant who is does not possess knowledge of centuries-old history of persistent fight of rebellious Irish people for independence. Similarly a stereotype, such as "Estonians are extremely sluggish" existing in Russian can be unclear to a non Russian communicant. The sense of the jokes which are based on this stereotype, will be incomprehensible for foreigners.

Prejudice is psychological set of biased or hostile relation to something without sufficient bases or reasons for such attitude [the same, p. 63]. From the cognitive point of view prejudice is a frame with the stiffened structure, containing negative connotation and information on possible negative succession of events. Prejudices of foreign societies can cause misunderstanding. For example, for Englishmen it is unclear, why a black cat in Russia brings misfortune. In England it is considered that black cats brings happiness to the house. Respectively, the Englishman won't understand the statement "A black cat ran across my way— there will be a trouble". If in the act of intercultural communication communicants can't or don't

want to refuse the cultural stereotypes and the prejudices connected with the cultural standards, there will be a mutual misunderstanding.

Paralinguistic means of communication — gestures and mimicry — also can be the reason for misunderstanding in intercultural communication. Paralinguistic means represent a system of signs, however these signs are nonverbal, non-language means of expression of thought. Representatives of different ethnoses have different systems of paralinguistic signs and, respectively, different systems of frames containing information about these signs. Thus, putting a forefinger tip sideways to a nostril, the Englishman expresses thought "I know something". For a foreign communicant this gesture can be unclear. Besides misunderstanding, not knowing the meaning of nonverbal signals, such as bows, handshakes, kisses, patting on the shoulder, politeness or gratitude expressions, can lead to inadequate behavioural reactions to the statement of the interlocutor.

At verbal level intercultural communication is carried out by means of language and speech. Language and speech are the main intermediaries in the course of intercultural communication. Successful mutual understanding in intercultural communication process can be ensured to the extent to which frame structurescan be verbalized. For its successful implementation a certain level of linguistic competence, i. e. knowledge of language and ability to apply it in speech, is obligatory [4, p. 279–280].

Linguistic competence of a communicant suggests the right choice of the language means adequate to a situation of communication and norms of speaking. Linguistic competence includes two kinds: language competence and communicative one. Language competence means knowledge of system of language, communicative — knowledge of rules of language functioning. Linguistic competence of the native language is always higher, than in a foreign language which can serve as a hindrance in establishing understanding between communicants.

Language competence suggests:
1) awareness of grammar rules;
2) awareness of sufficient vocabulary;
3) knowledge of culture-specific vocabulary (realities, proper names, abbreviations and so forth);
4) knowledge of phraseology (idioms, comparisons);
5) knowledge of national variants of language (for example, British, American and Australian variants of English);
6) knowledge of dialects and slang (for example, English of northeast and southern states of the USA).

Communicative competence suggests:
1) ability to avoid mistakes while speaking (phonetic, lexical and grammatical);

2) ability to understand contextual meaning of polisemantic words;
3) ability to perceive speech orally;
4) ability not to break logic of the statement;
5) ability to apply styles of oral and written communication;
6) ability to distinguish dialects and slang.

An attempt to understand what accounts for difficulties in understanding in intercultural communication allows to allocate cognitive and linguistic bases of failures of the mechanism of understanding. Absence of knowledge about objects or phenomena of the real world (full or partial frame lacunas in consciousness of a communicant), stereotypes and prejudices, ignorance of paralinguistic means of communication belong to the cognitive. Linguistic reasons for barriers on the way to understanding are absence of certain elements of language or communicative competence.

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TENDENCIES OF DEVELOPING CROSS-CULTURAL RELATIONS IN THE GLOBALIZING WORLD

Today society enters a phase of rapid development of digital technologies. The information revolution caused by them, concerns practically all spheres of people's activity. Streams of information become so voluminous and wide that no country and no society is able to totally control them. Every day the volumes of memory, being stored in the worldwide network — the Internet promptly increase. Today it is possible to find there quite detailed information practically about any physical phenomenon or object, a historical event or a figure, a work of art or a theoretical doctrine, the nature, policy or economy of any state or features of culture of the people occupying it. Extending information technologies cause the need of not only the usual dialogue of cultures, but also of their interpenetration and mutual enrichment.

In globalizing world any state must be able to position itself, its economy, nature and culture, to defend and extend its interests. But these interests can't be outside the world around — on the contrary, they are caused by counter interest from it. That is any state, which is actively positioning itself in the world, should first of all cause interest from other countries, and make them patch up and intensify relations with itself. On the one hand, society should have possibilities to join cultural heritage of other people and countries. On the other hand, both these people and countries should have possibility to be enriched with local culture, to feel its features, color and treasures, which, for this purpose, need to be developed and positioned actively.

Today in the world there are two opposite tendencies connected with mutual enrichment of cultures. The first is aimed at cultural unification, deleting cultural distinctions between different people and countries, distribution of general ideals and values. Wide access to information and its free exchangecompels all countries to establish general standards and requirements to standard of living, rules of law, traditions of the crosscultural and interethnic relations. No person, in any country of the world including his own, should feel restrained in obtaining information. However, there is so much information now and it is so various that each person feels an urgent need for receiving certain guarantees, for establishment of strong social and ethnic coordinates in promptly changing world. In this regard, the second tendency of development of cultures nowadays is isolation of cultural signs, distinguishing and positioning cultural — ethnic and regional — features.

In any society a person from his birth is always integrated into a certain structure of social and cultural communications. We can distinguish four levels of such communications: *family and relatives, regional, ethnic and state levels*. At each of these levels a person realizes the extent of his generalization and participation in the society and values dominating in it.

The first level imparts the sense of beauty, love, respect, understanding the good and the evil, benefit and harm, both in individual and in public scales. Respectively, cultural and community reference points, preferences and stereotypes are also established at this level. The state, developing these reference points should, obviously, put an emphasis on strengthening family traditions, dominating in the society, encourage innovations stabilizing them and brake destabilizing ones.

The second level of social integration sets professional and personal as well as axiological and sensual characteristics of a person. Being based on peculiarities and dominants of nature and climate, production and economy, education and upbringing of the district, area or the city in which a person was born and grew, it forms certain preferences and estimates in the choice of professional activity, ways of world acquisition, means of rest and entertainments, as well as specific perception of those preferences and values which are characteristic of other people. If a person particularly negatively assess climatic, productive, economic, cultural and educational features of his homeland, he will strive to find for himself another homeland. However, in overwhelming majority of cases people love that region there they were born and remain devoted to it. As there are no regions with absolutely identical indicators in economy, agriculture and industry, with identical historical destiny, nature, landscape and architectural monuments, this level of sociocultural integration is the key level in development and distribution of cultural identity, strengthening of the state's attractiveness on the international scene, increasing its cultural heritage.

The third level of introduction of the person in society is connected with his ethnic identification. A person's understanding of his belonging to some nation considerably facilitates to his perception of other cultures as it provides the estimates developed by many generations and reference points of what is favorable for him and what can appear dangerous and harmful. Mentality and traditions of life characteristic of particular people, as a rule, develop spontaneously, but owing to steadily fixed standards of behavior favorable for activity of all people. And as such norms are favorable for all people — they should be favorable and for a particular person on the whole. Otherwise, he should refuse the ethnicity. For mononational states this third level actually extends to the fourth — state. In multinational, federal states this level is reduced almost completely to the regional one. Taking this into consideration, the state develops features of national, ethnic culture,

reducing them in the first case to the scales of the whole country, and in the second case— to the limits of separate regions.

And, at last, at *the fourth level* of social hierarchy nation-wide, first of all, political and economic values are fixed. The state is compelled to develop that political system and to extend those political traditions which, on the one hand, promote its economical and political prosperity, i. e. stable foreign policy and internal political situation connected with the implementation of generally accepted norms in public administration, and, on the other hand, draw attention and interest of the world community which demands introduction of specific forms of government administration. As for economic development, it should, obviously, be based on the development of the branches increasing geopolitical position of the country, i. e. interest of other countries of the world in developing economic relations with it, and the productions promoting development of separate regions of the country and intensification of internal interregional communications. A person as a citizen of the state should know the peculiarities and advantages of his country and be proud of them.

Nakhimovich I. I.

HUMANISTIC PEDAGOGICS AS THE BASIS OF MODERN INNOVATIVE HIGHER EDUCATION

Great traditions of humanistic thought have long history of development. It started in antiquity. In the Renaissance there was already formed a humanistic ideal of a personality as creatively active and wise person. This approach to a personality as to the main value is basic for modern humanistic thought too. According to Sartre, true humanism is based in recognition of the fact that a person can become everything he wishes to. V. Frankl noted that the former psychodynamic concept of a person as a being aspiring to a condition of satisfaction, is slowly but steadily replaced with a new anthropological view at a person as a being, whose purpose in life is self-realization and realization of his personal abilities. A. G. Asmolov distinguishes two types of culture "culture of utility" and "culture of dignity". The culture which is focused on utility as the main value of society, has the only purpose of reproduction itself without any changes where education is similar to training, preparation of a person to execute useful office functions. In his opinion, in the new type of culture focused on dignity, the leading value is the value of a person's identity. It is obvious that the culture of dignity demands a new paradigm of education — education focused on developing the sense of self-respect, feeling of freedom,

professional and general educational (common cultural) competence. It demands a basic change of the contents and organizational forms of the whole educational system, change of values of education as social and cultural phenomenon. Thus, humanity should dominate in the behavior of a modern person , become a part of his personality. Realization of humanistic ideal of a personality became an essential task especially now during a post-industrial innovative era due to the crisis of world civilization leading to growing popularity of humanistic social movements, aimed at recognizing the need of democratization of all social institutes and changing a person's position in the society.

All the above-mentioned factors result in the need of humanistic reconstruction and modernization of higher education paradigm based on personality – focused "subject – subject" model of interaction between a student and a teacher, creating conditions for free self-expression and creativity. Realization of these principles demands escaping from the established authoritative stereotypes of "the subject - object" interaction. The teacher's orientation to universal values and democratic style of pedagogical communication influences formation of students' consciousness, develops students' orientation to positive thinking, independence, creativity, internal freedom, openness to the world, composure, tolerance and empathy. Students learn to rely on themselves, to keep composure, tolerance and endurance, to take lessons from various life experiences, to realize riskiness and responsibility of their own choice. Everything mentioned above is that set of qualities and types of interaction which the innovative world demands from a modern expert. Therefore, it's not by chance that the basic principles of reforming education, according to UNESCO materials, have become humanization of education, cultural sociologization and and ecologization of its content.

The humanistic pedagogics relies on ideas of humanistic psychology and is realized through competence approach, methods of developing training and pedagogical support, multicultural education, dialogue of cultures, creativity pedagogics, art pedagogics, a method of projects, etc. Thus, humanistic pedagogics acts as a multidimensional mechanism of changing educational reality, aimed at promoting students' individual development and personal formation, expansion of their educational requirements and possibilities for self-improvement, creation of conditions recognizing their ability and the right to make a well-thought and responsible choice of their own educational way. Individual consciousness and reliability of a personality rise to a new level, volitional qualities of the personality, ability to overcome obstacles develop. And. And. Verbitsky, describing tendencies of modern education, emphasizes special value of transition from rigidly regulated supervising, algorithmic methods of teaching and educational

process organization and management to methods connected with development, activity and game. It includes stimulation, development, organization of creative, independent activity of students. Thus, the accent is shifted "from training activity of a teacher to learning activity of a student". Thus, humanistic pedagogics reveals reformative abilities of a person, allows a personality to find itself, and gives the society a modern innovative expert.

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Purinova G. K.

SPEECH COMMUNICATION AS A PART OF SOCIAL COMMUNICATION

Studying speech communication of a modern person, his language ability, types and genres of communication, technologies, difficulties and progress in mastering it is absolutely necessary for dozens professions including those of a publisher, an editor, a teacher, a lawyer, a politician, a journalist, a PR specialist etc. Knowledge and abilities in the field of speech communication appear necessary in many kinds of activity: publishing, commercial, military, diplomatic, advertising, etc.

High level of speech communication is necessary to everybody, and one can say that the main profession connected with speech, is human life. But there are ancient and new professions which demand high level of commanding speech, knowledge of the theory of speech communication, practical use of communicative processes in oral and written forms. It is clear that absence of theoretical knowledge or at least some aspects of communicative theories causes social problems connected with speech interaction of a specialist.

For professional success it is especially important to know certain aspects or sections of the theory and practice of speech communication, to be a good speaker, to know theory and practice of rhetoric, to have a good voice, quick reactions, to be able to recognize hidden ideas in the opponents' speech, to possess high language competence from the point of view of literary norm and style.

A modern publisher, an editor, a PR-specialist require all the mentioned knowledge, skills and abilities as well as many other things. This variety of

requirements to speech competence of a PR- specialist guarantee the success of speech interaction of a specialist in public relations, a publisher, an editor.

Experts of this profile work in editorial offices of newspapers and magazines, as well as press services, PR departments, in book publishing houses, in administrative services, as speech writers, image makers, advisers, at the radio and television and so forth.

Therefore, for an expert in publishing sphere one of the factors of positive speech interaction is successful solution of social problems connected with communicative speech competence which covers a wide range of questions: oral speech skills, listening comprehension, making up PR texts, and literary editing. Contemporary cultural and speech situation in Russia, connected with social problems — shaking of the language norms, contamination of the language environment, a stream of jargons, vulgarisms, aggressive speech behavior — causes anxiety of many cultural and public figures, scientists and ordinary citizens of Russia. There is an obvious decrease in the general level of speech culture in mass media, in professional and household communication.

Russian speech becomes more and more primitive, stylistically wrong and often vulgar. To perfectly know the native language, to be able to communicate, carry on dialogue is important for an intelligent person of any profession, but it is especially important for a person, whose speech behavior is his "visiting card".

Purity and correctness of one's speech, ability to organize one's speech activity according to the situation of communication, ability to estimate speech communication of interlocutors in different spheres of communication are the factors of successful speech interaction of a specialist in publishing sphere.

While working with different authors it is important for a publisher, a literary editor to develop a delicate ear for style. As well as in music, it is possible to develop an ear for style by working hard constantly controlling your speech communication. Style — is a choice of a certain dictionary, intonation, a sentence structure, observation of grammar and punctuation rules. It is important to develop flexibility of style and to be able to change it according to requirements of a particular situation. Businessmen need clear, simple and unambiguous language.

In practice of speech communication in publishing business it is necessary for a specialist to adhere to many rules, wishes and recommendations which are probably not directly connected with literacy, style, an orthoepy, but can play a crucial role in creation of harmony, openness and mutual understanding between a publisher and his audience.

Social problems connected with an attempt to formulate principles of speech behavior and to limit it to a framework of standards and codes, can

first of all be explained by a variety of individuals, problems and situations. What is acceptable in one case appears impossible in the other; what an individual or a group of persons accepts in public speech communication, can be not accepted by others. Customs and public life changes bring additional difficulties in definition and implementation of ethical standards of speech interaction.

These problems become especially important, when it concerns realization of practical activity in the field of editorial and publishing business. The key moments from the point of view of observation of legal and ethical standards by specialists when working with authors, in their activity in general, and, especially, in written communication, are laws concerning distribution of information, causing harm by means of publishing false or intentionally distorted information, violation of a person's rights for private life, violation of the rules of corporate behavior, non-compliance with the ethical standards imposed by a profession which define professional standards of practical activity. Legal and ethical difficulties which a specialist in public relations, a publisher, or an editor can come across while realizing his professional activity is possible to unite the editor round four main problems:

- publication of information, potentially capable to harm to all society or its part;
- the intended publication of information infringing interests and dignity of the personality or the organization;
- violation of ethical and corporate rules;
- violation of language norms.

The most part of information received by the public about any activity of the organizations irrespective of, whether they treat commercial or noncommercial sector, or represent power structures, arrives from services on public relations through mass media or through other information channels. In this way target groups and general public as a whole receive information on economic, financial, technological and social programs in which the organizations are engaged, making positive contribution to society development. And, therefore, this circumstance allows to speak about an invaluable role of positive speech communication in fields of activity, where speech is the main subject and object: in public relations, in editorial, publishing business, in policy, journalism — in activity of both an organization, and the society as a whole.

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Saakyan A. K.

CROSS-CULTURAL ANALYSIS OF THE BASICS
OF LABOUR BEHAVIOUR

Cross-cultural analysis appeared as an approach to world outlook issues, first of all, in philosophy and an historiosofy through the collision of [5] active and conceptual answers given by different societies and, respectively, by cultures.

In studying social and economic behaviour this approach was applied, first of all, for the solution of administrative problems of effective production [6] and sales and was based on the analysis of the distinctions interfering complete integration of value creating chain on the one hand, and of sales markets on the other. It is this differentiating principle that prevented development of theoretical basis and practical application of cross-cultural research in the USSR as the ideology aimed at deleting distinctions, "existence of a uniform supranational community — "Soviet people" [1] and uniform culture of "a Soviet person" [4], including the sphere of labour behavior was postulated.

Today within the CIS countries application of cross-cultural analysis to labour behavior can be explained not only by scientists' attempt to fill a lacuna of knowledge in the field, but also by pragmatic problems of developing selective principles of migration policy which should rely not only on general ideas of economic benefit of migrants' work and their socio-cultural regulatory competitive advantages on labor market, but on the data of complex empirical scientific research [2].

Cross-cultural research allows to reveal specific features introduced by the national culture into an individual's attitude to work and into his particular behavioural acts, his values and role positions, decision-making process and the process of making choice. The results of cross-cultural research based on complex technique reveal the accumulated practical expert experience in the area of cultural distinctions of regulatory models of work. The experts are first of all employers involving migrants' labour who take into account their socio-cultural specific features, and also representatives of ethnic communities in such poly-confessional centers, as St. Petersburg.

So, within the carried-out cross-cultural research (the results are published in [3]) there was created a sample of heads of enterprises and

establishments using migrants' labour, as well as of labour migrants themselves. The sample in St. Petersburg and the Leningrad region included:

- – employers, heads of state and non-state enterprises and establishments providing workplaces to migrants officially or informally (without violations or with violation of the labor and migratory legislation); $N = 200$; a research method — interview;
- – labor migrants from those working at various enterprises of the city and area; $N = 08$; a research method — questioning;
- – labor migrants from most widely presented groups of an ethnic origin in St. Petersburg; $N = 302$; a research method — questioning.

The respondents of the first group were the directors of enterprises and establishments or their divisions, hired heads and in some cases owners. This category is the direct subject of decision-making process connected with including labour migrants into labor activity, and implementation of articulated orally in conversation and accurately reasoned (though seldom existing in writing concepts, etc. documents) policy of interethnic relations, and formation of ethnic preferences concerning manpower involved.

Respondents of the second and third groups are, as a rule, difficult to contact. So, to make a poll the help of representatives of ethnic diasporas and communities in St. Petersburg, as well as respondents of the first group was used. This method of sampling, certainly, affected the results of research towards more positive estimates of position of labor migrants (due to institutionalization a part of problems is being spoken about and the ways of their solution are being searched for). Nevertheless, for research objectives, including first of all, effective ways of intercultural integration into ethnosocial structure of St. Petersburg, detection of sociocultural features and value orientations it didn't lead to distortion of results to receive an adequate picture of a real situation.

Despite essential ethnic, social, professional, qualifying, sociocultural distinctions, this group has a homogeneous character. Dynamics and mobility structure in this environment is such that today it is possible to speak about formation of a new steady community of labour migrants who possess all signs of belonging to a certain social group: attitudes, motives, strategies and identity. Therefore, their opinions and an assessment represent not only personal opinion, but to an essential extent consolidated group opinion.

So, in particular, such general social and psychological characteristics, as high personal importance of the value of "Freedom" (the first place among leading values), high level of mobility in all spheres — organizational (work change), professional (interest in acquisition of new specialty or experience), social (aspiration to career growth and education), territorial (readiness for moving) were revealed. And, at the same time, for the majority

of labor migrants a key obstacle for integration are cultural distinctions — though respondents place a problem of cultural ties with the homeland on the 2-4th place after employment and housing, this problem is mentioned by a considerable number of respondents.

Thus, it is possible to reveal two main group adaptation strategies of migrants. Formation of "middle class", freelance or qualified specialist's lifestyle oriented to the value of "freedom" (on a 5-mark scale — 4.54 points), aspiration to a peace of mind (4.42 points) and concern about how to correctly use oneself as a professional as the labor capital ("working conditions") is characteristic for a more well-off group with higher education level and vocational training, but also with more ample communicative opportunities, i. e. social capital. The second group is more anxious about searching for a stable work and income (4.43 points) and accumulation of social capital in the form of connections and contacts, forming of confidential relations (4.30 points).

Cross-cultural research allowed to give general assessment to key factors of choosing attraction to labor process representatives of this or that culture. So, as a result of research the following generalized competitive advantages of various cultural features on the labor market, acting as criteria for employers were received:

Table 1

Comparison of an ethnic origin of workers and their competitive advantages on the labor market (by estimates of employers, %)

	Uzbekistan	Tajikistan	Kyrgyzstan	Kazakhstan	Azerbaijan	Armenia	Belarus	Ukraine	Moldova
Flexibility and operation scope		96.7	77.8	**100.0**	**94.1**	14.3	28.6	27.3	**100.0**
Motivation. interest	3.7	3.3	22.2	50.0	0.0	**85.7**	**92.9**	54.5	6.7
There is no alcohol problem	**68.5**	**73.3**	33.3	50.0	**64.7**	42.9	14.3	9.1	6.7
Diligence	14.8	46.7	44.4	**75.0**	5.9	57.1	64.3	18.2	**20.0**
Honesty	22.2	23.3	**55.6**	**75.0**	0.0	**85.7**	57.1	9.1	0.0
Cleanliness	12.0	13.3	**77.8**	25.0	29.4	71.4	64.3	**53.6**	0.0
Exclusive, interesting projects	0.0	0.0	0.0	25.0	0.0	28.6	21.4	0.0	0.0

Depending on the content of work, requirements and offered conditions, preferences concerning ethnic origin of labor migrants essentially differ. Unfortunately, quantitative characteristics do not always completely reflect the importance of each factor of an enterprise's choice of this or that ethnic

group for the invitation of workers. For example, if labor migrants didn't offer those "exclusive and interesting projects" which were made, they wouldn't be employed under any other conditions, but these characteristics appeared to be mentioned only by 4 organizations for which this point played the decisive role.

Though specific ethnic features are the advantages of their representatives on the labor market only because they are kept in stereotypes and views of employers, a part of specific characteristics is, possibly, already proved by time (197 of 200 respondents of the organizations employ labor migrants not for the first year).

The developed uncontradicted stereotypes (among disproved ones respondents noted, for example, that Kirghiz and Kazakhs have problems with alcohol) don't fully reflect value regulation of labor behavior. Nevertheless, it is very interesting that three groups of ethnic migrants are invited by employers not only because of possibility to charge and expect execution of everything, but, first of all, due to their motivations to work. These are migrants from Armenia, Belarus and Ukraine. It is curious that concerning the last group, one of the questioned employers mentioned: "We invite them, because we have no such specialists, we squandered them, and among these true professionals in our branch still remain".

At last, it should be noted that only few organizations have experience of hiring migrants from certain countries. For example, only 4 enterprises use work of migrants from Kazakhstan, and three enterprises employ only Petersburg students for a part-time job.

 On the whole, results of empirical research show the need of more in-depth and representative study of cross-cultural distinctions in labor behaviour of representatives of the CIS countries as well as of Russian people as in the conditions of prompt expansion of international and interregional social and economic contacts increase of efficiency and development of each region directly depends on ability to correctly to apply competitive advantages of each culture.

Though the pragmatic administrative task of "efficiency of application of culture" can probably sound blasphemous, it allows to solve social and cultural problems of preservation and development of identity of each nation which through many centuries developed its own adaptable system of a survival and development in the environment which it is possible to define as civilizational characteristic of culture.

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Savchenko L. V.

NATIONAL AND CULTURAL ASPECTS OF NEGOTIATING WITH FOREIGN PARTNERS

> Ability to communicate with people — is commodity, and I will pay for it more than for anything else on earth.
> *John D. Rockefeller*

Each nation has its customs, traditions, culture, political and state system. All this affects features of business relations and the accepted rules of behavior.

Business relations in the world make a basis of the relations of equal partners. All of them submit to rules of the international business etiquette. However, national features, standards of behavior of every nation and every country are always considered in the contact of representatives of different cultures.

National differences and features usually don't cause conflict situations. However, if the parties have sharp difference of cultural traditions they adhere to uniform norms and rules. Representatives of different countries not only carry on negotiations but also perceive one another and situations in absolutely different ways.

Up to nowadays there are differences in record keeping, business ethics, ways of forming relations in different countries and on different continents. These features are based on life and traditions, history, moral standards and even climate of different countries.

Therefore, the main rule of any business communication with foreign partners is: before sitting down at a negotiating table, it is necessary to study carefully history, culture, traditions and business etiquette of the partner's country.

During negotiations with foreign partners it is important to take into consideration:
– social and psychological atmosphere of negotiations;
– specific features of personalities;
– national and cultural features.

In international communication due to language barrier facial expressions and gestures come to the forefront. As facial expressions, a pose and gestures — is real, though silent language, it is impossible to believe that it will be identical in various ethical groups of people. If facial expressions give a fair and clear idea of a person's emotional condition, and are interpreted equally regardless of nationality and culture, particular sense of such nonverbal signs as a pose, gestures, distances or norms of approach are various in different cultures. As well as semantic barriers, cultural distinctions at an exchange of nonverbal information can create considerable barriers to understanding.

It is very important to know these national features at negotiations as, for example, in Japan Russian will take an invitation gesture for a farewell sign. And our nodding in the meaning of "yes", Bulgarians will understand as "no".

In India and Pakistan it is not accepted to touch the interlocutor in any circumstances whereas for Europeans and Americans quite admissible and even demanded by etiquette gestures are a handshake, patting on a shoulder. The Italian or the Latin American will treat lack of contacts during conversation as coldness and unfriendliness. The Japanese, on the contrary, will regard the same contacts as aggression and bad manners.

Even such features as wielding the right and the left hand, can play a certain part in different nations. Islam people, consider the left hand dirty, as well as the left foot. Therefore, a present given by the left hand can be understood as an insult. It is not accepted to throw a foot on a foot in eastern countries. Therefore, when communicating with foreigners it is best of all to adhere to a rule: if exact values of gestures are unknown, it is better to exclude them in general.

It is also necessary to pay attention to the fact that different people, when maintaining business negotiations or conversation, have absolutely different distance between the members of protocol. So, for the Americans habitual distance is 60 cm whereas the Latin American or the Arab will settle down to the interlocutor as close as possible. It breaks a zone of comfort of the European or the Russian unaccustomed to such distance.

The tone and loudness of speech differ for different people. Englishmen speak silently and frostily, loud conversation of the American or the Italian can be perceived by the Englishman as bad manners manifestation.

In the course of preparation and conducting business negotiations national features are shown in the nature of formation of delegation, me-

chanism and independence degree in decision-making at negotiations, value orientation of participants, features of perception and thinking, most characteristic tactical techniques.

Ignorance of national features of business etiquette can make undesirable impression upon partners, complicate interaction, both at a stage of negotiation process, and at implementation of joint projects. Business etiquette and business culture as a whole are based not only on traditions, but also on features of national character.

North American business culture is young enough, but already many researchers, business people note such of its features which are similar to features of national character, as orientation to individualism in human relationship, on a strong personality in practical activities, and, consequently, aspiration to individual decisions. American businessmen are distinguished by high business activity, big abilities in fighting for profit, aspiration to state their superiority, exclusive self-confidence, firmness, survival rate, tendency to risk. In business relations at an enterprise implicit submission and rigid discipline dominate. Americans are keen on observing human rights, in conflict situations they resort to the law, to services of lawyers more often. In informal relationship Americans communicate with each other in a common way. They are rather open, a little familiar even with people, senior to them due to their age or position, they are free with rules of secular etiquette, smile often, take a good care of their health [1].

The American style of negotiating reveals in the desire to discuss not only general approaches, but also details connected with implementation of arrangements. Americans prefer not too official atmosphere, openness, friendliness. However, they quite often show egocentrism as they believe that in business management their partners should be guided by the same rules, as they. Therefore, partners in negotiations quite often consider Americans, too energetic, aggressive. The American style of negotiating is characterized by sufficient professionalism. Seldom in the American delegation it is possible to meet a person, incompetent in issues under negotiation, (Americans are naturally frightened by incompetence of the partner). Members of delegation at negotiations are rather independent in decision-making. Americans quite persistently try to realize their purposes at negotiations, like to bargain. As a rule, they can't stand dragging in negotiations.

European business culture is much more senior than the American one. To some extent mentioned features of North American business culture are characteristic of it, but also there are national differences and features. So, such features, as striving for order, discipline, punctuality, thriftiness, and meticulousness are peculiar to German business culture. The main difference of a German manner to run business — degree of

officiality. All meetings are appointed beforehand. Sudden offers, changes are very disapprovingly perceived. They are dressed very formally. For women trousers are excluded. Professionalism is very highly appreciated. At the same time Germans are rather sociable, like to have fun, and enjoy themselves [1].

Germans will most probably enter those negotiations in which they with sufficient evidence see possibilities of finding the solution. Usually Germans very carefully study their position, during negotiations they like to discuss questions consistently, one by one. They like to give the facts and examples, aren't indifferent to figures, schemes, charts. During negotiations with them it is necessary to be logical in the argument and exact in a statement of facts. Honesty and frankness are appreciated. At the conclusion of transactions Germans will insist on rigid implementation of the accepted obligations, and also payment of high penalties in case of their default.

Englishmen are characterized by efficiency, honoring of property, traditions, politeness, and law. In communication they are very reserved and scrupulous that is sometimes perceived as isolation, stiffness. In conversations ability to listen, in business relations — punctuality is appreciated. In England there is the rule: "observe formalities". Informal address to an Englishman is absolutely impossible, as well as the address to someone by his name without special permission. British very strictly observe acquaintance procedure. The exchange of handshakes is accepted only at the first meeting. To speak with an Englishman about business at the end of the working day it is considered a bad tone even if you drink or have supper with the business partner.

Unlike Germans Englishmen to a lesser extent pay attention to questions of preparation for negotiations. They approach to them with a bigger share of a pragmatism, believing that depending on a position of the partner at negotiations the best decision can be found. Thus they are rather flexible and willingly respond to an initiative of the opposite side. Englishmen are able to listen patiently to the interlocutor which, however, does not always mean consent. They consider it rude behaviour, when a person speaks too much, i. e. imposes himself to others. Traditionally an Englishman is reserved in judgments, avoids categoric statements, diligently avoids in conversation any personal moments, i. e. everything that would be regarded as invasion into private life. They have a highly developed sense of justice therefore at business management they practise a fair play.

The Frenchmen whose homeland sets fashion in business protocol and etiquette, are very gallant, refined, aspire to adhere to etiquette, thus their behavior is relaxed and open for interlocutors. They appreciate intelligence, ability to express, to clearly formulate conditions of contracts and transactions. Sense of content causes interest to their culture and language

(thus with disappointment bad knowledge of French is perceived). In business relations large quantity of communications and personal contacts is appreciated. Many important decisions are accepted during business receptions (breakfasts, dinners, cocktails and so forth). They competently defend their point of view, but don't love bargaining. On an exit almost always it appears that Frenchmen are rigid negotiators and never have spare option.

The Russian style of negotiating was formed in the presence of two components — Russian national traditions and cargo of the Soviet past. The national emotionality and haste in decision-making do not always contribute to the positive results of negotiations.

Different nations have a lot of peculiarities in communication. When planning business communication with this or that representative of other country, it is necessary to know at least well-known principles of interpersonal communication of these people. Participants of the international communication observe uniform norms and rules, however, still there is an essential difference in national and cultural features.

It is interesting that businessmen of various countries not only conduct negotiations and business meetings in different ways, but also perceive each other differently. A few years ago West European sociologists interviewed 8 thousand businessmen of five countries (Germany, Great Britain, France, Italy, Spain). The question offered to respondents was: "Which 10 qualities (competence, efficiency, sense of humour, reliability, persistence on work, enterprise, erudition, humanity, ability to work in team, punctuality), and in what degree are inherent to heads of firms of the different countries?" The maximum quantity of points which was to be received, made +90, minimum — −40.

Businessmen from Germany received the largest number of points: +80 — for competence and punctuality, +90 — for efficiency, +75 — reliability, +60 — erudition, +70 — persistence on work and +45 — for enterprise. And the Italian businessmen received the maximum quantity of points (+40) for sense of humour and (+25) for humanity which is important in the business world too [4].

Forming policy of openness and friendliness, in any business communication it is possible to achieve serious, considerable results. Taking into consideration mentality and traditions of foreign business partner, it will be easy to build the relations. The main thing is to remember that a person can be always heard and understood by other person.

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Sergeyeva I. I.

PEDAGOGICAL TECHNOLOGIES AS A FACTOR OF INCREASING THE EFFICIENCY OF EDUCATIONAL PROCESS

Modern world is separated by frontiers, languages, religions. However, in the course of global humanitarian movement to association it promptly masters strategy of communication, mutual understanding. Problems of increasing communication efficiency, achieving high level of mastering educational technologies directed on development of pedagogical innovations, are among the most important and widely discussed in world community. The idea of creating open educational space resulted in the need of introducing extensive experience of author's schools, teachers scientists of different countries. Modern developing society requires educated, enterprising, morally brought-up people who in a difficult situation could make an independent choice and decisions, predict their possible consequences.

Implementation of such order demands searching for new technologies in educational process, to the organization of activity of participants of educational process and, first of all, at school where many tasks, including those connected with upbringing of personality, can't be solved by only traditional means any more. The dynamic information environment caused need of continuous generalization and classification of professional pedagogical knowledge of educational technologies.

International exchange of knowledge, mutual enrichment of techniques in various subject domains and educational programs becomes the irreversible process aimed at integration of resources in the conditions of forming open world community.

Works of world scientists are devoted to development of mental abilities, creativity, creative thinking.

Works of J. Gilford are concentrated on divergent thinking. His concept is widely used in the USA, especially by teachers working with gifted children and teenagers. On its basis programs of training which allow to rationally plan educational process and to direct it on development of abilities are created.

Edward de Bono's works are concentrated on lateral thinking. English scientist de Bono is interesting to expert teachers as he developed a unique technique of "Lessons of thinking of SOKT", "A pole of hats of thinking". It is the complete pedagogical educational technology, successfully used for more than 25 years in many countries of the world. Practical importance of lessons is invaluable both to children of different school age, and adults of any profession.

The edition of Russian translation of the book by J. Coats, a famous American expert in the field of education of adults, "Generations and styles of training" became a valuable contribution to development of Russian education and pedagogics J. Coats investigated six generations of inhabitants of the USA of the last century. It is known that representatives of different generations differ from one another. In Russia these differences appear in an eternal philosophical problem of "fathers and children" representatives of various generations owing to social, economic, cultural distinctions which are reflected both in outlook, and in behavior forms inevitably face. Speaking about these distinctions among representatives of the American society, the author specifies and that methods as well as styles of training are connected with them. Coats defines as a leading factor of a choice of this or that style of training belonging of the trainee to this or that generation.

1. "Generation of veterans" — 1920–1933 years of birth (the Second World War became the most considerable event in conscious life of the majority of them).

2. "Silent generation" — 1933–1946 years of birth (children born in days of the Great depression).

3. "Baby boomers" — 1946–1964 years of birth (are born during the period when the annual increase in population made from 3.5 to 4 million people).

4. "Generation X" — 1964–1980 years of birth (the subsequent period, an annual increase in population less than 3.5 million people).

5. "Generation Y" — 1980–2000 years of birth (the increase in population makes again from 3.5 to 4 million people a year).

6. "Generation Z" — 2000 and the next (more than 4 million people a year, an increase in population grow continues).

J. Coats puts forward a question of how to satisfy needs of representatives of different generations for the organization of educational process. Teachers of the XXI century should train generation, whose preferences and styles of training were created under the influence of advanced technologies. Let's consider ways, and "helps" offered by Coats which can be used, in our opinion, by Russian teachers in the course of training of school students and the students relating to "Y Generation" (1980–2000 years of birth).

1. It is necessary to structure educational process well. "Y generation" grew in very "ordered" world and demands the same order and logics from studying process. Its representatives want to know precisely, what in particular and in what terms is required from them — and this information should be very detailed.

2. Provide "feedback" — it is very important for representatives of "Y Generation". They always want to know, how correct their assumptions are, whether they understand the material in the right way, whether they make mistakes — and are grateful to the teacher for attention and participation.

3. Make teaching material "bright and visible". "Y generation" best of all perceives visual information. In general, for the majority of trainees the perception of visual information is more comfortable, than any other — but for this generation such tendency is especially strongl.

4. For "Y Generation" text materials should be simple for perception, the text structure should correspond to its contents, and key points — are visually marked. Besides, for this generation summarizing of each grade level — and almost immediate statement of goals for the following stage is very important. Representatives of "Y Generation" want to know "where they go, and why".

5. Direct wisely. Unlike representatives of "Generation of X" younger pupils won't show you their contempt if they feel that their knowledge in any area is deeper, than yours. However, they by all means will wish you to give them the chance to show this knowledge, and will be very grateful, if you show sincere interest. Representatives of this generation want their teacher to be a skillful and wise leader, instead of "knowing everything".

6. Remember about importance of oral communication. Use educational techniques which include oral exchange of information between trainees: verbalized information quicker and better remains in memory.

7. Give material in optimistic tone. Positive thinking promotes intellectual activity.

8. Your requirements should be clear, and information which you report to the audience — adequate. Set before pupils visible and real purposes. Representatives of "Y Generation" wish to do everything most effectively, and for this purpose it is necessary for them to know precisely what is required from them. And it is not at all lack of curiosity: "Y generation" lives in the world, oversaturated by information, and training — only one of many ways to seize this information. So, the teacher should let them know, why this information is necessary, and to give the best opportunity to use it.

9. Use time effectively. Representatives of "Y Generation" aren't capable to keep attention to something for more than 15–20 minutes — it

weakens. Divide school hours into intervals of 23—30 minutes, during each of which pupils will change a kind of activity.

10. Information which you present to pupils, shouldn't be "superfluous". As well as representatives of "Generation X", "Y Generation" wants to receive the "concentrated" knowledge. Moreover, they consciously ignore the stages of training directed on "consolidation" of material by means of its repeated revising: as soon as the idea of what they study becomes clear to them, they consider further revision "inappropriate".

11. Oral speech is very important: Conversation stimulates brain, including frontal lobes — area which is responsible for adoption of difficult decisions and conclusions. Communication of pupils among themselves also stimulates memory and makes educational process more dynamic [1]. Despite essential distinctions in classification of generations of the American and Russian citizens, conditions of development of the Russian and American society, it is possible to find many parallels between them. It makes J. Coats' research interesting to Russian teachers, sociologists, psychologists, managers of education.

Changing of a teacher's role in the XXI century is more and more obvious. The knowledge-focused training in pedagogics has actively begun to be changed by the personality-focused training. The teacher's task is now not only to transfer knowledge, but also pedagogical support of individual development of a personality through introducing a student into the world of cultural values. Thus, pedagogics of the XXI century — is personality-focused pedagogics.

Pedagogical technologies as a set of the psycho-pedagogical directives defining a special set of forms, methods, means, training techniques, educational tools are organizational and methodical tools of pedagogical process [2] which make Russian school and higher education institutions correspond to the requirements in the form of connection between theoretical data on the pedagogical experience of different countries received from information sources and practical realities of its introduction.

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Skleynis V. A.

MANIFESTATION OF THE WORLD IMAGE
IN CROSS-CULTURAL ARTISTIC COMMUNICATION

One of the main problems of intercultural communication is the problem of correspondence of the semantic contents of the message in the minds of the communicator and the recipient. During the process of intercultural communication the recipient of the message is in other, distinct from the sender's semantic field that generates certain difficulties both in searching for communicative techniques providing relevant perception of the message by the recipient, and in receiving and feedback interpretation.

For the solution of this problem it is necessary to use two approaches. The first one is studying cultural context in which there is the recipient of a message; and the second one is searching for the invariant semantic space that will become general context both for the communicator, and the recipient.

As the generalizing model, allowing to integrate idea of various levels of generation and perception of sign systems in course of communication, we consider expedient to use the model of world image structure offered by E. Yu. Artemyeva, Yu. K. Strelkov and V. P. Serkin [1]. Within this model the image of the world is understood as a system of values including three layers, presented by diverse semantic formations. The perceptive layer of the world image includes a set of modal codes, as well as characteristics of objects connected with their extent in time. The semantic layer is presented by the nonmodal signs studied by means of psychosemantic methods. At last, the nuclear layer of the world image includes the most deep semantic structures which are revealed in underlaying layers in the form of projection. Researchers refer value orientations [4], ideas about meaning of life, life scenarios [5], and archetypes to this layer [2].

In psychological aspect the communication phenomenon in culture is described by D. A. Leontyev [3]. Considering culture as an extra personal form of existence of sense, Leontyev also speaks about it as about the mediated form of the communication including three stages: giving sense to culture, sense existence in culture and adoption by a personality of the sense put in culture. Thus, a work of art representing introduction of the individual semantic contents into culture, is considered as reflection of the world image.

Considering the relation of a work of art and the semantic sphere of the author, D. A. Leontyev uses the concept of the transformed form understood as other being of reality in an alien substratum, submitting to its form-building properties. The semantic sphere of a personality is considered

by the author as the transformed form of relationship of the subject with objects of surrounding reality in his mind. Characterizing the relation of semantic structures in a work of art and in the author's mind, D. A. Leontyev considers a work of art as the transformed form of the semantic sphere of the personality as semantic structures, being embodied in a work of art, get a form corresponding to it.

The perception of a work of art within this approach is understood by the recipient as a special case of a meaning construction — reorganization of the semantic sphere that presupposes coordination of the relations of the subject with the world. Besides critical reorganizations which are taking place if there is discrepancy of the subject's mind and the world around, personal contributions belong to situations of meaning construction — contacts of the subject with other semantic world. D. A. Leontyev considers art experience as a special case of semantic interaction of persons — collision of the reader with semantic reality of the author embodied in a work of art.

Similarly the phenomenon of art communication is treated within semiologic approach. Distinguishing the problem of esthetic communication, U. Eko [6] considers a work of art as a source message which has a lot of interpretations. Specific feature of art communication, according to U. Eko, I the use of idiolects. The esthetic message is always carried out with the norm violation, which appears in shaking of the main code and the use of idiolect — specific code inherent to this particular work.

D. A. Leontyev reveals the relation of concepts "the semantic sphere of a personality" and "the world image" by consideration of phenomenological aspect of sense. In phenomenology sense is considered as a component of the world image in the mind of the subject. A. S. Artemyeva, Yu. K. Strelkov and V. P. Serkin, D. A. Leontyev speak about three stages of sense genesis, corresponding to the layers of the world image, described above. Presense represents a trace fixed in modal properties and is referred to the perceptive layer of an the world image. Sense represents a trace in a the semantic layer, personal sense represents a form of sense existence, comparable to a nuclear layer of the world image.

Comparing D. A. Leontyev's concept with semiologic approach to the phenomenon of esthetic communication, we can say that art creativity represents an embodiment of the semantic contents by means of its embodiment in a work of art using modal systems of codification. Thus, in categories of the world image structure the described above three-layer model process of embodiment of semantic educations in a work of art can be considered as an embodiment of semantic structures in a modal code of a work of art.

In our opinion, intercultural communication can also be considered as the process of communication involving collision of semantic reali-

ties mediated by works of art. Thus, if for communication inside the culture general context is represented by cultural codes, and the role of "colliding realities" acts their individual treatment by the participants of communicative process, in intercultural communication general context is represented by systems of invariant values which are general for cooperating cultures, and cooperating realities are their different cultural codes.

Along with the description of the phenomenon of codification of an esthetic message, research of communicative process involves studying the process of perception of the message by the recipient. In the sphere of intercultural communications this process has its specific features to describe which, in our opinion, methods of psychology of subjective semantics and psycho-semantics are the most valid. In particular, the use of verbal techniques to study intercultural communication can face the phenomenon of the lingua-cultural relativity, that reveals itself in the dependence of the semantic filling of meanings, and nature of communications between people on the cultural context.

V. F. Petrenko, considering application of psycho-semantic approach in the field of art, notes possibility of semantic reconstruction of subjective other being of a work of art in the mind of the recipient through creation of semantic spaces where as descriptors act fragments of behavior of characters. For the description of the process of creation of a work of art V. F. Petrenko uses the concept of art construct. Art construct represents a binary opposition built by the system of characters and representing the projection of category scales in the mind of the author of a work of art.

In our opinion, to study the processes of art creativity within psycho-semantic approach the concept of visual semantics developed by the author is very important. Being based on the results of estimation of stimuli by means of nonverbal semantic differential developed on the basis of drawings by M. Chyurlyonis, V. F. Petrenko notes similarity of the results of estimation of stimuli by means of verbal and nonverbal scales. On the basis of the received data Petrenko arrives at the conclusion about possibility of existence of system of nonverbal semantic spaces in which images can be forms of presentation of values.

Speaking about modal means of intercultural communication, we also consider it necessary to focus attention on psycho-semantic approach to the description of the phenomenon of color, offered by P. V. Yanshin [7]. Yanshin's research showed existence of mutual compliance between the semantic space of ERA offered by C. Osgud, and the color symbolic presented by the white, the black and the red colours which can be found in different cultures.

Summarizing the aforesaid, we can define art communication as many-sided process including invariant and personal parts. Invariant part is pre-

sented by the universal codes embodied in a work of art, that are treated similarly by representatives of various cultures. Personal part of a work of art is understood as its understanding by a particular individual connected both with cultural context, and with personal experience of the subject.

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Sobakar T. G.

INTERCULTURAL COOPERATION OF STUDENTS

In the conditions of high competition on the labor market specialists who can live and work in foreign countries are in great demand. Serious disadvantage for promotion, is the lack of working experience in another country. Ability to speak some foreign language and carry out functions is yet not a full list of main requirements to achieve a goal. It is important to show that you understand and accept the culture of the country in which you work. It is necessary to eat the food which local population eats and your clothes should be the same as those of your colleagues. The way of spending your leisure time shouldn't differ from that of your colleagues. You should merge with the environment and to become an inseparable part of the society in which you live. It is possible to gain such experience only by cooperation and partnership with contemporaries of the chosen country.

Before choosing the country and the company where you plan to live and work, it is necessary to study features and the accepted standards of behavior in this country and the company. It is better to collect information from various sources, to study and compare. Then you should choose the correct line of conduct and try to achieve the results which will lead you to the goals you have set. Well prepared and informed people will always be demanded and provided with work.

Especially respected are specialists who know not only English, but also the language of the country in which they live and work. Contacts and communications can be stronger, mutual understanding is better, if you speak the native language of your colleagues. Is it real to organize your daily routine so that you could manage to do everything, what is necessary for your success? Yes, if everything is thought over to trifles and time is correctly distributed.

The basis for serious preparation for labor activity is established while training in higher education institution. It is in this period that a student's adaptation takes place, all feelings of perception are stronger, there is a greater interest to the surrounding. A student involuntarily absorbs everything new. Stories of prospective fellow students and colleagues cause greater interest. The exchange of cultural values at this stage is at the common level.

It is at this level that elements of students cooperation initially arise. A student acquires the knowledge of the language of the country where he studies and elements of its culture. It is culture of life, elements of ethics, esthetics, art, level of technological equipment. The students who can incorporate all the best and are capable of transferring the features of their national heritage involuntarily unite in the creative collectives having a single purpose. This idea can be illustrated by the example the RUFN KVN team. Cooperation of the developed groups having such tool as the Internet, can continue after the process of coeducation.

Studying of a foreign language is very important at this stage. While learning a foreign language, a student involuntarily assimilates in the society which speaks this language, incorporating from this society all the best and introducing features of his cultural assets. Common knowledge of the same language by a group of students of various nationalities allows them to develop projects of solution of problems in various spheres of a person's activity.

Nowadays there are the following students and youth organizations:

The international union of students (the IUS) founded in August, 1946 on the World congress of students in Prague. At the end of 1973 it included 88 students organizations from 86 countries. The IUS was engaged in the solution of political and social and economic problems.

AIESEC. A world organization of students and recent graduates, uniting active youth from 107 countries of the world. It carries out international training, meetings and conferences on exchange of experience of leadership and management.

Junior Chamber International — a socially responsible organization, the activity of which is aimed at formation of leader views in young people. The international youth chamber unites 132 countries of the world and represents more than 8 thousand youth organizations.

SIFE — an international non-profit youth organization which unites students from 1500 universities from more than 40 countries of the world.

Youth For Understanding — the largest international public organization dealing with exchange of school pupils and students.

"Force young" — an international youth organization. It exists more than in 180 countries of the world and conducts active work with youth.

Association of young economists of Russia and Germany "Dialogue+". The purpose of Association is promoting dialogue of German and Russian economists in the scientific and business sphere. Special attention is given to young managerial personnel of Germany and Russia — both to students, and young specialists.

World federation of democratic youth — an international youth organization of the left bias. Its purpose is to unite various youth organizations in fighting for peace, democracy, national independence, protection of political, social and economic rights and interests of youth.

European counsel of young farmers. It is a youth organization which deals with the problems of providing worthy working conditions and lives of young farmers.

International Youth Human Rights Movement is the union of young people from more than 30 states for which values of human rights and dignity of a personality are very important.

International commonwealth of the students organizations and youth. An international organization uniting more than 70 universities of Russia, the CIS and the Baltic.

Site of the European Law Students Association (ELSA). A site of an international independent non-political and non-profit organization uniting students of law and young lawyers, and those interested in scientific and personal improvement.

Union of students of the International academy of business and new technologies (USIABNT). The main objective of the Union is to create conditions which fully reveal creative potential and increase the level of professional training of students. Development of scientific and humanitarian communications with students, youth and other organizations and public associations in Russia and abroad.

The exchange of cultural values began at the dawn of mankind development. At the beginning it was the process of exchanging products of labour and capture, as well as the result of war actions aimed at capturing living spaces. The strongest kin or tribe, grasping living spaces, imposed their beliefs and outlook among the conquered, at the same time partially adopting from the conquered tribes parts of their culture which helped them to survive at those times.

Culture was a means of survival of mankind. It has remained this means up to nowadays. It is the ways of intercultural cooperation that have only changed. Mankind rejected war as a violent way of introduction of culture (consider crusades) making cultural exchange with the help of trade, religion and science particularly important.

In the modern world the role of science has considerably increased in intercultural cooperation of mankind. That's why governments of the largest states, such as Russia and the United States give special attention to science development. As an example we can mention construction of the Science city of "Skolkovo" in Russia and the Silicon valley in the United States.

A person always strives to accumulate, increase and share accumulated experience as it is this that we call progress.

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Sorokin A. N.

INTERPERSONAL RELATIONS IN POLYCULTURAL SOCIETY

Civil society in Russia today, is difficult spontaneous multilevel system. The variety of cultural currents creates new tendencies and the directions in development of social institutes. The modern person in the course of socialization is often lost in the world of the polycultural relations. The concept culture can be used in the narrow and wide plan, one culture can include a set of subcultures. All this is necessary for understanding, speaking about intercultural ties and interactions. But how to define a side when the place to one cultural system is conceded by another and as it is correct to build the interpersonal relations in the polycultural environment. We suggest to look at a problem of interpersonal self-

determination of the modern person through system of world outlook and conceptual bases.

For a start it is necessary to define that we understand as culture and the polycultural relations in society. From a set of definitions of culture, it is possible to allocate a uniform component. In our opinion this basis is information. By and large in a broad sense it is possible to consider as culture outwardly caused information. Information presented in a various form is the main structural filling this or that cut of the cultural relations. In the public relations subcultural educations have the main information streams which are cultivated and create new currents. Thus, the polycultural relations it is interaction of various information streams caused by social institutes. Each social institute is based on one of ways of knowledge of the world that forms a certain type of consciousness.

In modern society it is possible to allocate three types of consciousness: religious, material and standing between them mystical. Type of consciousness define world outlook culture of the person. The religious system of perception of the world is one system, material absolutely another. So religions include Christian, Islamic, Buddhist, Hindu, pagan and other cultures, and materialists can carry themselves to followers of various schools, such as Marxism, Darvinism, scientific classicism, a modernism so further. Between these two world outlook directions there is a numerous cultural layer of followers of mystical type of consciousness, them religious and secular scientific institutes hardly understand. To them carry esoteric, near the religious and pseudoscientific directions. The identity of the person with a certain structure of attitude not always can easily create the harmonious relations with representatives of other cultural currents.

In the various countries at representatives of these or those people which naturally have traditions and way of life, world outlook culture. Therefore to say that any of types of perception of surrounding reality is better or worse, it will be wrong and moreover, extremely ignorantly. On the other hand preservation of the cultural national integrity is an important task for each state. Thus, we face need of constructive dialogue of representatives of various subcultures.

The consciousness created in the certain cultural environment, identifies itself with those traditions and manners of behavior which in it it is inherent. Therefore, set of traditional foundations and world outlook conceptual bases define that occupation layer in which the person develops. In this regard the interpersonal relations of people in polycultural society it is the integral component of process of socialization. The relations built in one environment can go in a discord with subcultural associations in the general occupation layer. In this regard there is a need for forming of the harmonious relations of various subcultures for uniform social space.

We suggest considering the scheme of interpersonal self-determination of the person in the course of socialization (fig. 1).
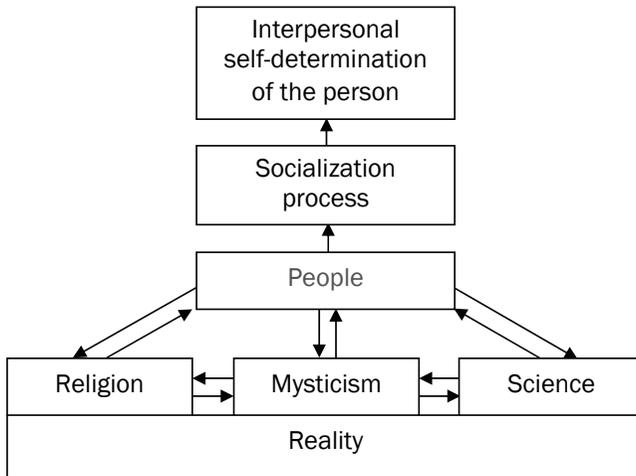
Fig. 1. The scheme of interpersonal self-determination of the person in the course of socialization

From the scheme it is visible that in the course of socialization, the personality builds the public relations, leaning on one or several ways of knowledge. We believe that interrelation of ways of knowledge of the world, the uniform beginning, namely that binding reality in which we develop also which defines we study. The major factor in cultural self-determination of the person is his ability to harmonious forming of the interpersonal relations. Such ability appears during socialization, namely at the education, including acquisition of valuable reference points. To each cultural environment there correspond the values and priorities. To so religious people that can be not so significant for the person with a sekulyarny world outlook orientation is valuable. But, nevertheless, the respect of traditions and a cultural orientation of the personality, is a key to constructive interpersonal interaction. Education of the person in the course of socialization includes not only training at various public institutes, and also self-training, introspection and other types of independent work. Finally independent work on definition of internal priorities, induces people to be socialized in this or that cultural environment without the conflict to representatives of other subcultures.

Despite plurality of cultural educations, in the social environment there is a unity expressed in vital activity of the identity of the person to

knowledge. Active aspiration to knowledge creates and unites polycultural society. We believe that in independence of type of consciousness and a way of knowledge of the world, any creative activity changes society. The phenomenon of polycultural society as a result lets personality possibility in the course of self-realization know and choose the most optimum course of life of development. It is important to be able to distinguish creative and destructive information streams. Learning reality, processing various creative information streams, the person changes. And on the contrary, the destruktivizm in any manifestation bears in itself ignorance rudiments and therefore it can not be useful to society.

The variety of subcultures following from three extensive spheres of knowledge of the world, creates a phenomenon of the polycultural relations in society and need of forming of models of the constructive interpersonal relations. For society with the settled cultural and moral values, dialogue with subcultural educations often generates system contradictions in a society kernel. In modern society into the forefront there are local subcultural associations, the culture in a broad sense with existence of heritage and experience of the previous generations recedes back. The tendency to modernization and search of innovations in all spheres of activity of society leads to development of new cultural associations. In this regard the image of the world and life in society cardinally changes. Followers of traditions see in it negative manifestations. On the other hand to judge the correct image of the social relations it is possible only in comparison, and consequently should pass time finally to estimate a role of these or those innovations in the cultural sphere.

Studenikina L. A.

FORMATION OF INTER-ETHNIC TOLERANCE AMONG YOUTH UNDER THE CONDITIONS OF SOCIAL AND PSYCHOLOGICAL TRAINING

Professional activity of the psychologist on formation of the tolerant relation to people of other nationality can be initiated by various situations: need of strengthening of civil values, permission of the national conflicts, danger of distribution of ideas of neo-nazism and extremism. But, in traditions of psychological practice (to operate first of all in interests of the client) it is possible to consider this work, first of all — as an additional resource of personal development. It is represented expedient that selection of exercises and the conceptual organization of treningovy meetings were caused by expectation of such result. Work on studying of mechanisms, difficulties and resources of formation of interethnic tolerance is carried

out within the student's research project and conducted in the various directions.

High level of tolerance to other ethnic communities is substantially caused by the formation of the positive ethnic identity understood, how understanding of the accessory and the positive relation to a certain ethnic community.

On the basis of high school at embassy of the Russian Federation in the Republic Angola, within degree research, studying of features of ethnic identity of teenagers from the families differing on national structure was undertaken. Techniques "Types of ethnic identity" by G. U. Soldatova, S. R. Ryzhova and O. L. Romanova's school questionnaire were chosen. The data received during empirical research, specify that teenagers from national mixed families (on an example Russian-Angola) are more subject to risk of formation of marginal ethnic identity.

Persons with marginal ethnic identity fluctuate between two cultures, without seizing in a due measure norms and values one of them. Therefore activities for formation of positive ethnic identity and interethnic tolerance in this case we consider not so much as prevention of intolerantny behavior, interethnic disagreements, criminal acts, and more as ensuring subjective wellbeing of the personality.

Within comparative research of features of tolerance at students of various faculties (a technique for measurement of degree of bias G. Olport, B. Kramer; a technique of diagnostics of the general communicative tolerance of V. V. Boyko) empirical data showed that tolerance level at students psychologists slightly exceeds this indicator for not psychological faculties. Thus, involvement of students of faculty psychologists to the organization of trainings on ethnotolerance expediently and for formation at them professionally significant personal qualities.

To the most interesting studying of group of seniors as is represented to one of the most flexible, tolerant installations open for development. It is known that the early youthful age — is a stage of search of independent vital reference points, a choice of social norms and values which further already adult person realizes in life. One of the main objectives of early youthful age — creation of system of values and ethical consciousness as reference points of own behavior. The critical analysis of values of surrounding culture should lead to formation of independent "internalizovanny" structure of values as the managements to actions.

On purpose theoretically to prove, make and approve a complex of classes in formation of interpersonal tolerance at the advanced school age, research on the basis of establishment KSBEI of SPO "Biysk state college" is organized. 42 pupils took part in research at the age of 16−17 years (young man).

At a stage of diagnostics were revealed (an express questionnaire "A tolerance index": G. U. Soldatov, O. A. Kravtsov, O. E. Hukhlayev, L. A. Shaygerova) lower indicators on a scale of ethnic tolerance. And also, the intolerantny relation even to invented ethnoses (a scale of a social distance E. Bogardus) was indicative.

In the organization of correctional developing work we recognize that formation of interpersonal tolerance of seniors will successfully pass, if the complex of actions provides consecutive passing by participants of the following stages: positive perception of this value, an active response to it, acceptances and tolerance introduction in own system of values and orientation to it in the behavior. The training program from ten occupations is directed but creation of conditions for formation of all components of tolerance: personal, cognitive, emotional, verbal and behavioural.

Social and psychological training provides considerable possibilities for development of readiness for effective international interaction. Specifics of treningovy work creates considerable advantages to transfer of the qualities making psychological culture, from the plan of moral rules in the plan of the moral habits defining behavior. Group discussion, intensive feedback create a necessary condition of process of culturing — a combination of two opposite approaches in an assessment of the social phenomena, the relations, perception of and others. The first approach which was more traditional — a tendency to perceive others through own representations, own understanding of a situation. Other approach, more professional, assumes attempts to perceive eyes of others, to correlate "an image I" to opinion of members of training group.

Main objective of "Training of interethnic tolerance" is formation of adequate idea of poly-cultural space of the modern world and possibilities of application of psychological knowledge in the sphere of communication and interpersonal interaction. Exercises and occupations of training can be conditionally divided into two stages: preparatory and the main.

Occupations of the first stage are directed on formation of communicative skills, self-acceptances and acceptances of another, decrease in barriers in communication. Occupations at this stage don't contain narrowly special orientation. The scope of occupations also isn't rigidly certain as depends on a condition of participants of training, group dynamics at the moment occupations. From the head the intuition, the imagination, readiness to change and interpret occupation is required. Success of this stage is defined by the following results: interest to conditions and manifestations of "others" at participants of group; activity of feedback; naturalness and painlessness of "opening" of own conditions. "Treningovye occupations, especially at the beginning, should be directed on formation of a position of mutual acceptance and, first of all, identity acceptance" (V. P. Gerasimov).

The second stage is connected with specifics and focused on formation of specific skills. Work takes place in a form of the business games reflecting situations, characteristic for international interaction. New vision is formed at the expense of discussion of exercises, the reflective analysis of conditions and experiences, receiving feedback after each exercise and from each participant.

Despite considerable possibilities of training work on formation of psychological culture, there are certain difficulties of their realization: high expectations and unavailability to change, regulated nature of duration and number of occupations, interest of participants to exercises and the relation to discussions as to annoying addition, desire to receive feedback and not activity in its granting.

Often the experience acquired in group, is considered as possible only here. At the same time, success of training will be just defined by desire and readiness of participants to operate in "the big world", aspiration to transformation of social reality.

The optimum option of completion of training sees as prevalence of the positive feelings connected with understanding of new possibilities and desire to put them into practice, over regrets that occupations ended.

The majority of the most acute problems of the modern world irrespective of their background — economic, political or religious — are directly connected with narrowness of consciousness and rejection of "another". Whether it be other people, other belief, other outlook, we, without reflecting, easily we divide the world on "our" and "another's". And, finally, we bar a way to themselves. After all for self-knowledge it is necessary for person to have, at least, two points of a view of: one from within, and the second — external. Other culture can become such objective criterion, a pure and honest mirror for us.

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Treskinsky A. S.

YOUTH EXTREMISM AS MODERN AGE PROBLEM

At the moments of considerable shocks and the changes periodically arising in development of any society and connected with essential deformations of conditions and lifestyles, suddenly formed vacuum of values, change of material indicators, ambiguity of vital prospects and inevitable aggravation of contradictions, extremism becomes one of the most dangerous characteristics of social being.

Extremism as social and cultural phenomenon is difficult and non-uniform phenomenon and even more often is shown in political, economic, social, religious and other spheres of activity of the Russian society. Among the reasons of its distribution — as general, caused by social, economic, political factors, there are specific, related to the specific conditions of existence and characteristics of particular social groups [1].

Experience of succession of events in modern Russia and a number of the republics of the former Soviet Union showed that the role and value of extremism appeared obviously underestimated and is largely contributed to a series of tragic events, indispensable parties and victims who were young men. In a situation of social uncertainty, instability and social tension extremeness of youth can gain extreme, mainly, spontaneous lines which quite often develop into extremist moods. The reason for this are often attempts by certain political forces, government and public bodies to use the youth for their own purposes, causing them to extremist actions. The problem of aggressive and extremist behavior of youth becomes more and more actual in the conditions of the Russian reality. The elements of the extremist behavior of young people formed on the background strain of social and cultural life of society.

The youth extremism as the mass phenomenon of the last decade of our life, is expressed in neglect to rules operating in society and standards of behavior or in their denial and emerges as an extreme form of manifestation of group consciousness of young people due to the extreme deterioration of living conditions [2; 3, p. 76]. As the modern youth passes the formation in very difficult conditions of breaking the old values and the formation

of new social relations, when all the old values devalued, and the new should establish itself, it responses to the basic value orientation of society originally. Such neglecting of traditional values by youth, conducts to the appeal of extremist actions as the "fastest" solution of vitally important problems [4]. In the list of the main reasons for the growth of extremist behavior of young people, researchers tend to include the following: social inequality, the desire to assert themselves in the adult world, a lack of social maturity, and lack of professional and life experience, and, consequently, relatively low (unspecified, marginal) social status.

Of particular concern is the situation in the national republics, where economic and social problems of young people is closely intertwined with the identity crisis which is reflected in the spread of radical ethnocentric and religious views [5].

Youth has always been subject to radical sentiments, however, youth extremism — for Russia, a relatively new phenomenon. The protest energy of the younger generation - non-constant value, its direction determined by the critical state, general instability, the division of society. Extremism becomes a self-contained social factor which is equal by the objectives and the destructive potential, but in certain conditions is superior than terrorist threat of national security. They particularly concerned about the fact that the destructive ideas of nationalism and religious extremism is affecting young Russians.

The main sources of youth extremism in Russia are, first of all socio-political factors: the crisis of the socio-political and economic system; sociocultural deficit and the criminalization of popular culture, the distribution of social manifestations of "passing away", the lack of alternative forms of leisure, the crisis of school and family education. All this allows to argue that the main circle of problems with which the youth in Russia should deal, lies in the sphere of the disputed relations, first of all in family and in the relations with contemporaries. Also personal factors play a big role.

It is important to consider that now the youth extremism grows higher rates, than crime of adults, the extremism in Russia "looks younger" [6].

In the youth environment experts connect the majority of manifestations of extremism with a weak state policy, with injustice at realization of social policy, with absence of real youth policy, instead of ostentatious state youth policy, with connivance to extremism from state authorities. Among the reasons of growth of extremist manifestations experts called also specific features of modern generation. The influence of these characteristics on the growth of youth extremism associated with deficiencies of education and legal education, the growing violence in the media propaganda, the "glorification" extremist image [7]. The obvious fact is that extremism as terrorism, does not apply to crimes committed quietly and secretly, on the contrary, these are the kinds of crimes that are designed for publicity, and

any ads, any people censure - are to achieve the desired effect. Therefore, the media bring crime to the desired success of the extremists, as an unwitting "poster", a sort of advertisement for the organization of the wing [8].

Fight against youth extremism assumes purposeful improvement of legislative base. There is an urgent need to accept the whole package of measures, directed on further development of the anti-extremist legislation. An effective method of fight against group youth extremism is monitoring of activity of informal public associations and tracking of pro-extremist moods in mass media and on open Internet resources. It is necessary to reconstruct the system of patriotic education of youth, instilling in it immune to extremism, nationalism, religious intolerance [9].

The organization and conduct of preventive measures, in conjunction with law enforcement authorities, for the prevention of mass hooliganism on the part of informal youth associations extremist during a mass youth events, all these measures will reduce the level of extremism among young people.

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Tugolukova E. N.

HIGH SCHOOL MASS MEDIA — THE INSTRUMENT OF COMMUNICATION AND FORMATION OF MODERN YOUTH

In the modern youth environment the increasing role is played by high school, student's and youth mass media. Leaving from under a wing of ad-

ministrations of higher education institutions, student's edition becomes independent, get recognizable original registration, and, quite often, the thematic specificity, which is different from other editions of this kind. Such changes occur in connection with desire of students to publish own mass media, having received experience in the high school. Students unite, create legal entities and register editions. So, starting from the name of the university to engage in commercial activities involving the publication of the budget through the publication of advertisements. A striking example is the history of the student's newspaper Gaudeamus 16 years ago, which was created at faculty of journalism in Saint-Petersburg State University by the talented student. After a while, having received experience and managements of edition, the author of the project registered the newspaper with the same name on own firm and develops it successfully. Such transformations of high school mass media in Petersburg occur even more often. The student's newspaper "Voltaire" issued at the Higher School of Economy in 2010 was also recorded by the author and editor, by a student at the university on its own legal entity, then the publication gained independence from the university and the status of the student newspaper of the city of St. Petersburg.

The interest of students to the vast number of emerging in high schools and in the city youth high school student media is explained by possibility of development of student's skills, talents and communicative skills in them. Moreover, such editions, first of all, are information platforms for narrow youth target audience. The fact is that student initiative is seeking to exercise their talents, the best qualities in his student years. So there appear student groups, councils, clubs and, of course, newspapers.

Mass media are urged to inform a different look (sound, visual) to a large audience, in the XIX–XX centuries they formed public opinion, today such function gradually disappeared in connection with increase in channels of receiving data. Today mass media is:

– printing editions (press): newspapers, magazines;
– electronic mass media: television, radio, Internet.

The student's press which has begun its history with the wall newspaper, developed into the factory newspaper (the printing newspaper of the enterprise, establishment with considerable circulation, unlike the wall newspaper which is producing in one copy). Today the high school press is presented by three types of mass media: newspaper, magazine and Internet version.

Student's editions can be divided into some groups.

Faculty student's newspapers. For faculty newspapers is peculiar the proximity to the reader and very limited target audience. They contain information on events of local character, a lot of interviews of faculty teachers, usually well-developed topic messages and greetings (eg, newspaper of the

journalism faculty of the branch of St. Petersburg Institute of Business and Politics, "co-talk").

High school student's newspapers — student's newspapers which extend within one higher education institution. More often go along with the official printed edition of the university. Students write to them what is interesting to them (for example, the student's magazine "Bank'a" of the International bank institute). One of the versions of the high school student's newspaper and the application can be considered the official publication of the university. National State University of Sport, Tourism and Culture of P. F. Lesgafta. Eighty years issues the newspaper "Lesgaftovec" — the full-color, 32-band, monthly edition is issued. Its content is filled with information of the official information, a lot of attention is given to student's life. The tabloid "the Lesgaftovsky messenger" which leaves quarterly is published and contains information on higher education institution holidays, on people who have anniversary, congratulations and comments on passed or forthcoming events.

Interuniversity student's newspapers. Interuniversity newspapers differ from high school that they extend not in one, but in several higher education institutions. These newspapers contain much more important information than previous group. The strip of news surely contains from those higher education institutions where the newspaper are brought. As a rule, already interuniversity press manifested the desire to escape beyond the high school subjects, and journalists trying also to cover city events (eg, "Students' format" - Republican Interuniversity newspaper published in Kazan).

City student's newspapers. City newspapers extend, as a rule, in higher education institutions and public institutions where the youth rest: cafe, clubs, and cinemas. In city newspapers the advertizing service is usually well organized. This allows you to enter new sections in the new edition of the column in which the advertiser is acting as a partner, sponsor. The headings "Fashion" or "Cinema" in which it is told not only about new tendencies, but also about concrete things of the specific producer (for example, the city student's newspapers "Gaudeamus" and "Para", published in our city) can be an example.

Emergence of the specialized city editions initiated by business or political newspapers became new trend in this type of the student's periodical press. For example, the insert "Next" to the newspaper "Business Petersburg" (St. Petersburg). This trend is most promising.

Another principle of classification, may be the degree of formality of published information. Based on it, there are the official high school and college newspapers / magazines.

The first contain official statements of administration, the faculty, the facts and events of high school life. It is in dependence from the institute

or university management, but gets additional benefits — financial and organizing support. Publisher (founder) here is administration or trade-union committee. It is the type of the press most widespread in Russia for student's youth, in Petersburg, for example, "For shots to shipyards" (The State Sea Technical University of St. Petersburg), "Marat street, 27" (Saint-Petersburg State University of Engineering and Economics).

The second group is distinguished by the media-specific vocabulary, a youth perspective on the events taking place at the university, hence corresponding to the "flashy" headings, etc. This division isn't always possible, because sometimes it is impossible to carry out a clear boundary between such editions, in one newspaper different types of information can sometimes be combined.

One of the challenges of college and university media in the past five years has been opposition to the official university publications and emerging student "self-published" media, which often express opposition to the opinion of the official media debate.

Quality of such editions, unfortunately, not always correspond even to the satisfactory mark. Usually they are "self-published" not financed and not supported by administration of higher education institution.

Often, describing fragments from student's life, young people open discussions according to teachers and actions of the management of higher education institution. It is possible to explain such oppositional approach attempt of young people to self-express, attract attention. Editors of such editions often don't listen to the requests of the students to give space under student's materials, don't give consideration to problems of students for who they conduct the activity.

As for the separation of newspaper and magazine publishing, it is to a certain extent, is relative. Many publications, as on all the characteristics of species, including the nature of the information published are magazines, define themselves as newspapers. For example, the newspaper of the St. Petersburg University of Telecommunications issued in A5 format, used typically for magazines. Many schools prefer not to classify their publications (International Banking Institute has positioned A4 color magazine 24 pages, considered simply as periodical.)

"The number of magazines in press group for student's youth makes no more than 7% across Russia" that is explained generally by the reasons of economic character. In Saint-Petersburg the situation is similar, however financial possibilities of higher education institutions increase, it was already told, that the number of students and means put in higher education institutions grow, especially it concerns the large cities, such as our St. Petersburg.

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Ushanova A. M.

INTERNET MEMES

Quite recently there appeared such phenomenon as an Internet meme. What is it? How does this affect people's lives? In this paper is made an attempt to deal with these issues.

Internet meme (from eng. *meme*) — a certain object, unit of information which has suddenly become popular. For the first time this term was entered by Richard Dawkins, English ethologist. The term "meme" served for the description of processes of storage and distribution of separate elements of culture. So what is a meme in the modern sense? It is an illustration, a sentence, a word or a subject. Thus, as a rule, the meme doesn't bear any semantic loading. The most important in memes, is "freshness".

One of Internet memes urgent problems is that many memes enter into real life and litter Russian speech. As an example it is possible to give such known meme, as "preved". In the youth environment became popular to use memes to express the emotions. Nobody speak "I is disappointed" now, people simply use "facepalm" expression. If the tendency develops, we can "lose" the native language.

However, memes aren't only the negative phenomenon. In our opinion, their positive influence is that, that they give emotional relief to the person, what is necessary, considering constant stresses.

More often Internet memes arise and receive initial distribution among people who has desire and possibility spend their time in the internet for quite long time. First of all they are teenagers, students, programmers, etc. Therefore memes bear on themselves the strongest print of youth subculture, teenage nonconformism and specific humour, which is mostly clear to youth.

All Internet memes can be divided into some groups. The first group includes words and sentences. Perhaps, one of the most known memes in this category — is IMHO (an abbreviation from English In My Humble Opinion — in my modest opinion) which sometimes is written in Russian letters (ИМХО).

The second group — is the Internet memes representing media files (videos and songs). For example, the reel with Edward Hil's performance, known Soviet crooner, dispersed on the Internet under the name "Mr. Trololo".

The third group — is Internet memes in the form of illustrations. As a bright example can serve the image of the person closing a face by a hand, it is called "Facepalm" and means shame. Often on such pictures captain Pikard is represented, the character of series "Star Trek: Following generation". During communication in chats or at forums instead of picture it is possible to write simply "facepalm.jpg" or "*facepalm *". To this group belong demotivators and other "serial" Internet memes.

Some Internet memes represent characters. They can't be carried to any of three groups because such character can be the hero of the picture, video or even to exist "in text form". As an example it is possible to bring Captain Obvious (К.О., cap). During communication it be mentioned, when someone will strike all with revelation from a series "Children, grass is green!" or "Sky is blue!".

One can concern memes differently: one thinks of Internet memes that it is informational garbage, someone picks up with joy every new meme. But it is impossible to deny that memes became an integral part of Internet communication, the peculiar slang which knowledge helps to join the any company. It is unessential to know all memes and to use them constantly, but the knowledge of a couple of memes can facilitate communication in network.

Thus, Internet memes strongly enter into Internet communication process and as this process is already irreversible, he demands detailed studying. Scientific research of this phenomenon is necessary, because this phenomenon can be used as the instrument of impact on mass consciousness. It is expressed that Internet memes allow to create this or that invented image which is perceived as real and it can be used negatively: as manipulation public opinion; creation of stereotypes of thinking, etc.

Studying of mechanisms of influence of this phenomenon on mass consciousness, in our opinion, will help to develop methods which can prevent use the Internet — memes for the purpose of negative influence on mass consciousness.

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Fedoseyeva I.

MOURNING AS THE FORM OF CULTURAL COMMUNICATION WITH THE PAST

Existence of culture is impossible without communication, without communication historically as communication between the past and future. The relation of cultural memory to the past is undoubtedly selective — speaking about cultural memory always it is necessary to consider that it includes both storing mechanisms, and oblivion — but nevertheless, deciding what exactly to remember and what to force out, it isn't guided by "a pleasure principle". Even the fluent review of memorials of festive calendars different a camp testifies that cultural memory doesn't evade at all from a commemoration tragic and even traumatic events. As examples it is possible to give Day of memory of victims of genocide in Armenia, Armistice Day on November 11th, devoted to memory of victims of the First World War in France, or the same the 11th of November in the USA when remember all soldiers who were lost during the military conflicts, on January 27th — Put memories of victims of the Holocaust, noted in a number of the European countries and also in Russia, Put memories of victims of communistic terror in Latvia. The history undoubtedly abounds bloody with battles, reckless cruelty and mad violence. But all negative memoirs as it was noticed by Reynkhart Kozellek (Reinhardt Koselleck), it is possible to divide into two look: memories of senseless sufferings and such in which communication with justice after all is looked through. Negative memories of tragic events in the center of attention put victims of violence, with their help of the victim "get a voice", disproving widespread belief that on a history scene winners have a place only.

So, in cultural memory the place is taken away both to negative memoirs and victims. But it should be noted that the phenomenon of the victim

which the beginning takes in religious practicians, in high life undergoes essential changes. The victim in the sacral world is characterized by a certain ambivalence: it can be as "active", i. e. result of a conscious choice, and "passive", i. e. longing by the will and irrespective of own choice. Abraham and Isaak both are involved in sacrifice — Abraham actively, following command of God, Isaak — is passive, but both of them the participation in sacrifice join the world sacral. Iov acts at the same time and as the martyr, undergoing the sufferings imposed by God, and as the hero, confirming the belief and devotion to God. Ambivalence of a phenomenon of the victim out of the sacral sphere leads to separation of the "active" and "passive" victim; roles of the martyr and the hero don't coincide any more. The death of "active" victims for idea, belief, the fatherland becomes famous, the death of innocently suffering "passive" victims causes only the horror, which reason refuses to understand; roles of the martyr and the hero in the layman the world stand apart. The death of "active" victims is glorified; the death of "passive" awakens grief.

The policy of reminiscence in modern European culture is directed on perpetuating of memory of "passive" victims among which victims of a Holocaust are allocated especially. The purpose of such policy in the form of a new categorical imperative is formulated by Theodor Ludwig Vizengrund Adorno (Theodor Ludwig Wiesengrund Adorno) in its work "Negative dialectics" — to adjust thinking and actions so that that occurred in Aushvitsa, or to that similar couldn't repeat never. But the policy of reminiscence demands to answer not only a question, why to remember, but also on a question as it to do. From the moral point of view vospominny "passive" victims proves as the relation to lost, therefore memory of "passive" victims is possible only in the form of mourning.

The founder of the theory of mourning as special relation to lost is Siegmund Freud. In the work "Grief and melancholy" ("Trauer und Melancholie") it establishes the reasons of emergence of grief: "The grief is always reaction to loss of darling or the abstract concept which has replaced it, as the fatherland, freedom, an ideal, etc.". But in this work Freud not only points to the reasons of emergence of grief and describes it as a certain emotional condition, but also defines its aiming that in this case it is especially important. It should be noted that, first, Freud doesn't consider mourning or grief as an invariable emotional condition and as process in which the feeling of grief is studied, and, secondly, the purpose of this study is libido restoration, and "upon termination of this work of grief 'I' become again free". The mourning thus represents process of overcoming of feeling of grief, as consequences of loss of that that significant in human life. As Freud writes: "And if so, mourning as overcoming of grief involves isolation 'I', psychological discharge of the lost subject of the love relation. Result of

mourning is understanding of that life goes on despite all transferred losses. And in this sense the mourning destroys death, slightly opens possibilities to live further, but in a different way".

Referring on developed by Freud of understanding of mourning, it is possible to make the conclusion that grief study during mourning is opposite to recall process. The reminiscence returns in the past, recovers this past in the present. At the moment of reminiscence the present recedes in the face of the past and depreciates; therefore the reminiscence out of communication with mourning offers seductive possibility to live not in the present, and in the past. It is clear that if it is a question of traumatic events, memories of them without study, i. e. without mourning process, keep the mutilating nature. Therefore Adorno's appeal to eternal memory of sufferings of victims of a Holocaust without the subsequent study of these memoirs in the course of mourning means an appeal to perpetuating of the injured and injuring memory. It is obviously possible to agree only with Ulrica Yureyt (Ulrike Jureit) that within religious consciousness that memory of victims — including memory of death For goodness sake mankind rescue — is an integral part of rescue, it is impossible to transfer the developed belief to high life "Speaking absolutely precisely: it is given the chance to nobody rescue acquisitions thanks to a continuous recall of the own or inherited fault", writes Yureyt, and it is difficult to disagree with it.

Freud in the theory of mourning and grief proves a way to release from the transferred losses and traumatic experience. But following logic of rigid opposition of grief and melancholy, Freud loses sight of the personal party of mourning. As critics of the Freudian doctrine about grief and melancholy including Judith Butler (Judith Butler), we are mentioned by only those losses which mention a kernel of our personality note. She specifies that "most of all we grieve when we realize that endured loss will change us, and most likely forever. Obviously, the mourning concerns that it points to changes in ourselves, on changes which result isn't predictable in advance". Considering the point of view Butler, it is possible to assume that the mourning unites in itself two moments. Release from traumatic experience by release from attachment to the past and object of loss that inevitably involves fading of memoirs. And the second moment of mourning is connected with work on changes in. Mourning, in such understanding, it is possible to describe as an usmatrivaniye of in lost by the friend.

Together with understanding of mourning as process of personal transformation there is a possibility to see its humanistic potential which directly follows from a positive assessment lost another that is important, especially if as another we deal with "passive" victims. The mourning on the forefront puts forward interrelation between the victim and those who grieves on it. The mourning as in lost by the friend assumes understanding

relation to another as to the victim. And even it is more, the destiny of victims becomes attached to destinies of the grieving. This conclusion indicates internal ambivalence of mourning when two processes — fading of concrete memoirs and increase of feeling of participation in historical events including to destinies of victims are mutually blocked. The mourning in essence offers very peculiar the relations to the trite — to keep in memory traumatic experience by deleting of direct memoirs. It is possible to join Aleyda Assman's (Aleida Assmann) subsequent statement only: "Treating power of oblivion doesn't extend on the traumas of history arising not as a result of hostilities, in summary acts of destruction, a dehumanization and operation of innocent people". But Assman's proposal in historical memory to fix memoirs of both parties with which could share mutually, it seems not only not realized, but also undesirable for traumatic memoirs have no the salutary force, all new return to traumatic experience let's begin to live to wounds. It is represented, what exactly mourning as the special form of communication with the past allows to pass between Stsilla of thoughtless and irresponsible oblivion and Haribda of incessantly injuring reminiscence.

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Fedyukovsky A. A.

ETHNO-PSYCHOLINGUISTICS AND CROSS-CULTURAL COMMUNICATION

Ethno-psycholinguistics as an interdisciplinary science as the main factor of formation of mentality of ethnos considers influence of the language accumulating and reflecting its historical experience. Lev Vladimirovich Shcherba wrote one of outstanding domestic linguists: "Language is closely connected with thinking, reflecting system of concepts of this human collective. Therefore, studying language of these or those people, we study system which has historically developed at it of concepts through which he perceives reality" [4, p. 33].

The important role in ethno-psycholinguistics is played by studying of national character. "National character — is a difficult and inconsistent social and psychological phenomenon are dialectically combined national and specific and universal, refracted through a prism of historical and social and economic development of these people and found the expression in its culture, traditions, customs and ceremonies" [1, p. 113].

Detection of distinctive features of national character of representatives of an English lingvokulturny community can promote the solution of such problems of intercultural communication, as overcoming of cultural shock, identification and change of ethnic stereotypes.

Addressing to language level of consideration of specifics of English national character, it is necessary to stop on the brightest and evident manifestations of features of English language system shown at prosodic and phraseological levels.

Intonation is realized in the statement which is the main communicative unit. Communication will fail, if you answer an English question, using lowering contour. Even more extensive sphere of possible prosodic co-incidence and divergences characterizes a question.

Thus, intonation is one of the main, if not the main extralinguistic characteristic of speech communication which fully reflects national and cultural specifics of English speech behavior.

If there is a certain ratio between verbal and nonverbal means in the course of communication, in daily communication of Englishmen it is expressed by the maximum value for language formulas and minimum for paralinguistic signs that also makes specific feature of speech behavior in this society.

Speaking about English intonation, it is necessary to mention one feature noticed usually by all foreigners at hit on English-speaking Wednesday — "feeling that any invisible sound technician lowered a loudness regulator to any minimum and unusual to us limits" [2, p. 225]. This veil of half-

default lowered a little over English crowd especially strikes because people around aren't silent at all, and talk with each other. The matter is that these islanders talk any special voice — muffled, almost tired. They talk so as if each of them alone expresses aloud the thoughts. People of other nations, apparently, so got used to raise the voice without need that ceased to notice it. As marks out S.Florin, "Anglo-Saxons exclaim more silently, are surprised, worry, indignant, exult more quietly than Slavs" [3, p. 76].

Let's address now to the ethno-psycholinguistic analysis of English phraseology which stores in itself results of informative activity, people supervision, open its mental world and specifics of perception of objective reality, i. e. contains a positive or negative assessment of the facts of life and objective reality from the point of view of Englishmen.

In an internal form phraseological units it is possible to reconstruct cultural archetypes and those intrinsic moments geographical, geopolitical, economic, social, political. religious, cultural reality which influenced their formation. For example, it is much written about closeness of the Englishman (*My home is my castle* — my house — my fortress).

Considering a language and thinking anthropocentric character, the special importance is gained by reflection of a concept of "people" in English phraseology. The analysis provided below boldly highlights features of English national character.

Consideration of a concept of "people" is carried out on a material of English phraseology with a component "a personal proper name" that allowed to establish certain parameters the connection of the person to and society, characteristic for the English language personality. The phraseological nomination by means of a personal proper name or its inclusion in structure of proverbs and sayings testifies to subjective recognition by the language identity of the importance of a called thing, quality or a situation as there is its "hominifying".

The social relations can be estimated on the following parameters: comparable parameters lives (wealth/poverty); relation to work; relation to money. The analysis of proverbs and sayings of this subgroup reveals a priority for the English nation: a vydelennost, isolation from weight, from crowd, from the middle in general (*As rich as Croesus* — is rich as Krez; *As poor as Job* — is poor as Iov).

Existence/lack of money gives the chance to be allocated, occupy for everyone higher/low social status (*to make one's jack* — to earn much; *Jack out of doors* — the unemployed; *Jack pot* — unusual success).

In English phraseological units the idea of condemnation of the unqualified worker which is the wrong person for the job (*Jack of all trades and master of none* — learning hundred crafts don't own any; *Tom Podger's job* — bad work).

For Englishmen in external data the age characteristic and a voice (*Old as Methusalem* — old, as Mafusail are important; *Cordelia's gift* — a low gentle female voice).

For English mentality to the concept "mind" there corresponds a component "the mind acquired owing to education" (*to According to Cocker* — correctly, exactly, as according to Cocker; *the Admirable Crichton* — the scientist, the educated person). Among silly people in English phraseological units it is possible to allocate feeble-minded which treat with pity (*Samney* — the little fool; *Cousin Betty* — the feeble-minded little fool) and what behave silly (naively, ridiculously, faceciously) (*Tom noddy* — the gawk, the fool; *Jackass* — the blockhead, the fool).

Each people have a certain set of moral qualities, the most valued and extolled. For Englishmen those lines are not efficiency, not vigor (*weary Willie* — not vigorous, apathetic person); impudence, unscrupulousness (*a smart Alec* — the self-confident person, the impudent fellow, brash boy; *the vicar of Bray* — the unscrupulous person); facetiousness (*Jack Pudding* — the clown, the clown, the buffoon); complacency (*Jack Horner* — the self-satisfied boy); excessive curiosity (*Paul Pry* — the curious person).

Island position of Great Britain is reflected in From John O'Groat's to Land's End phraseological unit — from the North to the South of England, from one doomsday to another. As a peculiar assistant "lord" of the sea serves in agricultural work — a sea devil (*Davy Jones*), and the ocean — a grave of seamen — *Davy Jones's locker* is called. *The Black Jack* — a piracy black flag and the *Blue Peter* — a departure flag, a dark blue flag with a white square continue sea subject.

The proximity to the sea and existence of seaports caused phraseological allocation of the following professions: *Jack Tar* — the English sailor; *Johnny Newcome* — the sailor; *Molly* — the prostitute; *Peterman* — the fisherman.

It is necessary to allocate especially group of studied units in which the personal proper name is equated on value to the concept "person". In the majority of English phraseological units this role the name *Jack* (*Jack is as good as his master* — the worker not worse than the owner; *Jack boot* — the person using a brute force) — only 50 uses.

Thus, the analysis of a concept of "people" on the material of English proverbs and sayings containing personal proper names, allowed to reveal essential lines of English national character.

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Finageeva Yu. N.

ESTIMATIVE CHARACTERISTICS OF THE CONCEPT "WORK" IN THE PROVERBS AND SAYINGS OF ENGLISH ETHNOS

In the course of knowledge and world development in reality of people surrounding it allocates the significant moments for it and gives them language designation. That is in language find reflection any cultural phenomena, all being available views of the people about the world, its ideas of the nature, of the public relations and cultural values. We agree with V. I. Postovalova's opinion that "language... is a universal form of primary conceptualization of the world and rationalization of human experience, the spokesman and the keeper of unconscious spontaneous knowledge of the world, historical memory of socially significant events in human life" [8, p. 30].

Language is the conceptual system fixing, storing and making out conceptual system of knowledge of the individual about the world. Language exists not in itself it is in continuous interaction and interrelation with culture which is "not simply a conglomerate of the various phenomena coexisting, but in any way with each other not connected, and there is a unity... which all components are penetrated by one fundamental principle and express one and the main value... Value forms a basis and the base of any culture" [10, p. 428—429). In any culture the system of values. So, E. A. Kurchenkova considers that values "values... are present at all cultures... and differ only their various ratio in this or that culture"; "the values making specifics of culture of this ethnos, are ethno-cultural" [5, p. 75].

In system of cultural values the central place occupies a concept — important concept of a cultural linguistics and cognitive linguistics. The concept has ethno-cultural character. The knowledge of a concept helps to recreate an ethno-cultural image, feature of mentality of the native speaker. According to T.A. Fesenko, "The concept shows expression of ethnic specifics of thinking, and its verbalization is caused by the marked associative competence of the carrier of conceptual system" [13, p. 144].

Concepts enter into all links of culture system. There are the concepts arising in consciousness of the producer of its products. Concepts are

incarnate, further, in artifacts. At last, they are present at consciousness of consumers and grow out of consumption of works of culture.

In studying of a concept allocate some approaches. So V. A. Maslov three approaches to understanding of a concept [6 consider, p. 31]. Representatives of the first approach (Y. S. Stepanov, V. N. Tely) are adherents of culturological aspect. The second approach (T. V. Bulygin, A. D. Shmelev, etc.) — semantic. His representatives consider semantics of a language sign as the unique means of formation of the maintenance of a concept. The third approach is cognitive as his supporters (D. S. Likhachyov, E. S. Kubryakova) consider that a concept — the intermediary between words and reality [ibid., p. 32].

Z. D. Popova and I.A. Sternin suggest to allocate the following directions: 1) the culturological — researches of concepts as culture elements with a support on data of different sciences (Y. S. Stepanov); 2) the lingua-cultural — researches of the concepts called by language units as elements national cultural linguistics in their communication with national values and national features of this culture (V. I. Karasik, S. G. Vorkachev, G. G. Slyshkin); 3) the logic — the analysis of concepts logic methods out of direct dependence on (N. D. Arutyunov's) their language form; 4) the semantico-cognitive — researches of lexical and grammatical semantics of language as objects to the maintenance of a concept (E. S. Kubryakova, Z. D. Popova, I. A. Sternin); 5) the philosophical and semiotics — researches of cognitive bases of a znakovost (A.V. Kravchenko) [7, p. 16—17].

Y. S. Stepanov — the representative of a cultural linguistic approach argues that the concept is "a culture clot in consciousness of the person, in the form of what the culture is included into the mental world of the person" [11, p. 43]. Thus Y. S. Stepanov emphasizes a concept role as the intermediary thanks to whom telling "enters into culture, and in certain cases and influences it" [ibid.].

Concepts are some kind of "culture scenarios in which the word and gesture, speech and nonverbal behavior, articulation and inextensibility, incorporate in the indissoluble whole. The concept represents the central link of culture system.

Thus, in "cultural science the concept is understood as memory unit in the culture sphere, integrating information from different areas as the own point of view, possessing sense both influencing mentality and stereotypes of behavior of members of this ethnos" [3].

The concept is unit of a language picture of the world in which construction the important role is played by the relation of the people to base concepts of culture, in particular to a concept of "work/work" which is included into number of valuable concepts English national concept sphere. In any culture of one of leading subjects the work subject is. They

are reflected in language and can be expressed in it by various language means, as a rule, lexical.

Work as one of the main components on the basis of which the world picture is under construction, finds the reflection including in English proverbs. For the lingua- cultural analysis of a proverb and a saying are especially important, as they show statements ready to the use, verbalizing certain situations, human relations. Often proverbs and sayings are the verbalized carrier of valuable installations of concrete culture. Thus, they form a valuable picture of the world.

The subject "work" is one of the people of the different countries conducting in proverbs about what large number of proverbs and sayings testifies to work in different cultures.

As the instrument of research of proverbial fund the method of their association in logiko-semantic groups — logemes served. Logeme or the logic phrase — it "the thought representing integral and dismembered reflection of reality, correlating to it the contents, possessing structural independence and relative completeness and acting owing to these properties as unit of process of thinking" [4, p. 4].

The subject "work" is one of leaders in proverbs and sayings of many people of the world. In them mentality of the nation is expressed, the specifics of the national thinking which has developed during historical development of language culture is reflected.

V. N. Teliya considers proverbs "as a powerful source of interpretation as they are by tradition language transferred from generation to generation for eyelids of the created ordinary culture in which in a sentence form reflected all categories and installations of this vital philosophy of the people — the native speaker" [12, p. 241].

We undertook attempt to analyse a complex of judgments about work in English proverbs and sayings and on the basis of this analysis to reveal a place and characteristics of this concept of system of values of the British society.

As material for research of representation of a concept "work" dictionaries of proverbs of I. S. Gvardzhaladze and D. I. Mchedlishvili (1971) served in English, to I. M. Deeva "English proverbs and how to use them" (1970) and "The dictionary of common English proverbs" (1985) [1; 2; 9]. The case of studied material made 79 paremiyas .

For the analysis proverbs about the labor activity, containing a key lexeme a reprezentant of a studied concept, its derivatives, and also synonyms and antonyms were selected. So, 20 paremiya contain a lexeme of *do* and its derivatives; *work* and its derivatives — 9 paremiya; *deed* — 5 paremiya; *business* — 4 paremiya; *practice* — 2 paremiya; *job* — 1 paremiya; *experience* — 1 paremiya; *make* — 4 paremiya; *action* — 1 paremiya; *diligence* —

1 paremiya. Also the paremiya containing lexemes about performance of any labor activity were allocated: catch — 3 paremiya (+ *cook*); *sow*, *strike*, *crack*, *dive*, *count*, *plow*, *pour*, *sweep* — on 1 paremiya.

Paremiya about laziness, idleness contain a lexeme of *idle* and its derivatives — 5 paremiya, about rest — *rest* (1 paremiya).

Paremiya about results of work are also allocated: *gain, supper, sweet, feed* — on 1 paremiya; about workers — *cook, commander, labourer, master* — on 1 pas-remii. The person worker is compared to a horse — 1 paremiya.

Besides, in several paremiya it is not revealed any "alarm" word, however, their semantics directly is connected with labor activity — 4 paremiya (*Every man to his trade, It is the first step that costs, The first blow is half the battle, If you can't be good, be careful*).

All allocated paremiya about work, labor activity, the labor person can be reduced to four logems:

1. Work has result (15 paremiya, 18.98%).
2. Work — is process (26 paremiya, 32.98%).
3. The place in human life (21 paremiya, 26.5%) is allocated for work.
4. Behavior of people depending on their relation to work (17 paremiya, 21.5%).

Allocated logemas are non-uniform — in their structure it is possible to allocate log we the lowest order. So into structure of **logema 1** (Work has result) will enter:

1.1. Work bears fruit, results (*As a man sows, so shall he reap, Constant dropping wears away a stone, The end crowns the work*) — 5 paremiya (6.32%).

1.2. Practice results in perfection (*Experience is the mother of wisdom, Practice is the best master, Practice makes perfect*) — 3 paremiya (3.79%).

1.3. That is made, that not to change (*What is done cannot be undone*) — 1 paremiya (1.26%).

1.4. Work is / isn't a source of material prosperity (*No pains, no gains*) — 1 paremiya (1.26%).

1.5 Work feeds / the lazy starve (*They must hunger in winter that will not work in summer, A day feeds a year*) — 4 paremiya (5.06%).

1.6. Diligent work — the key to success (*Diligence is the mother of success (good luck)*) — 1 paremiya (1.26%).

In a framework of **logema 2** (Work — is process) the following logemas is allocated:

2.1. Work demands time (*Business is business, Business before pleasure, Saying and doing are two things*) — 3 paremiya (3.79%).

2.2. Any work should be carried out in time (*Strike while the iron is hot, Time and tide wait for no man*) — 4 paremiya (5.06%).

2.3. Work demands efforts/tension (*A cat in gloves catches no mice, Not who would catch fish must not mind getting wet*) — 4 paremiya (5.06%).

2.4. It is necessary to carry out work well (*If you can't be good, be careful, Soon enough done if well done, Well begun is half done*) — 7 paremiya (8.86%).

2.5. It is better to carry out work independently (*If you want a thing well done, do it yourself, Self done is soon done*) — 3 paremiya (3.79%).

2.6. It is difficult to begin business (*It is the first step that costs, The first blow is half the battle*) — 3 paremiya (3.79%).

2.7. Begun it is necessary to finish (*Never do things by halves*) — 1 paremiya (1.26%).

2.8. Easily works with desire (*What we do willingly is easy*) — 1 paremiya (1.26%).

In **logema 3** (*To work the place in human life is taken away*) the following logemas the lowest order enters:

Work — an integral part of life (*Business is the salt of life*) — 1 pas-remiya (1.26%).

3.2. Work is useful (*Hard work never did anyone any harm*) — 1 paremiya (1.26%).

3.3. Work should be alternated to rest (*All work and no play makes Jack a dull boy*) — 1 paremiya (1.26%).

3.4. Work it is necessary to prefer another to activity/rest (*Better to do well than to say well, Deeds, not words, Doing is better than saying,* etc.) — 8 paremiya (10.1%).

3.5. It is not necessary to hurry up with performance of any business (*First catch your hare, than cook him, Don't count your chickens before they are hatched*) — 2 paremiya (2.53%).

3.6. Idleness — defect (*By doing nothing we learn to do ill, Idle folks lack no excuses, Idleness is the mother of all evil*) — 5 paremiya (6.32%).

3.7. Work doesn't become famous (*Only fools and horses work*) — 1 paremiya (1.26%).

3.8. Uselessness of some occupations (*That plow the sand, pour water into a sieve*) — 2 paremiya (2.53%).

The structure of **logema 4**, describing behavior of people depending on their relation to work, will include the following logemas:

4.1. The poor workman blames others (*A bad workman blames his tools, A bad workman quarrels with his tools*) — 2 paremiya (2.53%).

4.2. Many workers can't well execute business (*A public hall is never swept, Everybody's business is nobody's business,* etc.) — 4 paremiya (5.06%).

4.3. On affairs it is possible to judge the person (*Actions speak louder than words, Great talkers are little doers, Handsome is that handsome does,* etc.) — the 5 paremiya (6.32%).

4.4. Not all equally work (*All lay load on the willing horse*) — 1 paremiya (1.26%).

4.5. Laziness spoils the person (*An idle brain is the devil's workshop*) — 1 paremya (1.26%).

4.6. Well works knowing the business (*Every man to his trade, Not with works best who knows his trade, Jack of all trades is master of none*) — 3 paremiya (3.79%).

4.7. The idler always has excuses (*No rest for the wicked*) — 1 paremiya (1.26%).

On the basis of this research it is possible to draw a conclusion that the subject "work" is one of leaders in English proverbs about what tells large number of proverbs about work, besides, proverbs of other theme groups, such as, "time", "laziness", "honor", "compensation", are closely connected with the first. Judging by quantity of proverbs in a framework logemas 2, it is possible to argue that the British work considers, first of all, as the process demanding efforts, time, diligence. Work of the person feeds, gives the other benefits for life. Besides, the person can be characterized on his labor activity. The hardworking person is worthy praises, lazy is blamed. Paremy, stating a positive assessment to the one who works the majority. Work — it also need. Work is given to the person from the birth and accompanies it throughout all life. Work is comprehended in a moral foreshortening, this is his partner.

Work can be a source of material well-being and at the same time have nature of useless occupation not bringing any benefit. The problem of proverbs about work consists in stating an assessment or the recommendation to that is connected hardly.

Thus, we see that in proverbs and the sayings containing a sign of the relation to work, the system of values of English-speaking society is accurately reflected. We see mainly positive relation of the people to work.

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Kharitonov M. V.

DIALOGUE OF CULTURES AND SIGNS OF DIALOGUE PARTICIPANT SUBJECTIVITY

It is considered that the today's world actively moves in the direction of mixture of cultures, weakening of external borders and increase of polycultural and inter-civilization communication. One of key the symbol of a modern era became dialogue. The concept of dialogue existing in a social and psychological science, assumes the existence, at least two partners in communication. If it is a question of the dialogue which is developing between large social objects, for example the question of internal unity of these subjects rises ethno-cultures or civilizations, sharply. And, really, sound dialogue, the dialogue directed on achievement of mutually advantageous results, presses presence of the uniform imperious subject at participants of communication. After all results of dialogue, results of arrangements should be introduced in practice, they should be realized. Meanwhile, the ethnic culture or a civilization deprived of internal unity, or doesn't possess such subject, or real imperious possibilities of this subject are sharply lowered as in general, and in separate spheres of a political-economical field, in particular. That, certainly, reduces at potential partners level of interest to dialogue with representatives of such ethnic culture or a civilization. Contacts will be certainly continued, but it will be contacts from a force position, from a benefit position only for one of participants of communication.

In this regard statement of a question of ways of operative and demanding small expenses to diagnostics of current state of internal unity of ethnic culture or a civilization is pertinent. Taking into account that object of diagnostics is big groups of people, taking into account possible counteraction of ruling elite to process of such diagnostics, the task is represented difficult and demanding high expenses. Therefore we can resort to methods of the indirect assessment relying on results of the social and economic analysis of a condition of the country — object of studying, on the analysis of a number of statistics, on electoral preferences of voters, results of referenda.

The ruling layer existing in Russia here insists more than 20 years on need of inclusion of our country in the international economic exchange, in an exchange of people, culture products, ideas and development. At the same time, from the point of view of the main idea of our article, Russia initially in intercultural dialogue appears in special situation. The American scientist of the Village of Huntington as one of the reasons of disintegration of the USSR pointed to existence on territories of the Soviet Union of a large number of civilization breaks, internal contradictions between separate territories and regions. So, in his opinion, on space of the USSR there lived representatives of the West European civilization, orthodox, Muslim and Buddhist civilizations. After disintegration of the Soviet Union Russia inherited its problems, having lost the vast majority of representatives of the West European civilization. Hantigton considers that only the rigid centralized power could constrain these various civilizations together. Success of realization of idea of the rigid centralized power in Russia, thus, closely depends on personal qualities of the first person in the state. So, tsars successfully kept Russia as a unit, but weak and weak-willed Nikolay's II coming to power led to empire disintegration. V. Lenin and especially I. Stalin, having shown outstanding personal qualities, restore with the minimum losses former unity of Russia. And the era of the vainglorious talker and coward M. Gorbachev comes to an end with disintegration of the USSR. Participation of that time in dialogue of civilizations comes to an end for Russia with geopolitical defeat, including, and thanks to absence in the USSR the uniform strong subject of dialogue. It would be interesting to look, as affairs are today. Whether our country in dialogue of civilizations and cultures as a unit is ready to act?

In respect of the answer to this question, certainly, interesting results of two elective campaigns which have taken place in Russia at a boundary of 2011—2012 are represented. At all wave of public doubt in objectivity of election commissions, in honesty of the carried-out elections, in truthfulness of the declared results, we, with some approach, can consider the received figures of electoral preferences of Russians as an indicator of level of internal civilization unity of Russia. Let's try, having refused a fuse of political struggle and personal electoral preferences, to analyse these results.

Two valuable oppositions became the main tendencies both parliamentary, and presidential elections. The first tendency divided Russians into the persons voting for the power, and those who votes against the power. So, St. Petersburg is the city which population isn't inclined to share communistic ideas and firm communistic electorate makes about 10% from total number of voters. Nevertheless, on parliamentary elections of the CPRF receives in Petersburg almost each fifth voice given on elections. In Moscow, too not inclined to be fond of the left idea, communists receive a third of deputy places in municipalities. Bright example of implementation of the slogan: "To vote for everybody, but only not per lot thieves and swindlers!" In a number of regions of Russia level of protest vote was so great that the party in power received less than 30% of voices. Helped out the power, as always, the Muslim republics of the North Caucasus and the Volga region. In general, on these, as well as on the subsequent presidential election one characteristic tendency was distinctly shown. The higher in the subject of the Russian Federation number of Russian ethnos, the is lower level of support of the party in power and its representatives. So, on March 4, 2012 in the Kirov region, besides the President of Russia elected also regional parliament. Results are very indicative: for V. Putin 53% of voters, per lot "United Russia" — 41% voting voted, and for the CPRF 37% of voices were given. To compare these figures to "Rable" scope of the republics of the North Caucasus where representatives of the party of the power traditionally receive so memorable on the Soviet last 99.95% of voices enough. Thus, it turns out, as the President, and Edinaya Rossiya party become parties and the politicians expressing interests of Muslim, instead of Russian population of Russia rather. Such opposition considerably reduces a subjectivity of the Russian Federation as whole in dialogue of civilizations and cultures.

To the outlined ethno-political split and social is added. A secret that the largest cities of Russia reject the party in power and its politicians. Even by official results of elections to the Duma in the territory of St. Petersburg constituencies where the Edinaya Rossiya party took the third place by quantity of the collected votes are revealed, considerably conceding to "Yabloko" and "Just Russia". Presidential election showed that in Moscow V. Putin didn't manage to achieve a victory in the first round. Social movements of St. Petersburg openly expressed doubts in the figures published by city election commission, speaking about 47.85% of voices at Putin and about 21.3% of voices at Prokhorov. Thus, economically the most active population of Russia doesn't wish to support a course on "stabilization" and openly demands changes. The picture becomes even more interesting, if we look at results of vote among the Russians living outside of the country. In the USA, Great Britain, Canada, Australia the

flawless victory, more than 50% of voices, got to M. Prokhorov. In Israel, Moldova and in the Republic of Congo was won by V. Putin, though in "promised land" it didn't overcome 50% of a barrier. It is interesting that though V. Putin got support needy, there was a certain bottom line behind which financial "injections" any more didn't work. People understood that to them, speaking in images, the fishing tackle, instead of free fish "is necessary". Thus, the subjectivity of Russia as participants of dialogue of cultures becomes frankly muffled, after all before entering such dialogue, we should be defined, and we represent what culture? Culture of the poor? But such culture is more likely object of charity, instead of the sound participant of dialogue.

The second tendency of opposition in social psychology is described as orientation to preferred time though in Russia it is traditionally supplemented political with labels of "Westerners" and "pochvennik". Therefore, fight went between "West European tomorrow" and "Soviet yesterday". It is interesting that the most significant factor defining preferences in this single combat, availability to the individual of achievements of IT technologies was. If in a household there is a computer, well working Internet, mobile communication and there is a readiness, ability and desire to use them — subjects is higher probability of a choice "West European tomorrow". For such individuals the TV, radio, printing editions cease to play a role of an authoritative data carrier. As possibilities of today's Internet communication are that that barriers between cultures are overcome quickly and easily. If we impose the card of number of Internet connections with results of votes, we will receive almost complete coincidence of these two indicators. So, in Moscow about 350 Internet connections in a month on one thousand inhabitants while in the Chechen republic it hardly exceeds figure in one exit are fixed. Besides, level of economic independence of citizens appeared a significant indicator: development of small business, number of the privatized apartments, level of security of the population housing according to the relevant sanitary standards. The economic independence of Russians is higher, the less they are inclined to support the party in power and its representatives. Meanwhile, party in power possibilities on distribution of the economic benefits and preferences are strongly limited today. So, if Russia executed the budget of 2011 with surplus, in two current months 2012 the budget deficit which accrues was outlined and already exceeded expected level in 2 times. Its size is defined in 245 billion rubles that makes 3% from gross domestic product. So to the authorities everything will be more difficult and more difficult to support the electorate. Shortage of money, by the way, also limits power possibilities on a power way of unity of the country.

At the same time there would be unjustified a statement that growth of availability of achievements of technical progress does a victory of "West

Europeans" close. For one simple reason — demographic. The population of present Russia promptly grows old also a share of the citizens passing from the category of economically independent pensioners to number, will grow only. Thus, the position "Soviet yesterday" will receive everything new and new supporters.

Summarizing the aforesaid, we will notice the following.

1. In existing dialogue of civilizations and cultures of a position of Russia are considerably weakened.

2. This weakening follows from absence of internal civilizational unity.

3. Political elite predominating in today's Russia and certain politicians didn't manage to offer distinct, valuable model uniting the country.

4. Soon it is possible to expect strengthening of contradictions in society on coordinates "West European tomorrow" — "Soviet yesterday".

Chamur A. S.

ROLE OF LIBRARY IN PRESERVATION CULTURAL IDENTITY UNDER CONDITIONS OF INFORMATION SOCIETY

By the beginning of the XXI century all preconditions for formation and development of information society in Russia were created. Today this process has global character and is characterized by formation of uniform information and communication space of Russia, as parts of world information community [3]. It is possible to assume that participation of Russia in processes of information and economic integration of regions, the countries and the people should promote not only to mass use of perspective information technologies that will lead to further development of the market of information services, but also will raise level of national and cultural development, at the expense of improvement of ways of translation of culture in modern society.

Nevertheless, the second part of this assumption is carried out hardly, and today one of the most discussed is the idea of crisis of culture. It is obvious that neither technical progress, nor huge monetary injections in various on depth and scales of reform aren't capable to resolve yet the most acute problems of society and the personality. At the same time, in the absence of accurate criteria on which it would be possible to estimate efficiency of influence of modern ways of cultural translation and communication on culture, and the most important to define consequences of their introduction, to ascertain system crisis of culture at the present stage of development of society quite hard.

Let's try to set to themselves some questions: whether is all human history a being replaced train of crises, whether there is at culture other condition, besides crisis?

It is possible, so it and is and if to consider culture, as system of values as a complex of cooperating elements, that, as well as any other open system, properties of, historicity, and an equivalently final character are inherent in it.

Property of an equivalently final character is expressed in ability to reach a final condition of system irrespective of violations in certain limits of its entry conditions. In other words, it is a certain limit of possibility of system. Nevertheless, transition of system to such condition assumes a choice from a set of scenarios, on one of which the system will go.

This property allows to understand that openness of system creates possibility of use of the environment, its elements, its changes for development of the system. And though such possibility can't disseminate fear concerning an outcome of cultural crisis of modern society, she allows to assume that at the expense of different means, processes and methods, (though in lack of the unique right way) providing creation in system of the mechanism of an equivalently final character, it is possible to create a basis for steady functioning of system. It is thus essential that influences should be mainly immanent to system, instead of go any external force.

What elements of modern society are culture repeaters? So, the network of cultural institutes is presented, mainly, by such cultural institutions as club, library, a museum which carry out mission of preservation of bases of the Russian culture, its originality and a variety. In UNESCO documents cultural establishment is meant as any continuous establishment used in common interests for ensuring of safety, studying, development and general availability of cultural values [5]. Also, the most important resource of cultural development is introduction in practice of cultural and leisure establishments of Internet technologies. However there is essentially important question: whether is the Internet culture which got signs of the isolated public phenomenon within the human civilization, one of culture compilers (probably one of the main in the future) as which understand system of values, vital representations, examples of behavior, norms, set of ways and receptions of human activity, objectified in subject, material carriers transferred to the subsequent generations? It is obvious that by Internet culture in this context are meant, not so much various network phenomena ("network folklore", "Internet memes"), how many possibility of access to universal cultural values on the Internet, for the purpose of familiarizing with culture of other countries, translation of experience of generations and interpretation of personal cultural experience.

To answer this question, it is necessary to find out, whether the Internet, at this stage of the development is capable, to carry out the functions which are traditionally inherent "classical" cultural institutions, namely:

- the memorial — preservation of national identity in multiethnic chaos of tribes, nationalities, the nations;
- the socializing — education of citizens of this society, patriots of the fatherland in the turbulent world [6];
- the axiological — an assessment of things, the world around phenomena from the point of view of various values: moral, ethical, social, ideological.

It is quite possible that in the near future the Internet will assume performance of these functions, however the acute contradiction between traditional compilers of culture and the Internet, caused by the various nature of these two phenomena today is noted. Let's consider this contradiction on an example of libraries.

The library represents social institute of documentary communication and is the active subject of welfare activity and public education.

Library stocks are in essence documentary history of the person, human culture. The various works of writing allocated with a certain public value, monuments of written culture of mankind, are systematized and kept in many respects thanks to existence of library and laborious work of intellectuals scribes.

In this sense library institute, relying on centuries-old traditions, carries out communication of generations with each other, is space where accumulation of knowledge and experience are transferred from one generation to another.

Electronic communication, in particular the Internet, totals only some tens years and at this stage of the development reminds rather information bog of world scales, a conglomerate of chaotic elements of cultures, casual messages and information noise. Thanks to mass media and the styles, separate elements of the cultural phenomena emerge outside, incorporating to other casual structures, others completely disappear.

It turns out that libraries, the cultural centers, museums, are wider — humanitarian culture, with her ability to establish rational communications, to bring hierarchy in the communication sphere, allowing to coordinate in one accurate "Gestalt" various elements and the facts, to connect them in a whole, to separate essential from casual, conflict to the so-called "mosaic" culture which structural units are connected by the simple, casual relations of proximity on assimilation time, according to the accord or association of ideas [4].

Than such opposition will end, and according to what scenario further development or culture fading will go, will show time. However already

today it becomes obvious that while the Internet isn't ready to become the full compiler of culture. At the same time information and globalization processes not only generate new interests, the purposes, motives at the modern person, but also overshadow social institutes of documentary communication, the cultural centers and museums which throughout centuries connected stages of human history, helped to find a form of contacts of the person and society, the person with the person, the person with itself [2].

In this situation necessary preservation in world community of bibliographic, archival, museum, publishing institutes, as fundamental elements of world culture is represented. With their help the modern person won't be dissolved in a flow of the information messages grouped often happy-go-lucky. Remaining only on a surface of the studied phenomena, being content with the unified images of behavior, the person can't allocate itself from the world of culture and realize itself in it.

However it is worth to remember and that the understanding of essence of library, as well as any other cultural institution, developed not at once. Originally the word "library" meant only a room for storage of books [1]. And only as a result of the historical development the library became the center of education, education, a humanistic symbol of the nation. It is quite probable that in the future improvement of the public Internet will be connected not only with increase in speeds, introduction of concepts which would allow people and to computers to cooperate in the course of information processing, but also with channel creation thanks to which the Internet, along with traditional cultural institutions, can carry out functions of transfer of a cultural heritage of mankind, preservation of national identity more effectively. And though experts in the field of information and communication technologies aren't always ready to cooperate with museums and libraries, it is obvious that without joint strategy on preservation and transfer of a cultural heritage to future generations we risk to lose the cultural memory.

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Shilova S. V.

IMPORTANCE OF SPEECH COMMUNICATION RULES FOR EFFECTIVE INTERCULTURAL COMMUNICATION

In order that communicant (participants of communication) achieved those purposes which they pursue, entering any communication including cross-cultural, the last should proceed without failures and optimum image. It is quite logical to assume that communicant should adhere to rules and the conventions adopted in this society at the introduction in this communication. Otherwise participants of communication are waited by communicative failures, since the wrong interpretation of intention speaking and up to interruption of communication or even the termination of the relations.

Ability to use a rule of speech communication allows to achieve effectively the put communicative purposes in a situation of cross-cultural communication at all less, than at communication in one culture. Not a secret, for example, that politeness rules are differently used in various situations and communication contexts within the same culture a little. At the same time, in the different countries distinction in understanding of such phenomenon as politeness is observed. Supervision show that for Englishmen the step and not persistence in communication is very important. For example, it is accurate and unambiguously formulated request can seem too rectilinear and breaking standard of politeness. On the other hand, under the certificate of the scientists studying questions specified above, in Japan politeness first of all contacts modesty, and at some people of the Far East emphasized politeness can mean hostility to the interlocutor. As it is represented, everyone who enters intercultural communication should consider all this. Thus, them it is necessary to use knowledge of rules and conventions of speech communication and ability to each participant of communication as for the correct interpretation of the received message and intentions of the interlocutor, and for optimum course of the process of communication.

Speech communication is studied by different disciplines among which the important place belongs to linguistics. Within linguistics there is a number of the directions which are engaged in various aspects of verbal communication. Considerably all these directions differ that are on a joint of linguistics and other disciplines, such as sociology, psychology, the communication theory etc. It is possible to consider them as making parts of

the theory of communication (in a broad sense this word) — if the theory of communication to understand as complex discipline which studies communication from the different points of view. The thought that speech communication can be described in terms of rules on which it is under construction, goes even from L. Vitgenstein's late works. However among the linguistic directions traditionally great attention is given to a question of rules of speech communication by pragmatic linguistics.

Pragmatic linguistics, unlike a traditional structural-syntactic approach, considers the offer (to be exact, the statement) as unit of speech activity of the person and, respectively, is studied by value of the statement in various speech situations. The understanding of speech communication as one of kinds of activity leads to transferring of methods of the analysis of activity on communication and to application for its description of the concepts taken from psychology, such as the purposes, motives, tasks, means and ways of achievement of the purpose.

One of the major principles regulating speech communication, the Cooperation Principle P. Graysa is. Distinctive feature of this principle considered that it sees as rationalistic, i. e. kommunikant adhere to it not from a habit but because it is reasonable. Formulating the Principle of Co-operation of the Item of Grays starts with the assumption that everyone who aspires to achievement of ultimate goals of communication, is respectively interested in this communication, and that interlocutors will try to build the statements so that to promote dialogue movement in the necessary direction. The principle of Cooperation is realized in four private postulates (or maxims) — quantities, qualities, relevance (or the relations) and a way which regulate volume, the contents, relevance and clarity of given information. The postulate of quantity demands to give no more and not less information, than the dialogue purpose demand; the postulate of quality demands to tell only truth or that, on what there are sufficient bases; the postulate of the relation demands not to digress, and a postulate of a way — to make out the statement accurately, clearly and unambiguously. Though these rules are based on universal requirements, their use in real communication in big degree depends on national and cultural accessory of interlocutors.

As an example we will take a quality postulate. Really, communication usually is under construction on the assumption that the interlocutor doesn't disguise truth, and it is reasonable also a comprehensive principle without which communication would lose meaning. However practical data and supervision show that there are certain divergences in that, how interlocutors of different cultures signal confidence or uncertainty degree that they observe the specified rule. At information message the English-speaking interlocutor often aspires to emphasize that can't absolutely

warrant for its reliability. Usually it is only formal means which assume theoretical possibility of discrepancy of given information to the valid state of affairs. In English the means showing such formal uncertainty in reliability of given information, use much more often than in Russian, and are made out by means of concrete phrases (I by think, I assume, as far as I of know) which are necessary for knowing at the introduction in the corresponding intercultural communication. On the other hand, there can be a need, on the contrary, to emphasize sincerity of the words that the statement sounded more convincingly. For this purpose it is necessary to know such English steady combinations, as "upon my word", "frankly", "frankly speaking", turns with the word "truth" ("the truth is..." etc.), or combinations of interjection character such as "By God!", "Heaven knows!". And, the statement is more categorically expressed, the requirement to its validity is higher. If telling itself won't give justification to the categorical statement, it often causes reaction from interlocutors who, are interested to learn on what the unconditional confidence of the speaking is based. It should be noted also importance of knowledge of how adequately to react to violation by the interlocutor of one of the specified rules of a principle of Cooperation, effectively to construct the communication and to achieve goals, without allowing the interlocutor to grasp an initiative completely.

Among rules of speech communication the important place belongs to politeness. It is not surprising that in linguistics there is a number of the theories describing rules of politeness in verbal communication and feature of their use and expression. One of the most popular approaches in this regard have the Principle of Politeness of J. Lich. In the work of "Principles of Pragmatics" he offers harmonous system of rules of speech communication on an English material, and the principle of politeness is the most interesting component it system. J. Lich allocates six maxims — a step, generosity, approval, modesty, a consent and sympathy which describe the basic rules of verbal politeness, important for English-speaking culture. All these rules have features of functioning in speech communication and the ways of expression. Following to these rules optimizes communication and does it harmonious. J. Lich believes that politeness in essence to the is asymmetric — that is polite concerning listening, is impolite concerning speaking, and on the contrary. So, if I observe a consent maxim, i. e. I agree with speaking only out of politeness, I thereby as though infringe upon the interests of to please listening (addressee) — for the sake of observance of requirements of politeness. The characteristic double formulation of the Principle of Politeness and its postulates from this follows. Ability is polite or persevering (but without being beyond politeness) to ask a question, it is polite to disagree with the interlocutor or it is successful to express a

consent, to manage to leave from the answer thus without having offended the partner in communication, it is polite to ask or even to demand — all these skills of conducting communication which the Politeness Principle helps to reveal and describe.

It would be desirable to note that rules of politeness and a rule of the Principle of Cooperation in real situations of communication cooperate with each other, sometimes being in harmony, but often and clashing among themselves. Ability to leave a similar situation of the conflict between various rules so that harmonious communication proceeded, also treats a complex of communicative knowledge which everyone who enters intercultural communication should master.

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Rannala N. V.

INFLUENCE OF GENDER PECULIARITIES
UPON EFFICIENCY OF BUSINESS COMMUNICATIONS

Features of communication of men and women always drew attention of culturologists, philosophers and psychologists. Due to the active economic behavior of women and their increasing inclusion in various business processes interest to this perspective amplified. Thanks to researches in the field of gender psychology became obvious that gender features make essential impact on any interaction of people in modern society. However in business communications gender distinctions play huge role. The professor of philology Maxim Krongauz considers a gender as one of important sources of misunderstanding in business communications, along with national culture, age and education [3].

Use of the term "gender" is connected with a name of the American psychoanalyst Robert Stoller, whose concept was under construction on division of a floor biological and a floor social. Stoller, characterizes a gender as the social floor defining behavior of the person in society and how this behavior is perceived [1].

Today in psychology the concept "gender" is used in quite wide sense, meaning any mental or behavioral properties which are associating with a masculinity and a femininity and allegedly distinguishing men from women.

The gender includes the whole complex of concepts by means of which it is possible to describe the following features:

– distinctions between interests of men and women;
– traditions and hierarchical representations which define position of women and men in a family, a community and society as a whole;
– distinctions among women and among the men, based on age, welfare, a national identity and other factors;
– direction of change of gender roles and relationship.

The urgency of the declared problem is caused by that in modern society of idea of man's and female qualities, about the roles, which men and women should carry out in society, change. Traditional lines of masculinity and femininity intertwine today with modern that demands to consider this social process at interaction of floors. With change of system of gender roles many traditional psychological distinctions between floors on which masculinity and femininity stereotypes were based, disappear or sharply decrease, and these images become less polar and unequivocal, than earlier. In this regard the accounting of gender features in the course of business communications will allow heads to build more successfully system of external and internal communications in professional activity.

The concept is closely connected with concept a gender gender a stereotype. Gender stereotypes — the simplified, schematized, emotionally accurately painted steady images of men and the women, extended usually on all representatives of this or that gender community, irrespective of personal features of these or those representatives. The gender stereotype — is look and an assessment which are, as a rule, based on gender prejudices, on a sexism, instead of on rational knowledge [2].

So, in an everyday life any person has a set of the simplified schemes developed in culture and apprehended from it by the individual in the course of socialization. The gender scheme — a stereotype of perception of the person by a floor principle — recognizes that all people belonging to one floor, are similar at each other, have essential similarity in certain important aspects of their activity. In spite of the fact that many modern social standards, norms and values become more flexible, the gender stereotype still is the important social characteristic defining perception of business behavior of men and women on work. The gender stereotype prevents business partners to see specific features of each other and to consider these features in the course of communication.

The set of foreign researches was devoted to studying of gender stereotypes. Let's consider results of the researches, the stereotypes devoted studying concerning abilities of men and the women who are showing in various spheres of professional activity. In the carried-out experiments it was fixed that examinees estimate abilities of men above, than abilities of

women. Explaining the reasons of successes of men, participants of experiments referred achievements of men at the expense of personal abilities whereas successes of women attributed to good luck, luck and other random factors, instead of abilities of women. Thus, it was proved that gender stereotypes play a negative role in the labor sphere, doing career and communications of women by less successful. Working women should consider this fact in the course of communication and interaction with employees, the management and business partner.

As the problem of a gender is rather new to psychology, it is shown that heads are insufficiently familiar with this phenomenon and don't realize influence of gender features on interaction process with representatives of other floor. In this regard it is represented to us expedient to acquaint heads during workshops, trainings and seminars with this problem for development of their personal success.

In summary we will formulate recommendations for increase of efficiency of business communications between the man and the woman, acting as business partners:

1. Tolerance (tolerance) to features of style and a manner of communication, characteristic for representatives of an opposite sex. It is necessary to remember, as men and women as communicators have the communicative merits and demerits.

2. Understanding of own stereotypes concerning the interlocutor if he is the representative of an opposite sex. For this purpose on occupations we suggest heads to use a method of incomplete offers. For example, to finish offers: "I consider that on work all women/men...", "Irritate me women/men whom...", "I am sure that at work the woman/man should/should...".

3. In the course of communication with the representative of an opposite sex to try to reveal strengths of communicative style of the interlocutor and to include them in own repertoire of communication. To us always is to that to learn at interlocutors of an opposite sex if they are successful communicators. During the training and consultation of heads we often ask them a question: "To that can you learn at the representatives of an opposite sex working in your collective, the organization, external business partners? " The more the head is free from gender stereotypes, the he is more open for training to communicative strategy and tactics, characteristic for representatives of an opposite sex.

4. For heads and the personnel occupied in professions of "people person" it is important to participate in trainings and the various psychological procedures devoted to the analysis of communications for understanding of influence of a gender role on own style of business communication. So, requirements of a gender role often forces men to hide the feelings and emotions that can it is perceived by colleagues and subordinates as

unfriendliness and rigidity manifestation in the relations. In women the excessive conformism concerning the ordered gender role can be shown in indecision, shyness, low self-image that stirs it to professional success.

5. Acquaintance to results of researches in the field of gender psychology. So, for example, the gender psychology disproved representations that women possess less developed intelligence and creativity, and men don't like to gossip and possess big organizational abilities.

6. For female heads it is important to develop such communicative abilities as ability surely to keep and briefly to speak (avoiding parenthesises and offers), and for male heads it is expedient to develop such "female" qualities as ability to listen and ask specifying questions

7. In communication with the representative of an opposite sex, it is necessary to consider its possible susceptibility to gender stereotypes of pereption. So, for example, psychologists recommend the business lady not to dress for negotiations with men too strict dark suits with white shirts. Such "too man's" dress code, according to psychoanalysts, forces men to perceive the woman as the serious rival and thereof to treat her more rigidly and suspiciously.

We consider that the accounting of these recommendations will increase efficiency of business communications in modern business processes.

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Chapter III. Cross-Cultural Communication and Tourism

Antanovich N. A.

COMMUNICATION FEATURES OF CULTURALLY AND ETHNICALLY CLOSE PEOPLE

Intercultural communication is based on process of symbolical interaction between individuals and the groups possessing certain cultural distinctions. Effective intercultural communication assumes recognition of distinctions and ability to build communication proceeding from it. In the article we put a problem to consider features of communication of Russian and Belarusian people, having revealed the basics of national characters.

The concept "national character" is developed quite well and is defined as set of steady features of emotional and sensual perception of the world around and reactions to it. The world in turn surrounding the person appears in the form of the real world, cultural (conceptual) and language pictures of the world. The cultural (conceptual) picture of the world is formed as a result of reflection of the real world through a prism of the concepts created on the basis of collective and individual experience. This picture is formed in certain natural and sociocultural conditions. The language picture of the world reflects reality through a cultural picture of the world. Language will organize perception of the world. The way from the real world to a concept embodiment about it in a word, is specific at the different people. National character is based on social values.

Reasonings on the subject of Russian national character — some kind of intellectual highway of Russian culture and philosophy. Many Russian thinkers noted tendency of the Russian person to philosophical reflections about meaning of the life and to truth searches. N. A. Berdyaev, arguing on character of Russian people, pointed to tendency to the highest, transcendental sense. In his work "Russian idea" he wrote: "Russian national thought feels requirement to solve a riddle of Russia, to understand idea of Russia, to define its place in the world... For a long time there was a presentiment that Russia was intended to something great that Russia — the special country not similar to any country of the world. Russian national thought lived with the sense of selectness by God and protection of God". It is rooted in an old idea of Moscow as

Third Rome, from slavophilism to Dostoevsky, Solovyev and to modern neoslavophiles [1].

Under the influence of Orthodoxy within the limits of Russian culture "the messianic type of the people" was generated. Such people feel that they should save the world, even at the expense of their life. Russian people have a wide, open soul, they are inclined to empathy, they are kind and sympathetic, but can be terrible in the revolt.

Russian culture is focused on eternity, therefore time measurement is poorly developed. N. A. Berdyaev defined Russian thinking as apocalyptical and beyond the history: "The messianic idea of Russian people has accepted either the apocalyptical or revolutionary form". The messianic idea of communism in Russia has caused the most severe civil war, destruction of great values of culture.

The values of Russian culture are community, justice, patience. The community was taken as "world", as a basis and the precondition of existence of any individual. For the sake of "world" the person had to be ready to sacrifice everything, including the life.

V. Aksjuchits, referring to K. Kasjanov's works, names patience as a comprehensive quality of Russian character: "The patience and suffering — are the ways to formation of personality, to creation of strong in spirit 'holding end up' character... Patience and self-restriction are not only ways to gain freedom of spirit, but they have more significant value — a principle of existence, harmony and balance maintenance in the world" (K. Kasyanova) [2]. The patience as suffering results in self-actualization, gaining of internal freedom to create kindness in the world, to win freedom of spirit. Russian people can endure many things (especially, material difficulties) if they know, what for they are necessary. Russian people are always ready to struggle for justice.

Mentality of Russian people mostly corresponds to Christian one: the person is the resident of heavens, the pilgrim and the alien in the world. The person behaves according to system of values, and the behavior is estimated not by result, but by ethical standards. Russian people are characterized both with emotional precipitousness, and delicacy, gravity, stability of moods, self-restriction [2]. Russian national character has deep historical rootedness, the deep religious and philosophical bases, rests on high achievements of art.

Relating to the Belarusian national character and identity of Belarusians a great number of significant works has appeared. It would be desirable to note names of such Belarusian scientists as I. Abdliralovich, V. Akudovich, V. Abushenko, I. Bugrova, I. Bobkov, E. Babosov, G. Minenkov, E. Evmenov, A. Lukashanets, N. Luksha, T. Vodolazhskaya, A. Gritsanov, L. Titarenko, V. Bulgakov, A. Maykhrovich, A. Melnikov, O. Manayev, V. Ulakhovich, V. Silitsky, Y. Shevtsov. This list is wide of being full.

The Belarusian national culture appeared on the basis of culture of the Belarusian ethnos, at interaction with cultures of other ethnic groups. Originality of the Belarusian culture is in its boundary character. Belarus has a special geographical position — between two regions: orthodox-Byzantian and Catholic. Belarus is considered by different authors as "the bridge between civilizations", the country at a strategic intersection, "border zone".

Formation of the Belarusian culture and the Belarusian ethnos occurred in the XIV–XVI centuries within the Grand Duchy of Lithuania.The Belarusian culture was formed as synthesis pagan Old Russian, Baltic, Christian (to be exact Byzantian, and through it — antique) cultures. On this basis there was own ethnocultural originality of Belarusians.

The problem of cultural self-identification of Belarusians is connected with complexity of a historical way, intermittence of cultural tradition, location on crossing of ways of the West and the East. For some time our culture was developed as though "in shadows" other cultures. The lands of Belarus were passed from one state to another. Belarus saw the huge number of wars, battles. During such difficult moments the self-identification of Belarusians had local character, mostly was based on belonging to the district, the region. Thus the Belarusian word "tuteyshyya" originated.

Community isn't so inherent in Belarusians as long time the farm way of life remained, managing rationales developed, and the land was the greatest value. A strong feeling of the native land isthe most important line of national character of Belarusians.

Surprising religious tolerance is peculiar to Belarusians. As Y. Shevtsov notes, at the end of the XVIII century at the best 5% of the population of present Belarus were orthodox. Belarus was mainly Greek and Catholic country [3]. According to Institute of sociology of AN of Belarus, among carrying to truly believing, 57.3% — orthodox, 34.5% — catholics, 3.1% — protestants [4]. Today there are a lot of examples when in one family representatives of various religious faiths absolutely peacefully get on.

Features of historical development led to formation of a cultural code of Belarusians. Culture of Belarusians is defined as culture of the people inclined to tolerance, culture of negotiations. Belarusians showed ability not only to survive, but also to keep themselves as the people in lack of own statehood, at carrying out policy of assimilation. Despite improbably difficult historical conditions of formation of the Belarusian statehood and culture the Belarusian ethnos managed to keep the roots and traditions.

The judiciousness and tranquillity, lack of national and religious discord are peculiar to the Belarusian people. Feelings of Belarusians are directed

first of all on native space. Aspiration to the maximum coverage of life, typical for Russian culture (projects: "Moscow — the third Rome", "World revolution"), isn't peculiar to Belarusians. Figures of the Belarusian culture always cared about nearest and dearest, were guided by sense of proportion and common sense, avoiding extremes.

In intercultural communication Belarusians show lack of sense of superiority over other people, not aggression, briefness and restraint, lack of tendency to rough expression of feelings. The antimilitarism is peculiar to Belarusians. Belarusians always denied violence though quite often became its victims ready, however, to protect themselves.

Communication between cultural and ethnically close people isn't complicated, isn't connected with language obstacles. The general symbolical bases, a set of uniting historic facts make a uniform basis for effective communication, so — for achievement of understanding. However it is necessary to take into account that the deep archetypical bases of the people have the peculiarities.

As a whole, in order that process of intercultural communication will be successful it is necessary to consider and adequately to interpret various values of those countries and the people which representatives are involved in interaction. Perception stereotypes can be obstacles in a way of effective communication; perception distortion, unwillingness to analyze information consequences of unreasoned statements. For effective communication it is important to consider also flows of information in a control system, extent of centralization/decentralization in systems of processing of information and decision-making.

We undertook an attempt to reveal a tendency in dynamics of communication between ethnically close people, and the analysis of national characters doesn't apply for completeness and exhaustion.

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FEATURES OF INTERCULTURAL COMMUNICATION IN THE INTERNATIONAL TOURIST TRAVEL

Problems of intercultural communication are put forward by real practice of the international tourist travel, and their decision can promote not only to improvement of the organization and carrying out these travel, but also deepening of our ideas of processes of interpersonal communication at different levels and in different conditions. In work processes of interpersonal communication between the Russian tourists and society of local population of foreign countries are considered at international tourism and, on the contrary, between foreign tourists and society of local population of Russia at incoming tourism. Unfortunately, to us any researches in this statement, despite its obvious urgency aren't known.

It is known that communicative process represents process of coding and decoding of information transferred on three channels — verbal, kinematic and alarm [1]. The generalized model of communicative system is presented on fig. 1.

From fig. 1 follows: initial information 1.1—1.3 is coded on "Entrance" and transferred to the addressee in the form of a word, kineme — gesture, a movement, and a signal — tone, a sound, intonation, age, sex, style and color of clothes, the social status of partners in communication etc.

ENTRANCE   *Verbal channel*   EXIT
Sense 1.1 — Inform. 1.1 [words 1 -------- words 2] Inform. 2.1 — Sense 2.1
Kinematic channel
Sense 1.2 — Inform. 1.2 [kineme 1 --- kineme 2] Inform. 2.2 — Sense 2.2
Alarm channel
Sense 1.3 — Inform. 1.3 [signals 1 ------ signals 2] Inform. 2.3 — Sense 2.3
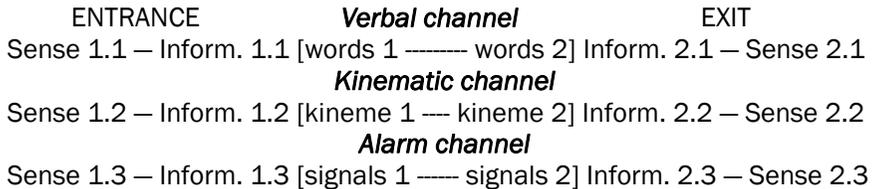
Fig. 1. Block diagram of communicative system

On "Exit" there is a decoding of the received signals respectively in information 2.1–2.3. Not identity of entrance and target information is generally caused by subjective nature of decoding and is defined by personal perception of the addressee.

It should be noted that on the verbal channel about 10% of all information, on alarm — 40% and on kinematic — 50% are transferred. Thus the verbal channel is used generally for transfer of semantic information, when non-verbal (kinematic and alarm) — for definition of the interpersonal relations.

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It is paradoxical that the greatest interest in researchers is caused by verbal communication of which share it is the share the smallest volume of transferred information. To a problem of interpretation by the carrier of one culture of the kinematic information transferred by the representative of other culture, it is devoted a number of the works which have appeared recently. Practically there are no researches of the alarm channel.

In work conditions of the correct judgment of information received on two nonverbal channels — kinematic and alarm are considered. As to adequate interpretation of the data received on the verbal channel, it is provided with speech norms of partners on communication.

Intercultural kinematic communication

Usually allocate four types of deviations from the correct understanding of kinematic information upon transition from one culture to another: absolutely wrong (erroneous) interpretation, partial understanding, incompleteness of interpretation, superfluous interpretation. For this reason we speak: "Each people and each culture have the "mute" cinema". Or: "Be careful. Your gesticulation can put you in ambiguous and unpleasant situation" — the British airline "British Airways" of the passengers warns. The matter is that the nonverbal behavior of the individual in different cultures can have opposite sense. So, S.G. Ter-Minasova considers various judgment of a smile of communicators from Russia and the USA [2]. The difference in smiles — is a difference of cultures. In the western cultures they distinguish a smile "formal", "commercial" and sincere; in our culture — only a sincere smile.

Intercultural communicative failures are possible in a case as identical we will throw, having different senses (intercultural homonymy), and in case of the various we will throw, but having the same sense (intercultural synonymy). Examples of the most widespread sign we will throw with ambiguous interpretation by communicators different cultures are provided in table 1 (an intercultural homonymy) and table 2 (intercultural synonymy).

Table 1

Examples of intercultural homonyms

No.	Kineme	Sence	Culture
1	"O'key" — a circle, made with forefinger and big hand fingers	"Everything is all right"	USA, England
		"Anything — a zero"	France
		"Purchase money — sales"	Japan
		"Do not disturb"	Greece
		"I will kill you"	Tunisia
2	The thumb of a hand lifted up	Vote on the road	Europe
		"Everything is all right"	USA, England, Russia
		"Shut up"	Greece

No.	Kineme	Sence	Culture
3	Forefinger at a temple	The person not in itself	Germany
		Silly person	France
		Clever person	Holland, Israel
		The person was lost in thought	Africa
4	Forefinger at a lower eyelid	–	Russia
		Contempt for the addressee	Australia
		Goodwill	Italy
		Mistrust	Spain
		"Me consider as the liar"	France
5	V-shaped sign fingers; the hand is pressed to a body	"I look for the third to drink"	Russia, man's gesture
		"I look for the in crowd"	England, gesture of masons from an award of Buffalo s
6	"To beckon to it-self a hand"	The request to approach	Russia
		The request to leave	Arabs
7	To put out the tongue	Children's tickler	Russia
		Ritual greeting	Tibet
8	Horns — forefin-ger and little finger	"Cuckold"	Russia, France
		The addressee maleficiated	Italy
		The addressee maleficiated	Italy

Table 2

Examples of intercultural synonyms

No.	Kineme	Sence	Culture
1	Touch to an ear lobe	Spain	insult
	The middle finger is lifted, the hand is turned by the back party	America	
	V-shaped sign fingers; the hand is turned by a palm to the addressee	Great Britain, Austria	
	The lifted hand with an open palm to the addressee	Greece	
2	Rocking by the head from left to right; "yes"	Bulgaria	"Yes!"
	Nodding one's head from top to down	Russia	
	Both hands are put to a breast and move up-down the opened palms up	Japan	
3	Rubbing forefinger of a tip of a nose	France	Emergency
	Percussion forefinger of a tip of a nose	Italy	

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Intercultural alarm communication

I. *The visual signal transferred by a look*

It is known that a face of the person is a mirror reflecting its experiences, thoughts, the relations to events and other people. There are over 1000 various movements of facial muscles, the system of coding of obverse expressions of FAST (Ekman, Frizen, Tomkins 1971) is known. On the basis of this system methods of recognition of the following seven main emotions on a look are developed: 1) pleasure — happiness; 2) surprise — amazement; 3) fear; 4) disgust — contempt; 5) grief; 6) anger — rage; 7) interest — curiosity. These emotions are called as universal as are equally distinguished by carriers of different cultures [3].

At the same time, the look in many respects depends on a sex, age and belonging of a communicator to this or that culture, need to make effort for artificial change of a look. Such change occurs by rules of nonverbal expression of emotions, various for various cultures. As an example we will give some of them.

1. An intensification — the increased expression of feeling. So, for example, inhabitants of some cultures of the Mediterranean at expression of grief it is exaggerated are raised and itself almost don't supervise.

2. Deintensification is the reduced expression of feeling, is characteristic for Estonians, Icelanders and the Japanese constrained in emotional manifestations of feelings.

3. A ban on expression of a certain emotion, (men in public shouldn't show fear, for example).

4. Masking of one emotion another. (Japanese and Americans should smile not to show to the interlocutor the grief or disgust.)

II. *The visual signal transferred by style and color of clothes*

Psychologists confirm that the impression which at us develops about this or that person, in many respects depends on his manner to put on. Color scale (not striking and defiant) clothes of the individual and its style allow to express opinion on its character, mind, religion, on the relation to the standard standards of behavior (length of skirts, clothes choice), welfare (expensive watch, clothes with labels of prestigious firms, ornaments, fabrics from natural fibers), the social status, education, taste. The clothes for men — are a symbol of their social accessory ("uniform"), a symbol of their respectability. Tie existence (club, school) characterizes the owner and hands over additional information; a tie such as a scarf — an eccentricity symbol. The clothes for women — means of protection ("knightly armor") and a control facility (to emphasize or muffle) sexual signals.

III. *The visual signal transferred by a manner of behavior*

At the communication act it is important to be able to estimate correctly the relations between partners. The list of the parameters indicating positive and negative attitude between them is provided in tab. 3.

Table 3

**Parameters of the positive and negative relations between partners
in communication**

Relation parameters	
the positive	**the negative**
1. Friendly smile	1. Gloomy look
2. The pulled together position, body inclination towards the partner. Increase in number of contacts	2. Circulation from place to place
3. Increase in duration of contact of eyes	3. Unwillingness to look in the face to the interlocutor
4. The increased speed of nods of the head	4. Rocking by the head
5. The increased number of gestures by a hand	5. Cleaning of nails
6. The increased number of encouraging remarks.	6. Smile
7. The increased number of positive sound signals	7. Yawning

In order to avoid the international communicative failures it is necessary to familiarize before the international travel with behavior rules in the entrance country. The example of the awkward situations caused by a manner of behavior, is given in tab. 4.

Table 4

Examples of awkward situations in the international travel

Country	You will get to awkward situation, if
Spain	Will leave tip more than 10% (will cause negative reaction — offense). Give way in public transport (it will be apprehended as a sign of special courtesy)
France	Present to the Frenchwoman chrysanthemum — mourning flowers. Will wash down cheese with juice or Coca-Cola (it is considered indecent). Will leave tip more than 10% (will cause negative reaction — offense)
Holland	Appear on the street in clothes from a genuine leather or fur. (Dutches love animals and will shower you with rotten eggs)
Germany	Present to the German of a calla (mourning flowers). Will be presented to the German on a name (intimate style of the address). Will come to a celebration to German friends with a vodka bottle (it isn't accepted; good wine) is more preferable. Will talk loudly in public places (it isn't accepted)
USA	The woman will give a hand for a kiss, will wait, when for it will pay at restaurant or will give way in transport (in the USA the woman is perceived as the competitor equal in rights). On the street of New York will drink alcohol drinks and beer, not having covered them with paper (for educational reasons). Will ask passers-by how to reach in this or that place (it is not accepted to talk to strangers)

Country	You will get to awkward situation, if
Turkey	At an entrance in the house of the Turk or a mosque don't remove footwear. On the street will drink alcohol drinks and beer (in the Muslim country it is considered indecent)
Brazil	Will undress on a beach (it is considered indecent; to leave the house it is necessary in a bathing suit)

IV. *The visual signal transferred in the size of a spatial zone*

Distance on which people from each other stand or sit at communication, shows as far as they are familiar and as belong to each other. American anthropologist Edward T. Hall, by the founder of a science about spatial needs of the person, it is established that each person can have the personal territory — accurately designated air space round a body [4]. At any communicative situation between partners the spatial zone corresponding to this situation, taking into account the personal relations between partners and threat of invasion into an inner world of each other is established.

The size (L) of this zone socially also is national caused, proportional to population density in the place of residence and depends on concrete circumstances, a place, time, nature of communication, specific features of the personality. Women keep at smaller distance to relatives to them to people, than men. Extroverts comfortably feel in smaller personal space, than introverts. Men intentionally interfere in personal space of the woman for expression of the sexual interest. For the person of so-so provided social level irrespective of the country of accommodation allocate five accurate spatial zones: over intimate, intimate, personal, social, public.

Invasion of the extraneous person into an intimate zone of the communicative partner causes in an organism of the last various physiological reactions and changes (palpitation becomes frequent, adrenaline jumps out blood, there is an alert), feeling of hostility to the interlocutor, desire to be removed. Therefore, at any communicative situation it is necessary to observe a golden rule "To hold a distance". Density of people at concerts, cinema halls, in transport, the lift leads to inevitable invasion of people into intimate zones of each other.

Recommendations to the head of tourist group are developed for the prevention of intercultural communicative problems in the international tourist travel.

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POLYCODE TEXT AS THE ELEMENT OF INFORMATION CULTURE (ON THE MATERIAL OF GERMAN CARICATURES, COMICS AND COLLAGES)

Functional loading of a caricature is defined by comic and at the same time critical reflection of reality. Hence the caricature is not only a traditional means of updating of the public phenomenon, an event, the fact, but also a recognized form of creation of informal information in a counterbalance official. Therefore on pages of mass media the caricature is for a long time an organic element of system of mass media, an element of its design and the edition concept. The publication of caricatures is always carried out in intention of the artist and edition of mass media to affect audience owing to what it is possible to define a caricature as manipulative strategy of the statement of certain ideas. Manipulative nature of a caricature is expressed in its property to act tool of the hidden assessment of the public phenomenon or event as the emotional criticism in a caricature has the veiled character and decoding of implicit sense of a caricature occurs at correlation of its contents to that phenomenon or an event on which it is directed. Thus the more characteristic and the outstanding personality, the more powerful an event or the problem the more topical, rather they will get under a sight of caricaturists. Differently, at the heart of a caricature conscious intention of the author to transfer information opinion, appealing to the emotional and sensual sphere of the addressee lies. In the appeal to the emotional and sensual sphere of the addressee the powerful influencing potential of a caricature is covered. "Coauthorship of the author of work and the viewer — Bogorad writes — begins a way of disclosure of emotional orientation of rather mentioned subject or a problem. Thanks to after tone is set or accepted, the viewer the sense of drawing only true to a plan of the author" [2, p. 22] reveals.

We will lay aside reasonings on identity of an author's plan and result of his perception the recipient. Important here that the emotional understanding perceiving consciousness of the author's idea materialized in a caricature, is a necessary condition of interpretation of its sense. The caricaturist has a

large number of possibilities of a choice of how to display this or that object in difference, say, from the photo which infinitely increases accuracy in object reproduction.

Comic always contacted philosophers and critics a contradiction between esthetic idea of the phenomenon and its real essence. Therefore concrete forms of caricature (exaggeration, underestimation, parodying, surprise) are based on deformation of the phenomena at substantial and formal levels (see in more detail: [1]).

Let's illustrate told on a caricature example (fig. 1).

Fig. 1 (Stern 50/2011)

This caricature represents author's treatment of concept "the financial market" — "der Finanzmarkt". In interpretation of the author of "der Finanzmarkt" associates, possibly, with the ugly employee of bank imposing the credit to the potential client. This visual metaphor based on exaggeration (high growth, the large constitution, unpleasant appearance of the visitor) and staticizing negative qualitative characteristics of the concept "der Finanzmarkt", is expression of an author's negative assessment to this modern reality and is urged to cause the corresponding impression in the recipient. Disclosure of value of the visual image symbolizing the concept "der Finanzmarkt", contains in the signature comment to a caricature. The comment at the same time involves the recipient, pointing to uniqueness of a caricature: "Zum ersten Mal im Bild: der Finanzmarkt".

That is here the author emphasizes that the content of the obobshchenno-abstract concept "der Finanzmarkt" receives for the first time material symbolical expression, "being substantiated" in quite unpleasant character of a caricature. Additional connotations to a visual image of the financial market are given by a remark of the second character: "Helga, es ist der Finanzmarkt, brauchen wir einen Kredit zu sensationellen Konditionen?" In this remark einen Kredit addition the estimated phrase sensationellen Konditionen make as means of an articulation of irony in relation to the concept "der Finanzmarkt" and also enter into structure of an assessment of this concept. Thus, substantial interaction of verbal and visual components in this caricature is shown that "emotional orientation" the author of rather mentioned concept is expressed in a visual and verbal number of a caricature. Besides, value of the visual metaphor symbolizing the financial market, is twice explained verbally: after reading of the comment and a remark of the inhabitant of the house it becomes clear to the recipient, what image is symbolized by the visitor.

Thus, following a communicative orientation and essence of a caricature, author's consciousness, entering dialogue with consciousness of the recipient and appealing to his emotional and sensual sphere, doesn't express emotional criticism of the actual concept "der Finanzmarkt" directly, it is latent behind the direct maintenance of verbal and visual components. Thereby the recipient is given a hint and the open field for own conclusions is provided.

The collage is the actual polycode text functioning in German-speaking information culture.

On substantial and functional signs the satirical or comic collage can't be separated accurately from a traditional caricature. At the same time on the formal organization, to be exact, on external registration to consider a collage as a caricature version too it is impossible, as a caricature — result of manual creativity, the collage — is mounted by special equipment. An obligatory visual element of a collage is the photo or fragments of photos that distinguishes a visual number of a collage from a visual number of a drawed caricature.

The caricature and collage find the general substantial sign which is expressed in updating socially, economically and politically significant subjects and in realization of the emotional critical relation of the author to the designated subject. Respectively, at a caricature and a collage, despite their various texttypological status, the general communicative purpose — critical reflection of reality and the appeal to cogitative and emotional to the sphere of the addressee.

Let's consider by way of illustration told a caricature (fig. 2) and a collage (fig. 3).

Fig. 2   Fig. 13

In a visual number of both texts the same object — German chancellor Angela Merkel is presented. Thus in a visual number of a collage the photo of this person therefore identity of the image in a collage and real object doesn't raise doubts is put.

The visual image of Angela Merkel in a caricature is creative interpretation of the author caused by the general maintenance of a caricature. Drawing in a caricature, acting as a visual ironic articulation, strengthens pragmatics of verbal irony in Ranier Bryuderl's statement (the Minister of Economics of Germany) about the actual prices in Germany on gasoline and a high share of profit which receives the state from each liter of gasoline thanks to various taxes: "Die wirklichen Ölscheichs sitzen in Berlin".

The collage also realizes irony at visual level — in Angela Merkel's image with a nimbus and at verbal level in the signature text: "Steuern, Maut und Inflation haben einen Schutzpatron" also supports pragmatics of the comment of the following contents: "Erst an der Steuerschraube drehen,

dann zusehen, wie die Preise steigen, und jetzt noch die Lkw-Maut erhöhen: Frau Merkel, es ist genug! Denn allein im Transportgewerbe stehen Tausende von Arbeitsplätzen auf dem Spiel. Wie lange noch wollen Sie dazu Ja und Amen sagen?"

Fig. 4

The definition of the comic strip is defined by the following characteristics: interaction of verbal and visual signs in the comic strip text, linear creation of a plot by sequence of separate shots, seriality.

In German communicative practice and information culture today the comics, which communicative purpose to present actual economic, political and public events, the phenomena and faces actively develop. Thus, the comic strip functions in actual reality in two types. The first — the entertaining comic strip which can be entirely constructed on fiction. The second — we will call it "the intellectual comic strip" — the substantial plan relies on objective reality, artly changing it on purpose to create a certain estimated judgment at the addressee to the presented contents. Differently, this type of the comic strip unlike the entertaining comic strip has essentially other target audience and other polycode product which communicative purpose consists in emotional and critical reflection of reality acts as qualitatively.

As example of the told the comic strip (fig. 4) serves.

In the text of this comic strip topical world economic problems received interesting and unusual treatment. In a basis of a plot of the comic strip parody interpretation of a plot of bible history about three kings who have brought a message about the birth of the Christ laid down. This interpretation of a biblical scene is justified, probably, circumstances of the publication of

the comic strip — it appeared in December issue of the Cicero magazine for 2011, shortly before celebration of Day of Three Sacred Kings. Therefore the author intentionally marks communication of the contents of the comic strip with the case bible text through the heading "Die Heiligen Drei Könige". As Three Sacred Kings world political leaders act: Angela Merkel, Nicolas Sarkozy and Barack Obama. The comic effect and the communicative purpose of the comic strip is realized in interdiscussive interaction of bible and economic discourses. The bible discourse is traced in a visual row — the image of a day nursery, Jesus parents and in a verbal row — the name of the comic strip and the subject and composite structure of the text simulating the maintenance of a biblical parable. Sending to an economic discourse is expressed through language units of Bank, die Konjunktur ankurbeln, den Euro retten, Betreuungsgeld beantragen and through visual signs — the image of leaders of the states, dollar signs and euro, European Union symbolics. The verbal and visual markers belonging to various discourses show creation of comic effect on the basis of operation of the mechanism of an interdiskursivnost which, according to O. S. Sachava, "is reached by means of updating in consciousness of the native speaker not simply other discourse, and a discourse in something opposed initial" [4, p. 133]. Use of interdiscussive signals not only creates comic effect, they allow to staticize and, probably, to affect in consciousness of the recipient essentially other system of knowledge, to be exact, on knowledge of an economic and political situation in modern Europe and the world. The influencing and comic potential of the comic strip concentrates in a question which is carrying out a role of the preface: Haben unsere Weisen aus dem Abendland nicht etwas vergessen? and final dialogues having something in common with it — Angela Merkel with Sarkozy and Obama: "Öhm, irgendwas war da noch...?" and Joseph with Maria: "Sei nicht traurig, Schatz, wir können ja Betreuungsgeld beantragen" as these expressions concentrate a contradiction between the initial text and the comic strip parody text: on a biblical scene kings brought gifts to baby Jesus, in the comic strip — kings forgot about it. Therefore the comic strip isn't perceived by the recipient as entertaining history in pictures, his communicative purpose — persuasive expression of author's disapproval of actions of the world political elite, put in a verbal component of the comic strip and the ironic relation to the certain objective persons, shown in a visual row.

So, summarizing told, it is necessary to draw the following conclusions. First, the community of these text types — caricatures, a collage and the comic strip is caused by polycode way of implementation of the contents. Secondly, these polycode texts are united by comical and at the same time critical reflection of reality, i. e. the general communicative orientation consisting in focusing of the actual public phenomenon or an event. At-

traction of interest of the addressee to contents of these texts is expressed through impact on its emotional and sensual sphere as these texts are capable to cause the contents laughter, and it is possible, bitterness or disapproval.

The caricature, collage, the comic strip are manifestations of qualitative laughter which is urged to criticize, point esthetically, sometimes to destroy stereotypes for the sake of their correction, or perhaps creations of the new. That is these polycode texts — it, first of all, means of an assessment of actual and significant aspects of activity of human community.

Therefore, according to functional characteristics the caricature, a collage and the comic strip — is some kind of visual and verbal "provocation" of the recipient creatively accenting and focusing this or that hot topic. Individual and figurative reflection of reality defines pragmatical potential of these types of polycode texts. But the conclusion, true background lies outside of the text, the addressee is given a hint, opportunity to pay attention to a problem is given, to reflect, most to come to a conclusion. Therefore besides emotional reaction, these polycode texts are capable to cause reaction cogitative which is the true purpose of their creation.

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Baboshko M. I., Korenkom P. M.

PROBLEMS OF CROSS-CULTURAL COMMUNICATION IN TEACHING FOREIGN LANGUAGES

In the modern world it becomes more and more obvious that the mankind develops by the way of expansion of interrelation and interdependence of the various countries, the people and their cultures. This process captured various spheres of public life of all countries of the world. Today it is impossible to find ethnic a community which wouldn't test on itself influence from cultures of other people. It was expressed in rapid growth of

cultural exchanges and direct contacts between the state institutes, social groups, social movements and certain individuals of the different countries and cultures. Expansion of interaction of cultures and the people does especially actual a question of cultural originality and cultural distinctions. For effective communication with representatives of other cultures not enough one foreign language skills. Practice of communication with foreigners proved, what even profound knowledge of a foreign language doesn't exclude misunderstanding and the conflicts to carriers of this language. Overcoming of a language barrier isn't enough for providing efficiency of communication between representatives of different cultures. For this purpose it is necessary to break a barrier cultural.

Problems of intercultural communication in the field of teaching foreign languages existed long ago, however linguists approached to its studying quite recently, and this problem began to be considered from other positions as training process should be directed to a foreign language on preparation to inter-lingual intercultural communication. Recently problems of teaching of foreign languages it is considered in a complex including not only actually language, communicative, but also and sociocultural aspects. Foreign language acts as means of familiarizing with other culture and is a source of knowledge. In the course of perception of culture foreign there is an identification and the analysis of the facts of other culture. As a result of this perception there are certain notions about other cultures. Noting the increased values and a practical demand of foreign languages as means of intercultural communication should be noted some negative phenomena in educational practices. The choice of a foreign language is defined by a range of political-economical, and cultural requirements, interaction in the economic sphere and different establishment of contacts, and also a number of factors, such as geographical proximity, development of historical links, a priority and the importance of cultural values.

Level of knowledge of a foreign language is defined by the student not only direct contact to his teacher. To teach a foreign language as to a means of communication, it is necessary to create a situation real communication, to adjust communication of teaching of foreign languages with life, actively to use foreign languages in live, natural situations. It scientific discussions with involvement of foreign experts and without it, an abstracting and discussion of foreign scientific literature, reading separate courses in foreign languages, participation of students in the international conferences, work as the translator which just and consists in communication, contact, abilities to understand and hand over information can be always on the lips. It is necessary to develop out-of-class forms of communication: clubs, the circles, open lectures in foreign languages, scientific organizations on interests where students of different specialties can gather.

To teach people to communicate (orally and in writing) to teach to make, create, and not just to understand foreign speech — it is the complex challenge complicated also by that communication — not simply verbal process. Its efficiency, besides knowledge of language, depends on a set of factors: conditions and culture of communication, rules of etiquette, knowledge of nonverbal forms of expression (mimicry, gestures), existence of profound background knowledge and many other.

The main answer to a question of the solution of an actual problem of training for — adjoining to strange languages as to a communication medium between representatives of the different people and cultures is that languages should studied in indissoluble unity with the world and culture of the people speaking in these languages.

Balakayeva A. D.

NATIONAL BRAND OF THE UKRAINE: FEATURES AND FORMATION CONTRADICTIONS

During a neoliberalism era even more often in relation to the states categories of business and marketing are used. Such concepts as the competition, an economic benefit, branding are even more often used concerning regions, the states, and sapranational formations. The countries, as well as corporations, develop own brands, expansions of sales markets of the goods and services enter competitive fight for attraction of investments, tourists. The state brand if it is successful, can become serious help for the economic competition in the global world and protection of an internal producer, so and state society as a whole.

In 1998 Simon Ankholt in the press declared for the first time that the countries and the nations can be equated to trademarks and brands. Article caused a deep resonance both in scientific community, and in the official environment. Nevertheless, practice of branding of the countries and the whole nations is today quite essential mechanism of the international influence.

In 2005 Ankholtom the methodology of research of national brands was developed and today it "A rating of national brands" (Anholt Nation Brands Index) is the first analytical rating estimating image and cost of brands of the various countries of the world. It is quarterly interviewed, in which more than 25 thousand people take part, stating the assessment to 35 countries of the world by various criteria, such as culture, policy, material and human resources, investment potential and tourist appeal.

The urgency of a problem of national branding is conclusive for the majority of the European states. In 2008 in London conference on the subject

of branding of geographical units took place: countries, regions, cities. Among participants of action were not only the leading firms in the sphere of marketing and communications, but also representatives of the state authorities responsible for formation of image, the State Committees on tourism, agencies on attraction of investments from Poland, Switzerland, Sweden, Great Britain, Germany, Portugal, New Zealand, Australia, Turkey. Unfortunately, CIS countries at conference weren't presented that once again confirms that fact that the majority of the Post-Soviet states still didn't realize importance of introduction of programs on creation of brands of their countries.

The history of national branding of Ukraine begins in 2005 when the Ministry of Foreign Affairs declared the tender for service in the sphere of formation of positive international image of the country. Unfortunately, the company which has won the tender didn't execute the obligations, and the accusations connected with numerous violations at carrying out the tender and waste of means of the state budget were brought to the Ministry. In 2011, already without carrying out the tender, the Ministry of Foreign Affairs allocates to CFC Consulting firm budgetary funds at a rate of 100 thousand dollars for development of strategy of national branding.

Results of work on creation of strategy of national branding were presented in the form of the Internet portal brandukraine.org and "Ukraine" booklet. Within the project the following was realized:

- – researches of perception of Ukraine in five leading states of the European Union are carried out: Spain, Germany, Great Britain, France and Italy;
- – the brand strategy which is guided by the slogan "Ukraine — openness" is developed;
- – information portal www.UkraineallaboutU.com is created;
- – projects of information campaigns "are developed by Ukraine. Beautifully yours", "Ukraine. All about U", "Ukraine. Moving in the fast lane";
- – the logo of Ukraine to Euro-2012, a logo "is created by Ukraine. Moving in the fast lane" and country symbols — characters Sprytko and Garnyunya.

Right after representation of results of work of CFC Consulting public discussion of the offered strategy began. Despite scale and many-sided nature of the performed work, characters symbols Sprytko and Garnyunya appeared the main objects of criticism. The known Russian designer, the author of one of the most popular blogs of Russian-speaking sector of the Internet Artemiy Lebedev became one of the first who negatively expressed in their address, whose opinion instantly was spread widely around on the Internet and gained even big popularity, than Sprytko and Garnyunya [3].

At the same time with it, representatives of the Ukrainian public, cultural figures among whom journalists Victoria Syumar, Vakhtang Kipiani and Egor Sobolev, writer Oksana Zabuzhko and philosopher Sergey Datsyuk sent the open letter to Minister of Foreign Affairs Konstantin Grishchenko in whom rebuked the offered symbols of Ukraine. In their opinion, these characters "maintain typically colonial stereotypes, ignore a number of important national signs and are simply offensive for national dignity of Ukrainians, both men, and women". Result the decision of the Ministry of Foreign Affairs began to refuse Sprytk and Garnyuni's use in the image projects realized on budgetary funds. As a result, state authorities were again scarified for waste of budgetary funds that not only doesn't promote improvement of the international image of the state, but also reduces trust level to the power at the Ukrainian society.

Certainly, the strategy of national branding offered by the CFC Consulting company has a number of shortcomings, however they aren't reduced to the image of characters symbols of Ukraine. According to known political strategist Sergey Gaydaya [4], the main problem of strategy is absence of the uniform concept of positioning of Ukraine. In his opinion, the offered projects — the separate elements which have not been united by the general concept, not supported with basic researches, and they aren't capable to affect somehow perception of Ukraine in the international space. Such project as strategy of national branding of any country, can't be executed by one company even if it has experience in the sphere of the international positioning. Realization of a similar task should accumulate efforts of creative elite of all country and involve not only experts in marketing and designers, but also sociologists, historians, philosophers, culture experts, professional writers and artists.

The following important question in creation of a national brand is the problem of financing of the similar project. First of all, the strong national brand is favorable not only to the state, but also business: often the sale of these or those goods depends on the first in the global market. Simon Ankholt in the book "The Brand America" describes this phenomenon as follows: "...a label 'It is made in... (the production country)' possesses almost same force and almost same value as a label 'It is made... (a name of the producer)'. The German equipment, the French chic, Japanese miniaturization, the Italian style, the Swedish design, the British quality, the Swiss accuracy − all this belongs to category 'value of a trademark', affects perception the buyer of production from the listed countries and has very much great value" [1]. Even very qualitative hours made in Guatemala, Belgium or Ukraine won't have such popularity, as the hours made in Switzerland. Therefore, business is especially interested in positive image of the country, so, he should act as the main sponsor of the project

of creation of a national brand. This opinion confirms experience of the developed countries where the government finances only 10–20% from total amount which is spent for realization of this direction of a state policy.

Summing up to the aforesaid, it is possible to note that at present as that brand "Ukraine" doesn't exist. According to O. F. Rusakova, the main criterion of a brand is existence of its institutionalization and official registration. The complex of representations of foreigners about Ukraine is formed in some image which it is possible to call image. "Image doesn't demand any institutional permission, any legitimation from the authorities or public institutes. Image isn't subject to official registration or an institutionalization. Other business the brand, a name and which attributes demand the legitimation and legal protection" [2]. Unlike a brand, image not necessarily can be positive. The international image of the country can be based on various components, among which level of economic development of the country, political stability, development of social projects and so forth. The majority of the developed countries conduct a purposeful state policy on improvement of the image in world space. Unfortunately, Ukraine realized an urgency of questions of the international image relatively recently. For this reason basic elements of image of Ukraine develop not thanks to special state programs. In 2000–2010 the Bohush Communications company carried out monitoring of image of Ukraine in 12 countries of the world. According to monitoring it is possible to allocate the following positive and negative components of image of Ukraine.

The following belongs to negative lines of image:

Uncertainty. Unfortunately, an essential part of Europeans don't know about existence of Ukraine. Even for those who is familiar with this name, it associates with any concrete facts and symbols a little.

Chernobyl. The largest technogenic catastrophe of the XX century which has mentioned ecological stability of all European region, and also need of continuous investment in creation of a reliable sarcophagus for nuclear station became the reason of sad popularity of Ukraine.

Political instability. Defeat of "orange revolution" is perceived as crash of democratic ideals and return to authoritative style of board. Arrests of known politicians are perceived as political repressions and become the reason of rigid ultimatums of the European states in relation to Ukraine.

The corruption penetrating all authorities. Attempts of foreign investment in health care, tourist branch, production have small efficiency as in most cases, funds from investors don't reach a designated purpose. Result is decrease in investment ratings and the redirection of the foreign capital to stabler countries.

Prostitution and sexual slavery.

AIDS. For many years Ukraine wins first place in Europe on rates of distribution of HIV and incidence of AIDS. Less than 1/5 patients with AIDS in Ukraine receive the corresponding treatment. For comparison: in the African countries Botswana and Rwanda treatment is received by 80% of patients.

As to positive tendencies in perception of Ukraine foreigners, they in the majority are connected with activity of **modern athletes and stars of show of business**, among which brothers Klitschko, Andrey Shevchenko, the winner of the musical competition Eurovision 2004 Ruslan's singer, etc.

Thus, at present Ukraine realized need of implementation of a state policy for the sphere of formation of positive image of the country and formation of its brand. Since 2005 two attempts of creation of strategy of national branding and a pilot basis of its realization which, unfortunately, ended without results were undertaken. At this stage passes public discussion in the Ukrainian society which pursues the purpose to develop a way of successful implementation of the project which would consider all defects and errors of the past.

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Buko V. P.

PECULIARITIES OF TEACHING GERMAN-RUSSIAN TRANSLATION TO THE STUDENTS OF NON-PHILOLOGICAL HIGHER EDUCATION INSTITUTIONS OF BELARUS

In the course of German studying in not language higher education institution a certain place to be allocated for training of students to translation from German on Russian. Need of such training is caused by that at receipt in a magistracy, postgraduate study, and also in the further research activity trainees should show skills and abilities of translation.

As L. K. Latyshev notes in this regard to "train" correctly to translate it is possible differently. It is possible to force simply, for example, being trained

to translate, and then to correct it, being limited to comments: "here it is not absolutely exact", "here badly sounds", etc., without pressing thus in deeper, theoretical explanations. As practice shows, to teach correctly it is possible to translate in this way only those who is gifted by the person, "not arguing" keenness. For the majority of trainees of it it is not enough" [1, p. 8].

Proceeding from practice of training of students the equipment of translation from German on Russian of texts in the specialty should note that in this work it is necessary to consider certain difficulties which are caused by a divergence of systems of source language (SL) and translating language (TL), discrepancy of norms of SL and TL, and also a divergence of speech norms of SL and TL.

Quite often in the course of translation there are also problems of a divergence of preinformational stocks of SL and TL carriers that is expressed in absence at the translator of the preliminary information necessary for an adequate translation of the text. Thus, trainees should not only seize in the ways and translation receptions from German on Russian, but also to consider in the work weight those difficulties about which it was told above.

All this finally also is directed on achievement of a main objective of translation which was defined in due time by Vilamovits-Mellendorf: "It is necessary to reproduce in transfer not words and at all offers, and thoughts and feelings. The dress should be new, and the contents to remain the same in transfer" [2, p. 74].

In order to avoid the difficulties connected with training of students to equipment of translation from German on Russian, it is expedient to think over and plan system of the organization of educational process. Thus it is necessary to consider as specific features of trainees, and to provide sequence in formation of skills of such transfer at them.

As practice shows, training of students to ways and receptions of translation should be begun with their acquaintance with bases of the theory of transfer, and then to pass to formation at trained skills of such transfer. As throughout all process of training to the teacher all the same to have to be guided by the transfer theory, at this stage of educational and informative activity of students the teacher can state a material in the form of lecture. By means of lecture it is possible to open essence of translation from a foreign language on Russian, to acquaint students with the main ways and transfer receptions, to show them transfer problems at lexical and grammatical and syntactic levels.

In the course of training it is very important to translation of students of not language higher education institutions to form at them ability to work with SL text, representing this work in the form of consecutive stages. As fairly marks out A. F. Arkhipov "process of translation expediently to cost in three stages:

- pre-translation original analysis as a whole;
- actually translation of the text as consecutive analysis and reexpression of separate pieces of the text of the original by means of target language;
- general editing" [3, p. 15].

At this stage of the pretranslating analysis of the original as a whole students learn to define a communicative situation of the text of SL, its subject, the contents and stylistic accessory. Often trainees ignore this stage in the translational work that inevitably leads to time loss, and also to semantic and speech mistakes.

Actually the translation of the text represents the consecutive algorithm of the actions directed on the analysis of separately taken piece from the text of SL and its reexpression by means of TL (lexical and grammatical, stylistic). At this stage of translation expediently, but it is not so obligatory to resort to the help of dictionaries and directories as value of this or that lexical unit is defined depending on a context.

The translation final stage, stage of so-called general editing assumes ability to find and eliminate discrepancy, errors and mistakes which meet at repeated reading of all text of transfer. It should be noted, as students often neglect this stage of translation, wrongly flat that at the previous stages of the work, they already achieved a high-quality translation of the text of SL.

In the course of training of students of not language higher education institutions to translation the great value has also ability formation at them to analyze a sentence structure of the text of SL. It means ability of trainees to find and analyze an offer basis, being guided thus by a so-called frame design of the German offer.

Degree of a posession of this ability objectively relies on grammatical competence of students that in this case it is necessary for distinction and the correct semantization of these or those grammatical structures. For this purpose the student together with the teacher develops some kind of instruction which they can successfully use further for the analysis of the offers containing certain grammatical structures.

Formation of grammatical competence of students of not language higher education institutions is an important condition when training to their translation from German on Russian. Need of ordering of knowledge in the field of grammar is caused by specifics of training in not language higher education institution.

After all according to new educational standards on learning of foreign language in not language higher education institution of Belarus to be taken away the smaller quantity of school hours, than earlier. Therefore before the teacher it is necessary to create a task in most short time at students with different level of language competence ability adequately to translate

original texts in the specialty, considering existence in them difficult grammatical structures.

Work on ordering of grammatical values at students is expedient for carrying out step by step, from simple to more difficult, from the familiar grammatical phenomenon to the unfamiliar. After all owing to a divergence of systems of German and Russian of languages their discrepancy and at grammatical level is observed. So, for example, in Russian there is no category of an article, at German language there is such grammatical design as "accusativus cum infinitivo" which isn't present in Russian.

Therefore, in the course of ordering of grammatical knowledge in not language higher education institution at the initial stage students learn to perceive and comprehend these or those grammatical structures, then students improve the abilities to distinguish these structures in the offer, and at the final stage trainees already independently analyze and translate these grammatical structures into the native language.

As practice shows, the educational process organized taking into account the above-named stages yields positive results as are thus considered both specific features of trainees, and level of their language preparation.

In practice of training to translation from German on the Russian student pays attention and to formation at students of skill of search of adequate option of a lexical unit in Russian. Despite a large number of bilingual dictionaries including electronic, trainees in the transfers allow discrepancies, errors and the mistakes which reason is ignoring of contextual value of a lexical unit of source language by them.

Proceeding from it, it is represented expedient to acquaint students with such concepts as immanent and permanent values of lexical units what inevitably to be reflected in translation quality. Adequacy of transfer can be reached only in case to consider a lexical unit of SL not separately, but only in its interrelation with other lexical units or sentence parts.

Thus, successful training to translation from German on Russian of students of not language higher education institutions assumes process of formation at them of the skills necessary for overcoming of difficulties which are connected with a divergence of systems and norms of source language (SL) and translating language (TL) first of all at their lexical and grammatical level.

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Valeeva E. O.

DEVELOPMENT OF ENTRANCE TOURISM AND ITS ROLE IN CROSS-CULTURAL COMMUNICATION

In modern conditions of communication penetrate all spheres of activity of the modern person: social sphere, policy, culture, economy, management. Intercultural communication — the integral factor of tourism and a dominant of the international tourist activity.

Tourism is one of the priority directions of development of new type of society. The phenomenon of tourism incorporates qualitative characteristics of information society — mobility, emphasis of consumer priorities, virtualization, visualization, information, globalization. Tourism is the most important type of the social and spatial organization of the sociocultural environment.

Tourism is way of information transfer and a factor promoting communication. Value of communicative function is so great that a number of researchers are inclined to consider tourism first of all as the act of intercultural communication. Really, the semantic layer of cultural space of other culture represents itself as a source of information and initiates communicative communications in the course of travel at level of individuals, societies, cultures. By means of tourism information can be transferred as verbally, and through realization in actions, in behavior, a sign and symbolical code of other culture. Besides, tourism becomes the instrument of preservation and translation by means of social communication of traditions and continuity of culture.

Intercultural communication as activity assumes interaction of representatives of different cultures in the course of joint professional activity in tourism: within activity of multinational corporation, partner activity of suppliers of tourist's services and tour operators, initiative and receptive tour operators, activities of the companies of receptive community for reception and service of foreign tourists.

Intercultural communication as a condition and an organizational principle can be used at design and development of a tourist's product, development of marketing communications, planning and implementation of advertizing and exhibition activity, the organization of reception and service of foreign tourists in the territory of accepting ethnocultural or polycultural community.

Tourist activity is impossible without preservation of unicity separate culture and its carriers. At the same time any intercultural communication is a peculiar opposition of ethnocultural identification, including their mutual penetration.

Spatial practicies of tourism initiate expansion of borders of the perception mediated both by transport movings, and a semantic saturation of tourist space of a global era. Tourist experience assumes readiness, loyalty for a meeting with culture as with social and semiotics reality. However tourism is capable to find both a form of cultural interaction, and a form of the cultural conflict under condition of rejection of codes of another's culture at level of the personality or social group.

The most important competitive advantage of tourist branch of the Russian Federation is the historical and cultural heritage. About 20% of an internal tourist stream are the share of trips with the cultural and informative purposes. The central and Northwest federal districts — it is the center of cultural and informative tourism of the country. In 2009 the number of the tourists who have made travel with the cultural and informative purposes made about 5,64 million people. Great potential opportunities for development of cultural and informative tourism are in separate regions of the Southern, Volga, Siberian and Far East federal districts. The main deterrent for this type of tourism is the unsatisfactory condition of road and transport and other tourist infrastructure of the majority perspective from the point of view of cultural and informative tourism of regions. Development of such type of tourism will allow to involve in addition more than 6 million Russian and foreign tourists.

In the XXI century cultural tourism is urged to serve ideas of intellectual and moral solidarity of mankind, the statement of ideals of tolerance in society, i. e. to respect, acceptance and the correct understanding of rich variety of cultures of our world.

According to experts of the WTO, cultural tourism makes today from 18 to 25% of an entrance tourist's stream and this share will grow in the future though, this type of tourism can't be mass as owing to specifics of tourist motivations, national models of leisure and distribution of the free income, and owing to limitation of possibilities of wide access of tourist streams to objects of culture and a cultural heritage. Development of cultural tourism is based on use of potential of ethnocultures and a cultural heritage of the countries and regions. The cultural heritage stimulates respect and understanding of other cultures in the international tourism and, as a result, promotes the world and mutual understanding.

Russia, representing polyethnic and polycultural space, traditionally is recognized in all the world the tourist's center of cultural tourism. A unique combination of cultural and historical and natural resources of the Russian regions do our country attractive both for internal, and for foreign tourists.

The world importance of many Russian cultural resources is recognized by UNESCO, the included 21 cultural and natural monument of Russia in the List of the World cultural and natural heritage. Among them the Mos-

cow Kremlin and Red Square, Rise church in Kolomna, Novodevichy Convent ensemble, an architectural complex of Trinity-Sergius monastery, the historical center of St. Petersburg, historical monuments of Novgorod, all belokamenny monuments of architecture of Vladimir and Suzdal, the Solovetsky historical and cultural complex (The Arkhangelsk Region), Kizhi, Spaso-Preobrazhensky church (Republic of Karelia).

Creation of image of Russia as the country favorable for tourism, advancement of a national tourist's product abroad certainly, is one of priority problems of bodies executive and legislature.

In the Federal law "About bases of tourist activity in the Russian Federation" from November 24, 1996 No. 132-FL (with the changes brought by the Federal law from February 5, 2007 No. 12-FL) concept "advancement of a tourist product" is defined as "a series of measures, directed on realization of a tourist product (advertizing, participation in specialized exhibitions, fairs, the organization of tourist information centers on sale of a tourist product, the edition of catalogs, booklets and another)". Advancement not only separate tourist's products, but also an attractive cultural image of the country as a whole is thus important.

In creation of an attractive image of the country the national tourist organizations and structures on advancement of national tourism lean against marketing researches of requirements of potential foreign tourists.

One of leading roles in advancement of a positive image of Russia diplomatic representatives of the Russian Federation abroad play, carrying out such functions as: distribution among the population of others countries the information, concerning our economy, culture, stories and traditions; attraction of attention and creation of interest to our state; granting of the information on the Russian tourist's products; adjustment of contacts between the Russian and foreign companies.

Within the limits of the federal target program "Development of internal and entrance tourism" (2011−2018) in 2012 on advancement and a rebrending of the Russian tourist's product will be abroad directed to the Russian Federation to 135 million roubles. In 2011 the budget on these purposes has made 150 million roubles. In total till 2018 within the limits of FCP for advertizing of the Russian tourist's product it will be spent 2 bln rubles. These means will leave on advertizing on the Internet and on television, participation in exhibitions and presentations, advancement in social networks, the organization of press tours. While the tourism share in the Russian gross national product makes 2.5% while in the developed countries this indicator reaches 6−7%.

Only the complex approach to advancement of a cultural image of the country and its national tourist's product, allowing to coordinate activity of all interested professional, scientific, business structures, and also the state

organizations can yield result in area promoting, and, hence in development of entrance tourism and in strengthening of intercultural communications.

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Goldman I. L.

DIALOGUE OF CULTURES IN THE SPACE OF MODERN SOCIOCULTURAL INSTITUTIONS OF PETERSBURG

For last five years art life of Petersburg essentially became more active. It is caused, first of all, by occurrence new sociocultural institutions, modern multifunctional art platforms (the Loft-project "FLOORS", "the New museum", creative association "Kulturra", creative space "Torch", etc.), the inhabitants focused on familiarizing and visitors of cultural capital to modern Petersburg art, attraction of attention of target audience to art culture of different regions, the international art events.

The modern art seems to much not clear, far from vital realities and resistant to esthetic perception, art interpretation and judgment. At the same time the modern art is a space for dialogue of different art cultures in the conditions of general globalization, development of multiculturalism and cross-countries-cultural contact. It represents a subject of humanitarian knowledge, dialogic to inherently.

Any product of the modern art is a product of art culture, certain message, comprising idea,concept, an art plan. The author of product (the sender, a communicator) sends to the spectator, the listener, the reader, the user (to the addressee, communicator) the given message which needs to be decoded, decoded. Sometimes the author at all doesn't limit the addressee in interpretation freedom as in the course of art communications "the feedback" resulting a reflection and a self-reflection is very important.

The modern art helps to build subject-objective relations, it doesn't establish a framework before the spectator, the listener and the reader in

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interpretation. The judgement of the modern art occurs by a principle of "germenevtic circle".

Looking at the modern art, Socrat words are involuntarily remembered: "I know only that I know nothing" which explain the reason of occurrence of such form of communications as dialogue, and provoke to an establishment of dialogical relations.

Today as it is impossible ideas of School of dialogue of cultures (M. M. Bakhtin [1], by V. S. Bibler, etc.), M. Ya. Bubera's representations about dialogical relations [3] are actual and claimed. In particular V. S. Bibler pays attention on "transition from idea of 'the person formed and educated' to idea 'the person cultural' " [2]. Known, authoritative scientist V. M. Mezhuev [5] reflects on a special role of dialogue in intercultural communications, specificity of dialogical relations that only confirms an urgency of the given problematics in the conditions of modernization of the Russian society.

We join opinion of researcher V. E. Budenkova which notes the following: "One of characteristics of the latest culture distinguishing it from the previous eras, is growth and an identification of communicative processes that in turn leads to expansion and complication of communicative space. But different cultures differently prove in the course of communication... Efficiency of dialogue and success of communications depend on degree of stability of the bases of culture and its readiness for the changes defining its communicative potential..." [5].

Without understanding of these theoretical views not possibly understanding and judgment of a modern sociocultural situation and art practice, forming of process of communication in museum space, dialogue with the artist, and through it with world around.

Among such sociocultural institutions of Petersburg where the art museum is effective communicative space, the modern art — a subject for dialogue where work is directed in particular on establishment of dialogue of art cultures of the Russian regions, the organization of dialogue of people creative and not creative professions, serve as mainly uniting platform, it is necessary to call the "Erarta" art project starting on October 30, 2010.

It should be noted especially "Erarta's" basic difference from other museums of the modern art: she supports creation uniform in Russia of cultural space. Here the unity appears in variety of art cultures: Petersburg and regional. As confirmation to that two projects serve: "Erarta in Russia" and "Russia in Erarta".

Within projects in "Erarta's" museum halls with success there passed an exhibition "Samara landing" (on August 19 — on September 25, 2011). Rather the exhibition "(Without) Conditional reality recently opened. New art of Perm" which will last till April 8, 2012. In a constant exposition works

more than 140 artists are presented: Petersburg (A. Zaslavsky, A. Zinstein, V. Lucca, F. Volosenkov, Vyach. Mikhaylov, A. Basin, E. Figurina, N. Kopeykin, etc.) which already took an appreciable place on an art scene and play an appreciable role in art life of the city, and also work of original and bright masters from other cities of Russia (A. Neganov from Murom, A. Kosenkov from Novosibirsk, P. Belyaev from Kostroma, Y. Tatyanin from Lipetsk, etc.), local art schools known in the homeland and representing to tradition.

In November, 2011 "Erarta" presented to the management of the Ministry of culture of the Novosibirsk region and the Novosibirsk art museum of the two projects: "The modern art of Russia in Novosibirsk" (successfully passed) and "The modern art of Siberia in Erarta" (it is planned after an exhibition of the Perm artists)

Artists enter dialogue with each other and provoke visitors in the course of art communication to reflections. Here we observe intercultural dialogue within which occurs self-identifications of each culture separately, development of the possible directions of further cooperation.

To dialogue with art, with modern art culture artists call, using as traditional art technicians and manners (academism, realism), and postmodernist receptions (quotes, hints), creating conceptual works, simulacra, including by means of audiovisual means. Thanks to such relation to creative process and the organization of museum and exhibition space common cultural, professional competence and media competence of visitors is formed.

The "Erarta" art project ("Era of an art", "Era arts", "Art time") is really unique: it unites the Museum of Modern Art and art galleries under one roof. Similar spaces in Russia doesn't exist yet. "Erarta" as the biggest non-state Museum of Modern Art in Russia, offers absolutely new view on art, its division on mass and elite, "a modern format of art", formulating quite accurately the mission sounding very definitely and nobly: to find works of those artists, whose works will always associate with the modern art, will enter into the anthology of the modern art, them will remember and after life of authors.

"Erarta" constantly initiates carrying out creative projects, art events, festivals, getting to take part in them the Petersburg artists and masters from other Russian cities, aspires to fill up the museum funds, buying the most interesting works of the authors in which selection skilled critics-experts of a museum are engaged. There are no doubts and that this project has every chance and already tries to leave on the international level.

The museum and galleries of the modern art of "Erarta" — this integrativny space directed on synthesis of arts, dialogue of arts, active, interactive interaction with visitors (touchscreens, U-spases) to which are

offered to participate in condemnation of pictures, art objects, installations to test as the art critic (from — literature) to visit carried out by a museum and galleries of an action, an exhibition festivals to see, what such "the animated pictures" in a cinema hall (from — animation as a museum innovation), theatrical performances (Elena Figurina's multimedia performance "Why people don't fly?") etc.

For the first year of work the museum and galleries were visited by about 100 thousand people. On the first birthday past year "Erarta" offered guests of a holiday "Be drawn in Erarta" to test as the artist and to become the author of own picture. 2000 m of exhibition space were for this purpose allocated.

That will even closer get acquainted with the visitors, employees of a museum developed bilingual questionnaires on the basis of which target mailing of information on e-mail addresses of the visitors who have filled questionnaires becomes, go the invitation to cultural actions. "Erarta" occupied the certain niche on the market of cultural services of Petersburg and strongly positions itself in the opinion of competitors, successfully advancing actions, art production by means of the integrated marketing communications, including in Internet space, cross-cultural management.

Effective work advertizing and PR department, high level of PR-and "Erarta's" advertizing activity, corporate policy for which the president of Public council on advertizing of Petersburg Sergey Genrikhovich Pilatov answers is felt. Not casually exactly here the communication agency "MediaBuzz" decided to give classes for the PR specialists who are engaged in advance of the modern art.

The museum invites to dialogue of people of different professions: cultural experts, critics, representatives of mass media, advertisement makers, PR specialists, designers, film directors, actors etc. It is open for cooperation with all who isn't indifferent to the modern art, isn't afraid to experiment and try something new. Already obviously today that "Erarta" carries out some functions: esthetic, cultural and informative, entertaining, leisure, educational, communicative, developing etc.

In "Erarta" thanks to effective museum management and marketing everything in order that her visitor came back here again and again is made. "Erarta's" poster for every month dazzles with events which are capable to involve people of different age, the social status. The collectives which are acting here, represent the different countries, regions, the cities.

"Erarta" is engaged in promoting and advance of the modern art, creating ergonomic space and all conditions for a pleasant meeting with it in halls of a museum and galleries of inhabitants of Petersburg, guests of the cultural capital. The project promotes understanding of that such modern art and what should be the Museum of Modern Art. Here it is possible to

feel a difference of a museum and galleries, to understand the purposes and problems of each art institution, to see difference in the relation to work and a creative product (art production).

"Erarta" as the modern art platform, doubtlessly, is attractive to foreigners and is directed on development of internal and entrance tourism in Petersburg. "ProPR of the teacher", the Italian artist Alessandro Mandruzzato "My life and glass", the Vinart exhibitions, the first film festival of the retroadvertising "Filmstrip", display "The Cannes lions — 2011", competition "Anti-advertizing of year" became "Erarta's" appreciable and bright art events in 2011 carrying out city competition. Within the project "A fashion museum" carrying out exhibitions of A. Vasilyev "the Fashion of the 1960's was initiated. From mini to maxi" and "Moda-80's", an exhibition "Vyacheslav Zaytsev. Half a century in a fashion", last of which will last till April 15 of the current year.

Thus, "Erarta" represents communicative space where sides traditional and not traditional, elite and mass are erased, the modern art becomes closer to the viewer, the listener, the user, the reader. This meeting place of different types of art, representatives of different art schools and carriers of different regional art cultures.

"Erarta", having become the partner of the project "Card of the guest", actively works with representatives of the tourist enterprises for the purpose of development of internal and entrance tourism of Petersburg. Such art space can be interesting, both for foreigners, and for our compatriots.

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TOURISM AND CROSS-CULTURAL COMMUNICATION

Communications penetrate into all spheres of activity of a person under modern conditions: social sphere, policy, culture, economy, management.

Cross-cultural communication is also an integral factor of tourism and a dominant of the international tourist activity. Requirements which are put to the level of cross-cultural communicative competence are various for contact and not contact tourist personnel. An expert in this area has no right to be an insufficiently qualified expert, to allow negligence in work and to make mistakes. And, naturally, an expert or a specialist in cross-cultural communication should know certain language terms during communication with partners and colleagues. The knowledge of these subtleties will help the curator or the expert in the field to explain to the end consumer, i. e. to the traveler, how to behave in this or that situation.

However, in my opinion, the highest requirements are put to experts in tourist advertising and public relations, group leaders, guides, excursion guides, and interpreters. The level of tourist product qualities depends on their cross-cultural competence, including a knowledgeable rank, reliability of information, safety, esthetics, novelty and a cross-cultural factor. Really, the esthetics of a cultural tourist product as a whole or a separate excursion, for example, will inevitably decrease, if they speak about unique cultural objects and phenomena in a poor language, with speech mistakes, in an inadequate style or with other similar violations. Their qualification which includes: knowledge of a route and objects of display, knowledge of culture and culture of tourists, ethics of behavior, as well as their personal qualities, psychological and communicative, make the basis not only for successful cross-cultural communication, but also for high-grade tourist activity. Taking into account the listed requirements the task of the interpreter becomes more complicated, if he or she works "just interpreting", i. e. represents himself as a language mediator, interpreting another author's text.

Tourism possesses a huge potential to become the guarantor of peace and safety as it deals with citizens of different countries, their economy, cultural heritage, traditions, religion and crafts. Traveling to different countries and meeting new people there, tourists get friends, establish interconnection between citizens of different countries, thereby becoming "world ambassadors". Tourism helps to eliminate physical and psychological barriers which divide people of various races, cultures and religions, living in different countries and being at different levels of social and economic development, thereby it develops national diplomacy. The industry of tourism which has become one of the largest branches of economy, can be an example for imitation in other spheres of human activity.

So, growing interest and popularity of cultural and informative tourism, more than ever, make acute the problem of cross-cultural communication, penetrating into all spheres of human community life.

Yeliseyeva E. A.

PROBLEMS OF CROSS-CULTURAL EXPANSION
AT PRESENT STAGE

Intercultural expansion (from the latin expansio — distribution) represents expansion of the influence sphere of a dominating (national) culture, coming out of initial limits or frontiers.

Mankind in the second half of the XX century was the witness of an unprecedented cultural expansion of the USA which occurred in many countries of the world. After the Second World War it concerned the countries of Western Europe, in the 60's years — Japan, in the 70's — the countries of Latin America, in the 90's — Russia.

For many years our country remained in a political and cultural isolation from the West. Such countries are called "closed". Due to that large-scale penetration of the values of American culture into Soviet society didn't take place, and separate cultural borrowings, for example, fashionable hairdresses, dances and variety songs, were rigidly punished by the state.

However in the 80–90's years Russian society became more open and available for external influences. Opening the frontiers at the same time meant opening cultural borders. Mutual trips of delegations became frequent, tourism quickened, television began to broadcast more and more western films, fascination with foreign fashion ceased to be pursued. Experts started to speak about the beginning of westernisation of Russian culture.

By the end of the 90's years the majority of cultural figures realized that westernisation was a harmful tendency for domestic culture, and it was necessary to break it, creating our own art of a new generation. There are films which receive not only national, but also international recognition. Similar processes began to occur in other areas of Russian culture. It is possible to argue that from a cultural shock of westernisation Russian society recovered quicker, than many other countries. The reason lies in the fact that for many centuries Russia managed to create powerful layers of original national culture.

Cultural borrowings, unlike cultural expansion, belong to peaceful, nonviolent ways of transferring innovations from one culture to another soil. In the process of cultural borrowing between the countries there can be an exchange of the subjects of material culture (trade), scientific and technological ideas, social institutes and organizations, customs and traditions, religious dogmas and practices, values and norms of life.

Thus it should be noted that countries borrow not everything, but only what is:
- close, clear for the culture of the country recipient, i. e. what the citizens can understand, estimate and potentially use;

- attractive, i. e. will bring benefit, will lift the prestige of the country, will allow to promote up on progress steps, will give priority before other countries;
- satisfies such fundamental requirements which can't be satisfied by cultural artifacts and cultural complexes which are available.

In the process of borrowing innovations go through rigid selection. Selectivity is a selective attitude to the transfer of ideas from one culture to another. Selectivity can be purposeful, organized, or spontaneous, sudden, occurring due to certain public situation conditions.

The organized forms include economic help of the developed countries to underdeveloped as it is provided that there will be public transformations in the recipient countries and cultural values of another culture will be acquired. Colonization settles down in the middle: its main objective is getting cheap labor power and other useful resources, than the spread of culture itself. Though, as is seen apparently on an example of many colonized countries, the contact of cultures has a very positive impact on both cultures (if only colonialists didn't start to destroy carriers of original culture in large quantities that, unfortunately, often happened).

A classical example of such relations is a link of India and Great Britain: the colony rather successfully admitted railways, the English language, and later democracy and capitalism, and the mother country — Indian cuisine (more people are now occupied in Indian restaurants in Great Britain than in ports) and a part of spiritual culture. Special colonial culture was born in parallel which hadn't existed before. For example, a widely known cocktail gin-tonic is obliged to colonization for its emergence.

It is necessary to refer to spontaneous forms only those ways of distribution of cultural artifacts which arise by themselves, which aren't planned by anybody in advance, are not managed, are not organized in any way and aren't estimated. They arise in the points of mass ethnic contacts. Spontaneous forms are stretched in time, and organized forms are compressed, as they systematically installed by the government or local authorities.

The organized spread quite often takes the form of a violent cultural introduction. It is carried out quickly and often violently, but keeps for a short time, often causing national indignation. With spontaneous forms the process goes slowly, but the innovation gets rooted for a long time. Often the new is synthesized and organically gets on with the old.

Cultural diffusion is a mutual penetration of cultural lines and complexes from one society into another by their contact. Cultural interaction is called a cultural contact. It can end with an equal and strong influence at each other, as well as with unilateral influence, though less strong.

Migration, tourism, activity of missionaries, trade, war, scientific conferences, trading exhibitions and fairs, an exchange of students and experts, etc. serve as channels of diffusion.

As a rule, modern cultural expansion represents an organic, spontaneous, uncontrollable process. Most part of cultural export occurs at the household level, at the level of material culture under modern conditions. If goods, books or films, made in the import country are attractive, they are followed by deeper export, export of models of behavior, legislation, and ideology. The cultural expansion of the West, occurring in the 90's years on the territory of the former USSR was, actually, a legalization of the situation which had developed in mass consciousness by the end of the 70's, and in the capital highest classes — in the 1960's. Then the certain general "West" and "firm" (with an accent on the final syllable) won the Soviet household culture, in all its manifestations — from popular music ("Bonnie M", "ABBA") and finishing an empty Coca-Cola jar which could serve as a dwelling ornament. The Soviet ideology appeared unsuccessful in prohibiting western culture as "alien", as its influence had essentially weakened by then.

The influence of cultural expansion of the West upon other countries is very ambiguous. They often accuse it of "cultural aggression", that leads to the destruction of former forms of culture, moral standards and values without high-grade replacement with new ones. Therefore foreign expansion which often happens is given a hostile reception, especially by the conservative-minded part of society. Some states even have special legislation limiting foreign cultural expansion (cultural protectionism). Such influence of the West is sometimes called "cultural imperialism".

In the sphere of culture the following features are considered as characteristic features of cultural imperialism:

- transferring the way of life and consumer orientations inherent in western society;
- planting western culture as universal, excluding the contribution of other cultures;
- aspiration to reach political goals by cultural ties;
- a unilateral flow of information — from the "center" to "periphery" (i. e. from the largest western companies in the field of show business and mass media and communication to numerous audience in other countries);
- the formation of welfare elite which should promote the adoption of westernized orientations and serve that as a support of the West influence.

It is known that Russia faced cultural expansion of the West not in the XX century, but much earlier — during Peter's I era. What was the true

nature of Peter's europeanization? Now the point of view affirmed by the science is that Peter's transformations didn't mean a radical gap with the past, didn't break off the culture of Russia into two. Even V. O. Klyuchevsky considered Peter's europeanization as caused purely be the state and, first of all, foreign policy requirements ("War brought it and till the end of life pushed to reforms" [3, p. 353]). Realizing the main threat to Russia from the West, Peter saw the main sense of europeanization in the increase of military and economic power of the state as a guarantee of its independence. And in this sense europeanization rescued Russia from Europe. Peter didn't put the problem of total borrowing of the western values, its borrowings didn't suppress the cultural originality of Russia, it had an exclusively selective character. Only technocratic, industrial was acquired from the western culture, that first of all promoted the successful solution of foreign policy tasks, allowed to answer the West challenge adequately. It was not by chance that Peter "remained an absent-minded, indifferent viewer when they showed other sides of European life".

And the subsequent europeanization of Russia didn't lead to deleting its ethno-cultural originality. Russian society appeared capable to reinterpret and transform another's experience critically, neutralize its negative consequences, to turn the borrowed into its own.

The noted feature of perception and assimilation of the western experience in previous history should be considered today fully.

It is incorrect to say that as the result of Peter's europeanization a part of Russian society (nobility) was completely reoriented on the values of another culture, became a foreigner in their country. The main western values — individualism, business ideals etc. were out of valuable motivations of the Russian nobility (rejected western "bourgeois nature" by the Russian intellectuals). All mentality, all "the world picture" of the nobility weren't in contact in any way with "acquiring a German nature". The life of a nobleman, all the system of his upbringing and education according to the value norms and society standards was indissolubly connected with traditional culture, to what Russian classical literature and, first of all, noble memoirs literature eloquently testifies.

Foreign languages, the Europeanized life, clothes, etiquette rules only simulated the standards of the western culture, but the mental stereotype, all the system of internal life of educated society "remained invariable and represented a matrix reproduction of stable norms and standards contained in the kernel of culture". The present dangerous split of society to the people professing exclusively western values, and "old Russians", focused on the traditional base values of society, has no analogies in the previous history of the country.

A special place in the criticism of the West belongs to F. M. Dostoevsky. Deeply loving Europe, he recognized European civilization as "a cemetery", Europe was "dead" for him. "Civilization, — Dostoevsky wrote, — develops only a versatility of feelings... and nothing else in the person" [2, p. 162]. He sharply criticized commercialism, aspiration to the narrowly understood utility, was convinced that the principle of "reasonable egoism" is capable to create only "an ant hill" that "reasonable egoism" destroys the main thing in the person — his freedom, creativity, self-expression. The writer considered system "reasonable egoism" responsible for that chaos which reigns the soul of a European.

Russian philosophy, criticizing extreme individualism and rationalism of European civilization, was the first to say about harmful unilaterality of the development of the West. N. A. Berdyaev wrote about the death of the internal person as an indicator of the deepest crisis of European culture. The bourgeois civilization, the philosopher considered, depersonalizes the person, does it by the callous machine gun. The power of equipment kills a live soul. Berdyaev wrote about the pointlessness of the European culture, about the pointless society which does not know what it lives for. "An individualistic civilization of the XIX century with its democracy, with its materialism, with its equipment, with public opinion, the press, the exchange and parliament — he wrote — promoted fall and personality falling, an identity "throwing off blossom", leveling and general mixture" [1, p. 23].

Similar examples of manifestation of common sense in an assessment of cultural borrowings can be quite actual presently. It is not necessary to reject completely and categorically the western experience which can be quite useful to our civilization. But the objective assessment of all its manifestations, preservation of fundamental, main bases of the national culture, actual modernization of a modern civilization can become pledge of preservation of our originality and, as it means, integrity.

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SOME FEATURES OF ARTISTIC ORIGINALITY OF ENGLISH LITERARY FAIRY TALE (ON THE EXAMPLE OF THE WORKS BY A. S. BAYETT)

The problem of a genre is funded in domestic and foreign literary criticism. A genre of a literary fairy tale is rather young, its modern modifications are capable to convince the experienced and unsophisticated reader in utmost originality. Thanks to the existence of various backbone artistic devices, the works gain subject and figurative many-sided nature. Among the problems of the genre of the literary fairy tale, mentioned in the article, it is possible to allocate the following: mythology, its symbiosis with the fairy tale and literary recreation of a myth, and also a scientific discourse, "the text in the text" as literary lines of the fairy tale and special properties of the individual handwriting of the English writer A. S. Bayett.

Modern literary fairy tale of Great Britain is one of the less highlighted and under-studied questions in literary criticism. This genre genetically goes back to the legends and myths by means of which people initially tried to comprehend the essence of human life and attitude. The person endured all events of reality in the myth which, gradually getting into literature directly through rituals, religious mysteries and festivals, displayed all complexity of the human being and cruelty of the world around. The scientists (E. M. Meletinsky, E. N. Kovtun, etc.) unanimously consider the myth a "predecessor" of the fairy tale. E.M. Meletinsky notes that "in the course of formation of the fairy tale there is an interaction of actually mythical narrations with local legends" [1, p. 49].

The expectation of miracle and magic, and inseparability of fiction from severe reality, was inherent in the fairy tale from the very beginning of its existence as well as in the myth, owing to which they began to refer it to children's literary genre. H. Dikman, investigating the influence of fairy tales on consciousness and behavior of a modern person, notes the presence of a large quantity of "various phenomena of cruelty" in the overwhelming majority of fantastic stories — the fact which has prompted to the scientist the thought that "originally fairy tales, possibly, was not intended at all to children" [2, p. 136; 3, p. 3].

A striking example of adaptation of an adult narration to "children's" perception of the world is the fairy tale by brothers Grimm "Cinderella" passed from generation to generation and known to the majority of readers as a kind and magic story. However, having addressed to the original version of this fairy tale, we will find a set of scenes which obviously aren't intended for children*. Only in later interpretation this fairy tale loses cruel

motives and violence scenes that subsequently allows to refer it to children's literature.

"The fairy tale kept throughout the history of its development from a folkloristic oral genre to the fairy tale and later to the author's, literary one, the ability to transfer not only the bewitching wonderful, but also to comprehend evil esthetically", — E. S. Kupriyanova [4, p. 9] fairly notices. Throughout the last century — according to O. S. Levchenkova's supervision — "there was crystallization of this in fact a new genre. Variability of plots is lost, the role of the author's beginning increases: patrimonial folklore 'we' is replaced by the individual 'I'. Public situation, contemporary with the writer, and also the current literary process all start to influence the fairy tale more strongly that, certainly, began to lead to gradual washing out of its initial genre bases" [5, p. 72].

The author's plan was the key moment for the reconstruction of ancient legends and myths in other vision. As E. N. Kovtun notes, "fiction often assimilates to "a magic crystal", reformative reality according to the will of the author. But thus they do not always remember that this transformation can be carried out equally convincingly and brightly as in the forms which are directly recreating shape of the habitual world, and in the forms changing it, giving an unrecognizable look to reality. In the latter case there are various options of a narration about the extraordinary. To some extent the similar type of a narration shows top of verbal creativity, after all under a feather of the artist there is what didn't exist before on light" [6, p. 5].

Fairy tale existence as the author's genre which ranks high in the prose of Great Britain of the XX—XXI centuries, causes a natural question formulated by N. G. Vladimirova: "What induces modern writers creating the works in a century of scientific thinking which won and the importance of scientific ideas of the world, to address to a genre which basis is freak of the imagination, fantastic assumptions, motives of a miracle, spell, sorcery?" [7, p. 175]. The researcher connects one of the reasons "with opening an intricately arranged world of working consciousness deeply hidden from an external look, unconscious processes, expressed hard. The model of organizing the narration, traditional for the novel of the XIX century, constructed on principles of rigid determinism and all-explaining logic, showed the insufficiency imaging this new object" [ibid.]. The observation of prominent modern thinkers M. K. Mamardashvili and A. M. Pyatigorsky that analytical interpretation of consciousness "found the full triviality as a result of introduction unconscious" [ibid.] serve as convincing confirmation of this thesis. As a result, there is a rapprochement of "discourse concepts 'pralogical' <...> and 'unconscious' " [ibid.], having defined the appeal to the peculiar genre of the fairy tale existing since ancient times which has developed by our time a wide palette of art lines, inherent in a literary (author's) genre.

The striking example of the appeal to this genre can be found in Antonija Susan Bayett's creativity to whose pen belongs the collection of fairy tales "The Djinn in the nightingale's eye" (1994). Being an expert in British mythology and the author of literary fairy tales, the writer as anyone else is capable to create strange, disturbing, rather magic plots. The collection is presented by five fairy tales, each of them reflects symbiosis of the author's invention and Celtic mythological heritage which enriched English literature with a set of legends and myths.

The existence of contamination in A. S. Bayett's literary fairy tale — merges of motives: Celtic mythological and fantastic plots, images and symbols (a pig, a dog, a dragon, a black person) — is one of the distinctive author's features among the works of this genre. So, the pig or a wild boar in Celtic mythology, were considered as supernatural creations and were especially esteemed. In A. S. Bayett's fantastic work the mention of this animal also has a positive connotation value "Harry had a special friend among pigs — a young male pig Boris, a clever being <...>" [8, p. 77] (here and after translation from English by author— *Ya. I.*).

Not casually in A. S. Bayett's collection "The Djinn in the nightingale's eye" (1994) mythological symbols are presented most brightly. The Celtic mythology "almost doesn't know those brutalities which occur in the legends of Germans and Scandinavians. It is so charming and picturesque, as well as Greek, and at the same time isn't so similar to Greek mythology, being a peculiar reflection of the harmonized Mediterranean which is so far from a moderate climatic zone of Britain" [9].

A. S. Bayett manages to interweave individual author's interpretation of myths into a plot skillfully. For example, in one the fairy tales of the collection "Glass coffin", the protagonist — the tailor, in search of adventures gets to a cave where sees three subjects: "The first appeared a heap of bottles and vials — everything in a dust, in a web. The second — the glass dome, human height, is higher than our hero. The third was a shining glass coffin on the gilded bed covered by a rich velvet cover. And all of them — both a heap, and a dome, and a coffin — exhaled the opaque luminescence which is precisely reaching from the depth blinking of pearls or phosphoric fires that by itself wander on a smooth surface of the southern seas, and near our coast, the English Channel, at night border rising shallows <...>" [10, p. 11−12].

The dome represented a vessel in which there was enclosed a bewitched castle with gardens surrounding it, parks, trees on whose branches there sat small birds and magic butterflies. It is remarkable that during the Iron Age epoch the most widespread Celtic dwelling was a dome-shaped or round house. A dome and its contents, which symbolize Celtic life style in Bayett's fairy tale are an embodiment of the vital way of the heroes as well as in

the Iron Age, round houses with a canopy for cattle nearby represented a dwelling and life of Celts.

In a glass coffin, exhaling luminescence reminding "blinking of pearls or phosphoric fires that by itself wander on a smooth surface of the southern seas" [in the same place, p. 11] which also was in a cave, the tailor has seen the girl shipped in a deep sleep: "<...> under a smooth surface of thick glass, filling with itself all interior of a coffin, chaotic waves long gold locks <...> lay in a fringed glade; she was the finest person who neither in the sleep nor in reality would be dreamed — a motionless pale face with long gold eyelashes on pale cheeks and marvelous pale lips. The girl has been wrapped up by gold hair, as if a cloak, the confused ringlets which have fallen to the person hardly moved from breath" [ibid., p. 13].

The glass coffin, the girl, the description of the smooth sea surface, occurring in a fairy tale, are the symbols of life and death in the Celtic culture. The Celtic analog of paradise in mythology was the island Avallon or "a blissful island" where there was a glass tower or a palace with women offering apples of immortality. To get to the island, it was necessary to overcome smooth water surface in a glass boat. Thanks to the author's idea, the Celtic symbols are represented to us in a slightly different way, than they were initially described in mythology. So, instead of a glass boat A. S. Bayett presents a glass coffin, the water smooth surface connecting the other worlds, personifies luminescence round the coffin, the tower or the palace from the island Avallon are presented by the bewitched castle in a dome, and instead of women who traditionally were a link between the world of the dead and the living, there is a girl with gold locks.

The next reference to a boat on the water connecting the two worlds, may be found in the collection of fairy tales "History of God" when before the hero, the seaman, visions start to appear: "And long lines of waves came from the ocean, one after another, and he could see the dead, rushing on crests of the waves, coming of the other world, thin and gray, stretching helpless hands, attracting and calling [11, p. 36] <...> he has mixed up with the air, with the dust of the dead and couldn't move, and waves slid one after another <...>" [ibid., p. 37]. The connection of the world of the dead and the living through the symbols borrowed from Celts is even more obvious in the given fragment.

The assimilation of Celtic symbols began to get into literature of the XX century. For example, "early classical writers often wrote about the hyperboric countries beyond the limits of the Celtic lands, as about the paradise, and about the people living there as about the happiest people for 'they live without quarrels and without diseases and they live as much as they want'. There is a set of Celtic legends about mysterious Islands, the Blissful and magnificent countries which have sunk in the sea, as, for example, Lioness,

between Britain and France, or Gui Brazil to the southwest from the coast of Ireland. Sea voyages in early Irish literature are examples of this always popular genre" [12]. So, "on Bran, Mael Donne's travel and a Christian monk Brendan, mysterious islands are the tranquillity centers in the wide sea of continuous movement and changes" [ibid.].

It should be noted that "a place where different worlds meet, such as death, the fog between the sea and the air, twilight, a dawn, the river bank at the ford, had special value for Celts. An attempt to visualize these foggy places and to make them notable is expressed in such images, as the sea from glass or the crystal boat which takes away many heroes to "the Vow earth" [ibid.].

The example of Russian author's interpretation of some images in literature where we can observe the above described symbols of Celtic mythology, is A. S. Pushkin's work "The fairy tale on the dead tsarine and seven warriors".

In this fairy tale we trace the symbols already known to us and the subject line: apple, empty mountain, girl, crystal coffin. However, contrary to Celtic traditions, A. S. Pushkin allocates an apple not with vivifying miracle properties, but to the opposite, makes a symbol bringing death:

> In hands an apple took,
> To scarlet lips brought,
> Slowly bit through
> And a slice swallowed...
> Suddenly she, my soul,
> Reeled without breathing,
> Lowered hands are white,
> Fruit ruddy dropped,
> Eyes were rolled up,
> And she under an image
> The head on a bench fell
> Also she became silent, motionless [13, p. 102].

Instead of the island of Avalon which is presented by A. S. Bayett in the form of a cave, A. S. Pushkin describes an empty mountain, and as a glass boat there is a coffin, as well as with the British writer:

> Having created a sad ceremony,
> Here they put in a coffin crystal
> The corpse of the tsarine young — and crowd
> Incurred to the empty mountain,
> And during the midnight time... [ibid., p. 105].

Steady motives which are the work basis, but thus getting a new art shape, received the name of "vagrant plots". The term was introduced for the first time by A. N. Veselovsky who wrote the following about the arising plots: "...the return to them is more constant, than ordinary think; when it is shown by wholesale, it involuntarily starts a question of the reasons of such demand. As if the person has got completeness of new feelings and expectations and he looks for them as an exit, a suitable form and doesn't find among those which usually served his creativity: they too closely grew together with a certain contents which he enclosed in them, they are inseparable from it and don't give in [14, p. 303].

The address of the authors to the same motives, which had appeared long ago, promotes the emergence of similar narrative elements in the works of different eras, in particular in A. S. Bayett's and A. S. Pushkin's fairy tales.

The interpretation of myths in A. S. Bayett's fairy tale "Breath of a dragon" where the author not only enters into a context of Celtic mythology in new art transformation, but also resorts to an original metaforisation of images, deserve separate attention. So, in the fairy tale the village appears to us with a measured way of life. But everything changes, when there are crimson dawns in the mountains, and the huge awful worms bearing horror and death gradually start to go down to the village: "<...> it was possible to see their huge jaws, wide as of a whale and a horn similar to an awful beak, an absorbing layer of the earth and everything that was on it <...> as soon as worms started to come nearer, before them the cloud of ashes absorbing everything — houses, gardens" [8, p. 81].

The writer draws an analogy and compares the fiery lava slipping from the mountains, to the awful worms vomiting tongues of flame. Thanks to metaphors, the text gains special figurativeness and expressiveness, and the author manages to resort again to Celtic mythology where there were various legends connected with snakes, bringing troubles** unostentatiously. A. S. Bayett, using Celtic symbolics, in the fairy tale "Breath of a dragon" represents horror, comparing the natural phenomenon to snakes.

A. S. Bayett's giving an art originality to the literary fairy tale and not peculiar folklore, one more favorite method is "the text in the text" where different literary genres are crossed. E. S. Kupriyanova notes that "entering interaction with other, most various genres, the fairy tale itself finds a poly-genre character, allowing mobility of poetics, free replacements of its one components with characteristic features of poetics of other genres. This tendency first of all is inherent in the fairy tale author's, literary" [4, p. 11].

So, in the fairy tale "The Djinn in the nightingale's eye", with the same name with the name of the collection, A. S. Bayett is possible to synthesize the scientific discourse inherent in a modern novelistic genre and genre lines of the fairy tale (a magic plot, good and evil opposition, and poly-event

character), fiction and reality. The writer shows knowledge in the field of history of Turkey, its mythology, heroes and literary works of real-life authors. The duality of work which at the same time is both the fairy tale, and the scientific and informative text is traced. If vast majority of literary works (Lake Goldsmit "Vekfildsky priest", W. Scott of "Ivanhoe", J. R. R. Tolkien "Lord of the Rings") it is possible to characterize unequivocally as realistic, historical, on the one hand, or fantastic, fantastic, a fantasy — with another, A. S. Bayett the world real and the world invented in the most unexpected way replace each other and try to coexist. In the fairy tale "Gin in a glass bottle „a nightingale eye""", we meet interaction of various discourses (scientific, literary and philosophical) that is shown by a chain of subject knots of the fairy tale.

The main character Dzhilian Perkholt is to perform at the conference of specialists in folklore devoted to the destiny of women in the works of writers who really existed once. However the report of Perkholt reminds a fairy tale more than a scientific performance, and retelling where there are main signs of a genre: positive characters and villains, a magic plot, expectation of a victory of the good over the evil***.

Turning attention of the reader to the people present in the conference hall, A. S. Bayett specifies on several students who sit in the first row and who belong to Muslim culture. Muslims, unlike the majority of people in a hall, the main fantastic heroes revolted with moral values (humility to the husband, boundless patience of the woman), are in the sheer tranquility and listen carefully to the speaker. Synthesizing reality and fiction, A. S. Bayett develops the thought about not similar, sometimes opposite, perception of the same events by representatives of different religious cultures.

It is important to note that in the collection and the fantastic work with the same name "The Djinn in the nightingale's eye", dominates the motive of female destiny. "Stories about female destinies" is actually the subject of the majority of the works of small epic genre ("The Chinese lobster", "On day when E. M. Foster died", "Racine and a cloth" etc.) [15, p. 168] where aspiration of heroes to deceive destiny and their fight against a real current of time, causes sympathy in the author and the reader.

The contents of the collection of fairy tales "The Djinn in the nightingale's eye" are consolidated to set of the numerous literary receptions giving unique specifics to fairy tales. The genre of literary fairy tale on the basis of which the collection is constructed, successfully develops traditions of the literary fairy tale in the samples of the XVIII–XIX centuries, but also enriches it with irony, interaction with other genres (the novel, small prose), mythology use in new author's interpretation, existence of hints, discourse that in turn grows out of features of development of this literary genre at a turn of the XX–XXI centuries.

Notes

* "The girl chopped off a piece of a heel, put hardly a foot in a shoe, has a snack lips from pain and left to the king's son. It also took it to itself(himself) in the bride, planted on a horse and left with it. But they passed by a nut tree, and on it two pigeons sat, and they started singing:

> — Have a look, look,
> And a boot all in blood,
> Shoe, apparently, the close
> Badly you chose the bride!

The king's son looked at her foot, sees — blood flows from a shoe and white stockings absolutely red became. It turned a horse and brought the self-appointed bride back to her house" [16].

** "In mythology of Celts there were the various legends connected with snakes. Most known of them narrates about Meykh, Morrigan's son. There was a prophecy that it will bring to Ireland troubles and misfortunes. He was born with three hearts in a breast, on one on each form of character of the mother, and the snake nested in each of these hearts. It was found, when it was killed also by Dian Kekht, god of doctoring, opened his body. Two snakes were immediately burned, and the third, on one legend, managed to escape and became over time a huge dragon which was killed subsequently by the same Dian Kekht. So it was possible to prevent execution of a prophecy on troubles and misfortunes for all Ireland" [9].

*** The protagonist — the marquis, cruelly tries patience of the fine wife Griselda which implicitly submits to the husband throughout all fantastic history [17, p. 108−121].

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Kolomytsky S. P.

NATIONAL INTERESTS OF THE REPUBLIC OF BELARUS

The problem of national interests is very actual in modern conditions. National interests traditionally consider as interests state as the majority of the countries in social aspect is represented by the mono-national states. In this plan national interest appears as generalizing interest which removes a contradiction between interests of the state and civil society. In judgment of national interest a theoretical priority school "political realism", in which has interest is determined first of all by foreign policy conditions. In this plan it is important to understand that "the political realism doesn't mean fashionable claims for impartiality and a distance, but soberly thinks of a ratio desirable and possible, looks in the face to

dangers and opening prospects, let's itself intimidate strangers or to calm own myths" [2, p. 6].

According to domestic and foreign experts, the main condition of a survival of such rather small state in Europe what Belarus is — is adaptability and getting adjusted to environment changes. As seriously to affect any global and regional tendencies in economy development, Belarus by definition can't. With the same problem of survival rate at different stages of the development the countries, as Denmark, Norway, Switzerland, Ireland, Belgium, the Netherlands faced such comparable in the sizes Belarus. Each of these countries found the specialization in the region, successfully solved this problem and remained as the state while many countries in Europe disappeared from the map of the earth and their people lost statehood.

In this regard as the main goal of national security (in fact preservations of statehood of Belarus) in the long-term period should act — achievement by Belarus of standards of the developed countries in all spheres and in all directions — a level of development of technologies, equipment, labor productivity, costs of production, level of salaries, etc.

For preservation of national interests of Belarus the Concept of national security of Republic of Belarus on November 9, 2010 was accepted. In this document the main activities of the Belarusian state on protection of the national interests are stated. The state provides main interests with all military, economic, diplomatic and ideological means.

In the analysis of the main priorities in system of national interests of Belarus perspective I. Vasilenko's design — rationality on value [1, p. 227–231]. At some processing with refraction on the Belarusian historical and cultural context it is possible to create own model. It is possible to carry the following to number of the major national interests.

1. Political goals

Paramount tasks: to leave economic and political "corkscrew", to create (first of all, legal methods) really market economy. Not to allow "nomenclature privatization". To stop "brain drain" from the country.

Ideal: to carry out reform of self-government institutions rural and city (regional) levels. To create real parliamentary system opposition.

Medium-term prospect: to take a benefit maximum from the introduction in the TC, EEP. To "clean off" own image in the opinion of EU countries, to come into with them wide business contacts.

Ideal: government creation on "the Norwegian sample" — with strict and transparent system of appointments and expenditure of budgetary funds. An exit from demographic crisis.

Long-term prospect: an exit from TC/EVS (the Euroasian union created in the long term), orientation to "the Swiss course" developments.

Ideal: regional leadership in economic and cultural spheres. Creation of serious demographic potential and population shift encouragement to frontier regions of neighboring states is desirable also.

2. Military threat

1) NATO block — paramount. Cooperation with the Russian Federation at this stage in this area is quite enough;
2) The Russian Federation — minor. It is probable only at the scenario of the introduction of Belarus in NATO, placement in its territory of foreign military bases. While it is possible to disregard; it is necessary to supervise only existence of a foreign agency in VS.

Military and technical cooperation with the Russian Federation is necessary for developing in every possible way, as traffic in arms — just on a profile of our country — the knowledge-intensive and highly remunerative branch of economy.

3. Economy

Detailed execution of all of that is written down in the Program of social and economic development for 2011–2015.

Prospect for industrial development — an emphasis on biotechnologies, pharmaceutics, production of arms, mechanical engineering (in particular, machine-tool construction, and automobile automotive industry — cars of average and high classes), production of the software.

Probably, it is meaningful to create here preferential terms for preservation of secret of deposits for attraction of means from various "not absolutely pure" investors (K. Bakiyev's example inspires). Unfortunately, hardly, without getting into debt, differently it is possible to find financing sources for country development.

4. Social sphere

Reform of support of birth rate — preferential financing of construction/acquisition of real estate by no means for this category of persons (young families where there is more than a zero of children). It is also necessary to provide and other measures.

Education reform (a sore subject, I do not want to press, it will turn out long). Briefly — reduction of number of higher education institutions at increase of their level. Reduction of a set of students, leaving from correspondence education (or introduction of strict quality control of knowledge).

Preservation of free health care only for socially vulnerable categories of persons.

The science — not to refuse at all support of a humanitarian and fundamental natural science! To cancel NAN reform (on reduction of number of scientific research institute).

Not to raise an unemployment benefit (except necessary indexation on a rate of inflation).

5. Information, mass media

The state mass media should be kept (including, TV channels). Otherwise the state machinery and society will speak different languages. The effective freedom of speech should be thus guaranteed by the state.

6. Labor relations

Completion of the legislation on contracts — return to normal compensations for work on the contract. Leaving from practice of "pocket trade unions" and giving to the labor relations of bigger degree of a dispozitivnost.

7. Penal system

It should be directed on a personality resotsializatsiya; maximum reduction of number of the condemned.

8. Culture, history

At decision-making justification before society more to appeal to universal values — actively to use the words "interest", "society" etc. A problem that society "is Europeanized from below". The present elite should reconstruct rhetoric and thinking if wishes to remain competitive. Otherwise risks to remain to operate "the country of pensioners". Besides, it is not necessary to neglect services of political image makers, political scientists and political strategists. It is connected by that reorganization of economy will entail also consciousness reorganization (even more radical, than now), and it is necessary to apply a bit differents, than present, methods of control over the state.

9. Foreign policy doctrine

To pursue the foreign policy directed on protection of human rights, pluralism (in all forms), but with a traditsionalizm and conservatism shade (differently our society won't apprehend it). Under no circumstances not to allow participation of national VS in operations abroad.

10. Ideology

It would be reasonable to consider possible state ideology and religion as now anything intelligible isn't present. Orthodoxy in modern conditions that can't become. In recent years influence of Catholicism and Protestant currents considerably amplified. Threat of new opposition on the religious soil is quite obvious.

Problems of formation and distribution of the state ideology are also traditional. It is defined first of all by the main vectors of foreign policy of our state. Orientation to the west or to the east? Formation of national idea which could become conventional. All these moments also will define the main ideological priorities of our state.

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Makarova S. S.

GIPSY DANCE AS A PHENOMENON OF WORLD MUSICAL CULTURE

Whether we reflect over why people of the different countries characterize Gipsy dance equally: bright, vigorous, fervent, passionate. Russian about dance of Russian Roma Spaniards about Gipsy so tell a flamenco, and so on so speak. So, all these dances have certain general, purely Gipsy core which not in a set of movements as that, and in a manner of their interpretation, in accents, in plasticity, in rhythmics, temperament — it is possible to tell, in character.

"Gipsy music — very unique phenomenon in the history of world musical culture. It is such type of national creativity which developed within centuries in the conditions of close ethno-cultural contacts between Roma and the people surrounding them, and therefore is the general property of all these people. The people surrounding Roma throughout centuries so got used to them, so managed to fall in love with them that when they sound performed by Roma, anybody from listeners doesn't remain to them is indifferent, therefore, doesn't perceive them as something another's for itself" [1, p. 46–56].

Gipsy dance loved long since. Still to call Roma on wedding, I will meet New year and simply a party — live Russian tradition, and the word "Gipsies" is almost synonymous to the word "holiday". Violence, will, flight, fun — here that bring with itself for every holiday Roma. And no wonder, to be a holiday — an old Gipsy profession. At professional Gipsy actors everything is directed on pleasing the eye and I smother: and rousing tunes of fervent songs, both colorful suits, and movements of the dance, so splashing energy that the audience sometimes doesn't maintain also breaks into a dance.

Not less passionate are also the Spanish dances. In the south of France and in the next Spain still the most popular genre among local Roma is the flamenco. In the last some years popularity of a flamenco grows not only in Spain, but also around the world.

Actually, Roma are considered as founders of a modern flamenco. In the XV–XVI centuries Roma came to Andaluziya. Natives of India, they unexpectedly found related musical culture in Spain and organically got used

to it. Contact of Gipsy and Andalusian cultures led to final registration of a genre of a flamenco. At fires, under a ring of guitars or simply cottons of the audience dance and desperate songs they shouted about the orphanhood, about being lost, about freedom, about the life similar to death, and about sudden light of the love which has lit up it.

After book reading "Flamenco: secrets of the forgotten legends" the author Monte Andi's [3] Ale, would be desirable to agree with the author.

Really, a flamenco — the magnificent representation painted by strong emotions and experiences. A flamenco — dance shout, dance fight, dance life. The rhythm is confused, as pulse of sick soul, hands — living and dancing separately, heels — which will — the law for the musician. Harmony is created by the dancer. The others in a close circle, palms, castanets, feet, a guitar — only help it to survive. Red-black dresses low velvet moan sing about freedom. About freedom, which everywhere and which isn't present, about the Homeland, which everywhere and which isn't present. Roma and Jews were equally persecuted. Flamenco — a bright, shrill, tacit protest of the people. The passion, pride and grace of this dance are incendiary, as a flame. There are no such feelings which the flamenco isn't capable to transfer. A guitar — an integral part of the modern art of a flamenco.

The flamenco promptly turns into a form of the Russian mass culture. People are richer even to Spain go to it to study. More poorly — are content with lessons in local dancing studios. Why inhabitants and inhabitants of Russian cities are fond of dance of the Spanish Roma, tramps, outcast and persecuted?

Whether scoffed over similar "desire to be the Spaniard" still Kozma Prutkov in a century before last?! "Give me Seville, give me a guitar, give Inezilyyu..." And here then, say, also there will be the real life!. Sharp! Hot! A fashion on exotic? That, what puts a flamenco in one row with love of missing European citizens to an oriental dance of a stomach and to Japanese cuisine in sushi bars? But why another's and exotic the fashion chooses it from all variety?

Modern fans of a flamenco explain the addiction to this dance very simply. It gives them such possibilities of self-expression which any of other forms of present culture available to them isn't capable to give. Well and liberation, certainly... Bank employees and employees of law firms, businessmen and the law enforcement officers chained in an everyday life in a set of disciplining rules, at last have an opportunity to liberate, utter in movement the internal surplus. Concern. Alarm. Melancholy. Passion. Everything that doesn't dare to find room in a framework of their existence. To dance all this is and it is easier...

The modern person, at least since the time of Freud, accustomed with thought that his destructive forces, inappropriate in our culture and a

civilization hold apart. It from infancy is taught to suppress, tame them. However, from time to time they escape outside (war, family scandals and quarrels, nervous breakdowns and mental diseases...). Means, each culture should create anew all the time and big efforts to support different technicians of protection of the person from itself. In one cultures it is religion. We have, in my opinion, conversations in kitchen with friends, diaries and the verses written "in a table"... From the nonverbal — well unless sports, alcohol with tobacco, circulation on foot on streets...

Dance — means stronger. At least because it is rhythmical. Strolling about the streets it differs from soothing an uncomfortable soul. In it the soul is bewitched by rhythms of own body. Not without reason flamencos compare to shamanism, with mysticism. In dance the body and soul forget that are various: merge with each other, are uttered in each other. Except dance, such it is possible unless in love...

In site materials about a flamenco [4] it is possible to read responses of the listeners who have visited concerts:

"Dances of a flamenco will captivate us the expressiveness and singularity! What charge! What emotions! How many force and feminity in the dancer! I want to dance and feel, how it!.."

"I was at a concert. Fantasy! Magnificent suits, mad power! Gipsy dances and romances were also executed! Gallantly! The most beautiful show!"

According to poll on a site, people like the Spanish and Gipsy dances because:

- they have a remarkable music;
- I admire unique movements;
- I am impressed by nature of dance;
- I adore their suits.

The flamenco as Roma consider, is expression of their soul. Actors show us the real Gipsy life, Gipsy songs and dances — all that is pleasant to people and allows them to have a rest from cares, to be liberated and feel relaxed and to have a rest, as they say, according to the full program. The public is bewitched by the real whirlwind of loose fun and doesn't leave anybody indifferent. Therefore the dancing ensembles executing flamenco and Gipsy dances, collect packed houses of the audience.

"Emotionally raised, rhythmic dinamized music of Roma possesses the force of sharp physiological influence, steadily causes delight in public" [5, p. 204–205, 237].

In St. Petersburg passes an annual festival under the name "Northern a flamenco". Here 10 years St. Petersburg become already closer to solar, colourful and hot Spain. And, of course, in 2012 he waits for all who loves Spain and its culture, loves a flamenco or simply wants to plunge into the holiday atmosphere once again.

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Mitrofanov D. V., Chebykina T. V.

NATIONAL STEREOTYPES IN THE CONSCIOUSNESS OF MODERN SOCIETY

The concept "stereotype" is considered not only in works of linguists, but also sociologists, ethnographers, cognitologists, psychologists, ethnopsycholinguists. Representatives of each of the above-named sciences have own idea of a stereotype, the classification of this concept. For example, social stereotypes which prove as stereotypes of thinking and behavior of the personality, or ethno-cultural stereotypes — this general concept about the typical lines characterizing any people are allocated. German accuracy, Russian "perhaps", the Chinese ceremonies, the African temperament, irascibility of Italians, obstinacy of Finns, a sluggishness of Estonians, the Polish gallantry — stereotypic ideas of the whole people which extend on each his representative.

There are the auto-stereotypes reflecting that people think of themselves, and the hetero-stereotypes relating to other people, and they are just more critical. For example, that at the people is considered thrift manifestation, at other people — greed manifestation. As an example we will give stereotypic representations of Englishmen concerning Germans (according to aforementioned classification they are hetero-stereotypes), allocated at the beginning of the last century in V. N. Vodovozova's book and we will analyse them from the point of view of objectivity.

1. *Love to beer.* One cannot say that beer was any national specific drink of the Germans. Other people drink beer too. But at the same time it is impossible to disagree with V. N. Vodovozova when she writes: "Beer to such an extent German invention that all Germany, it is safely possible to

tell, flows this foamy drink of amber, pale yellow, brown or dairy-brown color. Passion to beer and ability excellently to prepare it — characteristic feature of Germans, and it they differed already since the most ancient times" [1, p. 249]. Already in the Middle Ages beer was considered as one of the main foodstuff. Germans call beer flüssiges Brot, literally "liquid bread".

2. *Bureaucracy.* Bureaucracy of Germans at all myth. To spend in Germany at least couple of days, the foreigner should fill mass of forms.

3. *Accuracy, love to order.* Germans are well-known for the love to an order; the cleanliness; the punctuality. Let's give examples: everything that becomes in an everyday life, should be made, properly. Superficiality in affairs in Germany don't approve. The public transport in Germany always comes in time (as well as any person who has agreed with someone about a meeting). The love of Germans to an order found the reflection and in proverbs: Ordnung ist das halbe Leben (The order — is half-lives); Heilige Ordnung, Segensreiche Himmelstochter (A sacred order — the blessed son of heavens).

4. *Roughness/arrogance.* Many foreigners are inclined to think that Germans are the rough nation, but actually they are simply rectilinear. Any German will almost always tell to you that he actually thinks. Germans consider haughty as their language sounds haughty and also because they think that all know (even if actually it not so).

5. *Rules and instructions.* In Germany there is a lot of them, and to foreigners they seem not especially important that is erroneous. If you break the standard rules, to the German at once it becomes clear that you the foreigner.

6. *Absence of sense of humour.* It is impossible to tell that Germans have no sense of humour, it simple another, rather than at representatives of other nations, and is shown it differently in various situations. For foreigners the German humour can seem serious that is connected with bureaucracy of Germans, with a large number of rules and instructions and proverbial love of Germans to an order.

7. *Handshake.* It is the truth that Germans use handshake gesture where they neither were and whoever they met. Handshake is considered a politeness tribute. Only youth and close friends replace handshake by any other gesture.

V. V. Krasnykh divides stereotypes into two look — stereotypes images and stereotypes situations. Examples of stereotypes images: a bee — a truzhenitsa, a ram — stubborn, and stereotypes situations: the ticket — a puncher, a stork — cabbage.

There are two categories of stereotypes: superficial and deep. Superficial stereotypes — it is those ideas of these or those people which are caused by

a historical, international, internal political situation or other temporary factors. These stereotypes change depending on a situation in the world and society. Duration of their existing depends on the general stability of society. It, as a rule, the images representations connected with concrete historical realities. Superficial stereotypes represent doubtless interest first of all for historians, and also everything who is interested in the sociopolitical processes occurring in society.

Unlike superficial deep stereotypes are invariable. They don't change during time. Deep stereotypes possess surprising stability, and they represent the greatest interest for the researcher of features of national character: stereotypes give a material for studying of those people which is object of stereotypification, and estimates characterize features of that group in which they are widespread.

Among deep stereotypes in special group the external lives connected with attributes and people life are allocated, in Russian them often call the word "cranberry". Despite continuous changes in a life of the people, similar stereotypes change very slightly. Furs, samovars, huge shawls, nested dolls are considered as an integral part of Russian life here some centuries. Some of these attributes really remain still. Some attributes of Russian life left in a non-existence a natural way, however are cultivated in our country or for commercial reasons as are well bought by foreigners, or is pure obryadovo.

Ways of formation of stereotypes, and the main thing of their distribution as the majority of deep stereotypes was created long ago, are various. As an example it is possible to give Great Britain in which national stereotypes were formed against various historical events. The origin of English ethnos from a substratum made by different German tribes and their existence on the island was defined for a long time by the main lines of their stereotypes of behavior. Dominating function of their (stereotypes) is the logic thinking defining a pragmatism and a thrift which are shown both in a state policy, and at level household.

Manifestations of sensual and intuitive components of ethnic stereotypes of behavior (and national culture respectively), on the contrary, have forms infantile, primitive. It was shown in rejection of a Catholicism which Englishmen up to the end never understood and perceived as the phenomenon alien, and also in the infinite conflict to Irish (in many respects because of collision of ethnic stereotypes of two ethnic groups, because of incompatibility of mainly sensual perception of the world Irish and cogitative rationalism of Englishmen) [2].

Stereotypes always nationality and if analogs in other cultures meet, it is quasi-stereotypes for, coinciding as a whole they differ with nuances, the details having basic value. For example, the turn situation in various cultures is various, and consequently, the stereotypic behavior will be va-

rious also: in Russia, as a rule, ask "Who the last?" or simply rise in turn, in a number of the European countries tear off the receipt in the special device and after that watch the figures which are lighting up over a window, for example, on mail.

Thus, the behavior of each person individually also is diverse, but, despite it, it is possible to argue with confidence that the behavior of the person in any society is typified, i. e. it submits to the norms developed in this society.

Stereotypes exist in any society, but it is especially important to emphasize that the set of stereotypes is especially specific to each of them. On regulation of behavior of the person within native cultural and language space the great influence is rendered by cultural stereotypes which start to be acquired with that moment when the person starts to realize itself a part of a certain ethnos, a part of a certain culture.

The words "stereotype", "stereotypic" have negative coloring both in Russian, and in English as are defined by a word sample, in turn defined as beaten, deprived of originality and expressiveness. It isn't quite fair in relation to a word a stereotype in general, and in a context of problems of intercultural communication — in particular. At all the sketchiness and an general character of stereotypic ideas of other people and other cultures prepare for collision with another's culture, reduce cultural shock. "Stereotypes allow the person to make idea of the world as a whole, to be beyond the narrow social and geographical world" [3, p. 17].

The most popular source of stereotypic ideas of national characters are so-called international jokes, i. e. the jokes constructed on a sample plot: representatives of the different nations, having got to the same situation, react to it differently, according to those lines of their national character which to them attribute in the homeland of a joke.

The European stereotypes are well visible in the following joke: Paradise is where cooks are French, mechanics are German, policemen are British, lovers are Italian, and it is all organized by the Swiss. Hell is where cooks are British, policemen are German, lovers are the Swiss, mechanics are French, and it is all organized by Italians (Paradise where cooks — Frenchmen, mechanics — Germans, policemen — Englishmen, lovers — Italians, and will organize everything Swisses. A hell — where cooks Englishmen, policemen — Germans, lovers — Swisses, mechanics — Frenchmen, and will organize everything Italians).

So, one source where with reservations and big care it is possible to look for national characters — it not only the international jokes and jokes of different types: what tell about themselves representatives of this or that culture, and what are created by other cultures, but also phraseological units. After all very important component in phraseological units is the cultural

connotation. The cultural connotation of phraseological units is defined by values of a certain culture. It that is specific to the separate nation, culture. The cultural connotation arises as result of interpretation is associative — the figurative basis of the phraseological unit through its correlation with cultural and national stereotypes [4, c. 55]. Therefore we also open their cultural and national sense and the character of the phraseological unit designing time and characterized, depending on cultural value as positive and negative, are designed in language with a certain connotation. For example, to toil and moil phraseological unit where toil often has a negative connotation and associates with something long, slow, stretched in time, and has Russian equivalent to "drudge". Thus, cultural connotation gives a cultural and significant markirovannost to the phraseological unit and even to all text. Transmission media of this cultural connotation, in A. Vezhbitskoy's opinion keywords which are in the phraseological unit center are. Forming certain, central cultures for some area, property and functioning in this quality in the phraseological unit, keywords "can bring us into a core of the whole complex of cultural values and installations" [5, c. 38].

As the phraseological unit is connected with a stereotype, the phraseological unit is means of expression of this stereotype which is connected with a certain notion or the image, expressed in this phraseological unit. In cognitive linguistics and ethno-linguistics the term "stereotype" carry to the substantial party of language and culture, i. e. it is understood as a mental stereotype which corresponds with a language picture of the world. So, at E. Bartminskogo the language picture of the world and a language stereotype belong as a part and whole, and the language stereotype is understood as "judgment or some judgments relating to certain object of the extra language world, subjectively determined representation of a subject in which descriptive and estimated signs coexist and which grows out of interpretation of reality within social the developed informative models" [4. c. 58].

Language stereotype — it not only judgment or some judgments, but also any set expression consisting of several words, for example, by Indian summer — "women summer", and whole hour — "solid hour". The use of such stereotypes facilitates and simplifies communication, saving forces of communicant. Besides, they reflect long development of culture of the people in the semantics, transfer national character, historical and cultural color. We can learn a lot of things about a life, mentality of the people, proceeding from an internal form of linguistic unit. That is the phraseological unit is formed through a stereotype. But can occur and return process when the stereotype is formed by means of the phraseological unit. For example, we will take the phraseological unit "you can't change him". Perceiving this structure, in our consciousness the stereotype is formed that the bad person any more won't alter, it will never be corrected.

Interpreting phraseological units on the basis of a ratio of their figurative perceptions with the stereotypes reflecting national mentality, we thereby open their cultural and national sense and character, as is the maintenance of a national and cultural connotation.

Thus, reflection of stereotypes in phraseology is expressed very brightly as only together, correlating images to concepts, sense, we can reveal the cultural and national importance of expression.

By authors of article it was interviewed to reveal, national hete-rostereotypes of modern society. Concerning five nations: Englishmen, Frenchman, Germans, Italians. Finns — the respondent were asked the following questions:

1. How, in your opinion, do they like to spend free time?

2. It having appeared on desert island without what won't manage?

3. What will representatives of each nationality in a critical situation make?

4. Describe physical and spiritual qualities.

5. What associations cause in you?

6. Continue a phrase: Englishmen (Frenchmen, Germans, Italians, Finns) love / not love...

Under each question the list of the nations opposite to which, interrogated wrote down the answers was resulted.

Poll was spent anonymously, in a consequence of that interrogated it is impossible to establish age, a racial accessory, the social status and other characteristics. 50 persons have been interrogated.

Further the percentage parity of answers interrogated is resulted:

1 question

Englishmen: 80% — behind a tea mug, 15% — on the nature, 5% — are quiet and cheerful.

Frenchmen: 60% — with the woman and alcohol, 30% — campaigns on boutiques, 5% — spending time in park, 5% — are spontaneous and cheerful.

Germans: 95% — drinking beer, 5% — under the schedule.

Italians: 80% — eating at restaurant macaroni, 15% — dances, 5% — in a big way.

Finns: 60% — skiing, 20% — a bath, 15% — taking alcohol, 5% — in a solitude.

2 question

Englishmen: 80% — tea, 20% — a pipe.

Frenchmen: 80% — the woman, 15% — wine, 5% — patriotism.

Germans: 50% — beer, 50% — sausages.

Italians: 60% — macaroni, 20% — wine, 20% — the woman.

Finns: 60% — snow, 20% — vodka, 20% — a fireplace.

3 question

Englishmen: 60% — will recede and will think how to receive benefit from this situation, 20% — will hide from the others this situation, 20% — will show composure.

Frenchmen: 40% — will suit the Bastile, 40% — will operate, 10% — will be silent and smile, 10% — will weigh all pro and contra.

Germans: 80% — will show aggression, 15% — will start to solve a problem; 5% — will rally.

Italians: 40% — will start to rustle, 40% — emotionally to react, 20% — to operate.

Finns: 80% — will start to think long, 20% — will try to settle the conflict.

4 question

Englishmen: 80% — the snob, 20% — gallantry.

Frenchmen: 60% — experts on women, 30% — elegance, 10% — cheerfulness.

Germans: 80% — a pedantry, 10% — composure; 10% — patriotism.

Italians: 80% — cheerfulness, 20% — noisy.

Finns: 60% — a sluggishness, 20% — hot guys, 15% — affable, 5% — taciturn persons.

5 question

Englishmen: 40% — punctuality, 20% — Sherlock Holmes; 20% — porridge, 20% — the snob.

Frenchmen: 60% — style, 20% — spirits, 15% — cheerfulness, 5% — refinement.

Germans: 60% — severity, 40% — a pedantry.

Italians: 60% — fun, 20% — noise, 20% — macaroni.

Finns: 80% — slowness, 20% — calmness.

6 question

Englishmen: 80% — love tea, don't like to lose. 20% — love football, don't love visitors;

Frenchmen: 60% — love women, 35% — love wine, 5% — love poodles;

Germans: 80% — love beer with sausages, 15% — love punctuality, 5% — like to be at war;

Italians: 100% — love a spaghetti;

Finns: 60% — love vodka, 20% — love a cosiness, 20% — love fish, 100% — don't like to hurry up.

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Nistyuk V. V.

CROSS-CULTURAL COOPERATION OF THE RUSSIAN AND FOREIGN STUDENTS

Expansion of international relations at the boundary of XX and XXI centuries, world tendencies of globalization directly depend on new generation of active youth, the engine of which living positions are the students. After all students, being the most active part of society, it is urged adequately and to carry out competently intercultural cooperation with representatives of various nationalities. Now cases of the ethnic conflicts and xenophobia manifestation in Russia and beyond its limits are frequent. An insult of national feelings, infringement of national dignity of the personality, misunderstanding of problems of the people belonging to other faiths, ignorance by the majority of students of culture of other people and inability to pick up adequate and correct form of behavior and communication in relation to her representatives prove importance and need of determination of set of effective psycho-pedagogical conditions of formation of readiness of student's youth to intercultural cooperation in the educational environment of higher education institution.

For the solution of this problem it is necessary to allocate and prove a complex of internal and external psycho-pedagogical conditions of formation of readiness of students to intercultural cooperation.

It is necessary to refer formation of the valuable relation to other culture to internal psycho-pedagogical conditions on the basis of ethnic tolerance; existence at students of strong motivation to intercultural cooperation; development of a reflection of own relation to representatives of other culture, to process of intercultural cooperation.

External psycho-pedagogical conditions of formation of readiness for intercultural cooperation include assimilation by students of elements of Russian culture, application of modern, developing educational technologies, active forms of education and education on the basis of cooperation and the mutual understanding, favorable psychological climate in groups with the mixed national structure.

The first internal psycho-pedagogical condition is formation of the valuable relation to other culture on the basis of ethnic tolerance. For-

mation of readiness of students to intercultural cooperation assumes close intercultural interaction, and also questions of preservation of national identity of the people.

The second internal psycho-pedagogical condition is existence at students of motivation to intercultural cooperation. Here the principle is that without the realized understanding students of need and importance of intercultural cooperation for development and enrichment of each national culture their involvement in effective and useful joint activity is impossible.

All above-named new growths in structure of the identity of the Russian and foreign students, namely: ethnic tolerance, motivation — don't arise spontaneously. The complex is necessary for their formation, development and improvement external psycho-pedagogical conditions.

The first external psycho-pedagogical condition is use of innovative, developing educational technologies, active forms of education and education on the basis of cooperation and mutual understanding. The training directed only on receiving ready knowledge, can't force to think and direct independently students them on search of the solution of interesting problems. Developing training systematizes knowledge process, allows foreign students to be integrated quicker into new socio-cultural, educational and language space of the Russian higher education institution, develops natural possibilities of students, develops their personal activity.

The second external psycho-pedagogical condition is assimilation by the Russian and foreign students of elements of Russian culture. The main methods of assimilation by the Russian and foreign students of elements of Russian culture are methods of the organization of situations of creative, social and intercultural cooperation.

The third external psycho-pedagogical condition is the favorable psychological climate in groups with the mixed national structure. As characteristics of psychological climate of collective psychologists allocate satisfaction of members of collective with relationship, activity, the management; prevailing mood; mutual understanding of heads and subordinates; extent of participation of members of collective in management and self-government; unity (round the activity purposes); conscious discipline; efficiency of activity. Proceeding from it, conditions of favorable psychological climate in group with the mixed national structure is inclusion of foreign students in groups where the internal tranquility, self-respect, equality of the Russian foreign students reigns; personal and business relations on the basis of ethnic tolerance; joint activities for achievement of the purposes, important for all members of group.

Internal and external psycho-pedagogical conditions of formation of readiness of the Russian and foreign students to intercultural cooperation are indissolubly interconnected and make a uniform complex. So, formation

of the valuable relation to other culture and its representatives is impossible without assimilation by foreign students of elements of Russian culture, and also without acquaintance and familiarizing of the Russian students with culture of students foreigners.

Creation of favorable psychological climate in group with the mixed national structure promotes development of activity of the Russian and foreign students, promotes establishment of friendly relationship in group, helps formation of ethnic tolerance which, being a condition of effective intercultural cooperation, acts also as its result.

Pazukhina N. V.

CULTURAL TOURISM AS A TOOL OF POSITIONING CULTURAL DIVERSITY

In the last decade the problem of cultural identity, which is meant as a problem of preservation of (authentic) cultural traditions, cultural originality and the right to cultural differences of certain groups of society, becomes one of most often discussed subjects, both in the context of humanitarian research, and within public discussions. This subject is addressed not only within discussions about multiculturalism (see especially publications of the last years: [3; 6; 7], but also within discussions about preservation of cultural heritage, in particular, non-material cultural heritage [9; 13]). Thus the concept of cultural identity remains exclusively dim and not clear, the treatment of its contents depends on a research approach or a political involvement of the author. Within this article the main attention is paid on how the relation to cultural diversity is becoming an instrument in the sphere of cultural tourism, which in itself is "a boundary" between commercial positioning of cultural significant objects and the practices in the tourist market and formation of the educated interest to cultural distinctions in the society as a whole.

The idea of cultural tourism was initially connected with aspiration to acquaint the travelers interested in traditions and customs existing in a real existing of culture, instead of presented only in a "museum" look [4; 5]. Motivation to such acquaintance, generally is "exotics" of such cultural tradition in relation to experience of the traveler: it can be connected both with geographical and civilizational distance (acquaintance of the European to the way of life of a Central African tribe), and historical and technogenic distance (acquaintance of the inhabitant of the megalopolis to traditional manufacturing techniques of linen cloth with a loom). Discrepancy of actual cultural practices or thoroughly forgotten cultural experience often becomes a reason for such acquaintance. From this point of view, cultural

traditions and sights which are positioned as offers of cultural tourism, represent rather "traces" of those cultural texts and senses which are for various reasons hidden or nearly lost in the present (using concept of "trace" of a context of the philosophical concept of Z. Derrida). Going to travel for experience of meeting with "live" tradition, the traveler (tourist) goes to a way for escaping (or otherwise inaccessible) experience of the "other" which can be worried on personal experience. Offered to "the cultural tourist" possibilities of personal experience of tradition (participation in ceremonies, in manufacturing of subjects by handicraft way, in tasting dishes of traditional cuisine) are conceived as an interactive way of studying another cultural experience, being alternative or addition to studying the culture and history via the museum. In case of cultural tourism, the traveler should receive impression and knowledge directly from culture carriers, so to speak, first-hand that, on a plan, approaches him to understanding and respect for authentic cultural tradition. In practice, however, the cultural tourist almost never can be "unnoticed" to take root into a daily course of life of people for which their cultural practices are natural, and therefore generally "imperceptible" as components of the routine ordinary. Offers of cultural tourism are anyway connected with production nature of acquaintance to cultural tradition, that just allows to use "interactive receptions" in demonstration of cultural features. In a paradoxical way, possibility to worry "other" traditions on the experience is connected with "deleting" of borders between "oneself's" and "another's" in authentic culture, i. e. finally, with destruction, deleting of authenticity of cultural tradition which turns only into the instrument of demonstration of cultural originality. Certainly, this tool is useful as a way of education, informal education, which means ability of understanding and tolerant attitude to different experience, however thus it is worth to remember that this tool should be used tactfully and carefully (see, for example, § 2 and especially items 2.2 and 2.6, and also § 6, item 6.2 and 6.4 of the International Charter on Cultural Tourism: [5]). As an ambiguous example, the destiny of representatives of a Karen tribe can serve, known as one of subgroups — Padang — whose women carry metal rings on a neck, extending it till unnatural sizes. Escaping from the military conflict in Myanmar, Karen tribes moved to the territory of northern Thailand where, with development of tourism, their village began to enjoy wide popularity among tourists. One of such villages was transported in the neighborhood of the popular resort of Pattaya, which as a result led to the trade of souvenirs and posing in front of cameras of tourists (excursion advertising "The tribe of long-necked Karens and a temple complex Vat Yan" on the site at the address http://pattaya. cc/?p=308) became the main occupation of inhabitants. Ideally, cultural tourism should support motivation of carriers of special cultural tradition

or keepers of significant cultural heritage to keep / apply it in the first-hand "live" life experience. Thus, it is supposed that the tourist industry creates financial support, providing workplaces and necessary infrastructure, on the one hand, and, on the other hand, supports demand of those traditions which already lost direct functions or authority in natural environment.

The sphere of cultural tourism, especially since the 1990's, is guided not only by external tourism (which assumes existence of a certain share of "exotic" of the purpose of appointment in the opinion of the traveler), but also by internal tourism (nevertheless meaning some "cultural competence" of the traveler in relation to "the own" country or region). Thus, cultural tourism includes designing the cultural differentiated "image" of the region, both for an "external look", and for an "internal look". Positioning of cultural differences as cultural originality in cultural tourism is the most important aspect which provides appeal of a tourist product to potential target audience. Sometimes it becomes some kind of way of legitimation of existence of cultural differences in the contemporary society in which such differences are not always perceived tolerantly at all. On the one hand, cultural differences between various groups in one society are declared as positive manifestation of cultural diversity, wealth of cultural forms, which resists to pressure of the standardized globalized forms of mass culture, on the other hand, the same cultural differences in a situation of everyday life (instead of a specific mode of travel time) can be perceived as something menacing to the settled routine habits, as a basis for formation of "parallel" society[1] — "capsulated" in their customs the separate groups considering the standard rules in this society as discriminating their cultural identity. (There is, partly connected with that, contemporary criticism of multiculturalism and introduction of the concept "inter-culture"; see [8; 12]).

In this sense, cultural tourism as a whole is focused on formation of the educated relation to cultural distinctions, in particular, to non-material cultural heritage which appears most fragile in the contemporary world. In the conditions of continuous technological modernization there are also changes of cultural space and, therefore, cultural practices, which leads to the actual loss of authority of tradition (practical value of the samples of behavior approved in the past, stereotypes of perception, standard norms). However, loss of authority of tradition is often perceived as tradition loss, as the tragedy of loss of "egoism" and dissolution in the faceless globalized culture.

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[1] In German-speaking discussions this concept (Parallelgesellschaft), introduced by Wilhelm Hajtmajerom in the early 1990's, is connected with debates about migrants in Germany and the problem of their integration. This term began to be used most often in the early 2000's for designation of problems of the multicultural society in which rupture between different cultural groups develops, first of all, under the "parallel society" migrants of Turkish origin are meant.

Confirmation of value of non-material heritage in contemporary conditions is often transferred to the institutional level, namely, the special status of tradition should be confirmed with entering in the list of especially protected objects at the state or international level. So, since 2001, the List of non-material cultural heritage of mankind of the UNESCO, which purpose is drawing attention to preservation of non-material heritage and stimulation of the special relation to it, including from the given state, thus to prolong its existence, probably, through financial subsidies or other tools of cultural policy. A Latvian example is a possible experience of Kurzema community of the Suitis, who in 2009 achieved entering into the List of non-material cultural heritage of the UNESCO "cultural space of the Suitis" (See the short summary about the Suitis on the official Internet page of the UNESCO: [11]]). Considering that before that only the tradition of the Holiday of Song and Dance was presented by Latvia together with Lithuania and Estonia (2003, 2008), it is possible to estimate persistence and enthusiasm of absolutely small Catholic community which was solved on rather difficult bureaucratic procedure [14]. The concept of "cultural space" with its fuzzy contents is used, perhaps, most correctly as the Suitis are inhabitants of several areas in the west of Latvia, in Kurzema, with the centers in Alsunge, Yurkaln and Gudeniyeki which historically belonged to the Shverinov kin, whose representative, after reformation, in 1632, accepted Catholicism, having turned the population of this region into "Catholic island" in Lutheran Kurzema. During this time there have been the special traditions distinguishing the Suitis from other inhabitants to Kurzema, being shown both in the national costume, and in dishes of regional cuisine, in folklore and even features of the dialect. In spite of the fact that folklore ensembles from Alsungi were known long before the recognition of value of the Suitis heritage at the international level, in recent years visit of Alsungi and its vicinities became an obligatory point of excursion programs of the Latvian travel agencies (see, for example, the summary of excursion on the site of the Latvian firm "Skaistie skati" at the address: http://www.skaistieskati.lv/site/lat/latvija/1470/). As a rule, such trips include obligatory communication with "the natural Suitis" who are represented by local enthusiasts from the Center of ethnic culture. It should be noted there is a really sincere interest of locals to preservation of the traditions and their diligence to popularize the folklore and customs including meeting tourists. It would be desirable to believe that these traditions in the future will remain not only in such representative form.

For rather small territory of Latvia, cultural tourism opens possibilities of more accurate positioning of regional differences and cultural diversity. A good example is the old believers' village Slutishki, located on the bank of the Daugava, near Daugavpils, on the territory of the natural park "Daugavas loki", in the east part of Latvia — Latgaly. Now it is the ethnographic mu-

seum created in the authentic old believers' village, with the buildings of the late 19th — early 20th centuries. Up to the early 1990s there was a live village with the settled way of life. The Latvian old believers have lived on the territory of Latvia since the second half of the 17th century and are one of the stablest ethno-confessional groups in Latvia. Places of compact accommodation of old believers historically are connected today first of all with Latgaliya. Slutishki visually shows historical experiment of interaction and cultural dialogue between different ethnic and confessional groups which can be demanded today as a precedent for the best understanding of the contents of Latvian "cultural space" which is historically connected with various cultural traditions. In this sense, the tourist skill to notice and estimate cultural differences as an organic component of culture can appear useful in the daily experience of interaction with "others".

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Pasichenko R. V.

AMERICAN SOCIETY LIFE FROM INSIDE
AND FROM OUTSIDE

In this work it would be desirable to report shortly what American society represents and what it looks like inside. Long thinking how it would be possible to write the article and how to report all this, on the one hand, shortly, and on the other hand — thoroughly, it was decided to divide the material into certain paragraphs, each would characterize a separate aspect of mentality of these people and their life in comparison with life of other peoples.

First of all — national culture. Many people in different countries sometimes ask this question: is there in the so-called mighty country such culture which is appreciated throughout centuries. It is strange enough, for America the answer will sound rather "no" than "yes". It can seem surprising, but it not only the assumption and conjectures of the author of the article, but also the opinion of the Americans living in the USA. The majority of Americans, answering the question, whether there is their own American culture, give a negative answer. They often say that they have no culture because they often perceive culture as a set of obligatory customs which are present only in other countries. If they are asked about "American culture", they can hardly answer anything or even will begin to deny the existence of American culture.

The second aspect — individuality. In the world there are a lot of countries which perceive individuality in their own way: for someone it is an empty phrase, just a good brisk word which they can scatter if they are asked on this subject. The question, whether their society is individual, is answered by many: "Yes, certainly" It is possible to accept the definition, individualism is complete possession of the life situation when you hold in your hands everything and you rely only on yourself, you are a strong spirit, you aspire to objectives and, first of all, you try to make all with your forces and you do not ask for help until it doesn't become extremely necessary. Differently, it is necessary to be independent, responsible and to be charged on the fight in this life. It is possible to assume that many will agree with that opinion that such countries as Greece, Ukraine or Georgia don't deserve the right to speak about themselves as about the country knowing the concept "individualism". Because these countries got used to hope and ask for help from more powerful and rich countries, citizens of these countries are not adapted for life in this world. The old proverb truly speaks: "God helps those who help themselves".

Let's consider what the American society thinks of it. The most important thing which should be understood about Americans, is their

individualism worship. Since the childhood they are brought up so that they perceive themselves as separate independent persons responsible for their acts, situations in life and for the destiny. Though much here can be argued. Americans love comfort: convenient good life and nobody's touch. Yes, it was unconditional before 2000 when the USA acquired big debts and the problem with unemployment began. People forgot what is survival, how to live in a severe situation. If you are independent, resistant, you have to go and fight for your life. But not all the Americans are capable of that. The author of the article personally witnessed such a picture: people who were not badly dressed came to the help center, they had housing, a car, but they joined the homeless in the line for food. There was a person, a frequenter of such centers, a former soldier, whose Spanish was perfect, a quite clever person. Probably, he was lazy. After the army he worked, but then when he got to hospital and was discharged, he lost his job and (being a healthy man) instead of finding another, he lived on the street and went to the help centers: it is more convenient for him. He worked couple of days a week, but he didn't find permanent job. The conclusion arises that the person is lazy and got used to live on the ready things. It is possible to bring a lot of such cases, but we will stop here.

From the aforesaid it is possible to draw the conclusion: Americans lost the feeling of individualism, forgot what it means, in their former power period they ceased to reflect what will be further. There are some possibilities in the country, as well as in any other country; the person who wants something receives it. Any person can make the life better and to achieve everything in the presence of strong motivation.

It is possible to consider Russia as the country with really realized concept about individualism where people know what means to be individual, the creator of life, to know how to survive in a difficult situation: where to suffer, where to make effort. And these are not mere words. The experience shows: it is much more difficult for a contemporary American to survive in other countries, outside of the USA or having got into difficulties, it is more difficult than for the Russian person who passed through fire and water during all history of our country. The Belarus people are individual in their own way, they don't try to resemble anybody and have the principles and concepts.

The following aspect — equality in the society. Americans are firmly convinced that in general all people (or, at least, all Americans) are equal, nobody is born higher anyone another and everyone is responsible for one's own life. However it would be desirable to note that all this became a valid reality in the late 1990s when the tyranny of white Americans over the black ended.

History and traditions. Americans are less concentrated on history and traditions than people from other countries. "History has no value, many

of them say. It is the future that is important". They look only forward. Everything may occur owing to a lack of depth of history and culture of the country.

Attitude to time. For Americans time is a resource which is the same as water or coal, it is possible to be used with advantage and without it. "Time is money". Therefore Americans admire people with the good organization and skills of the correct distribution of time (good organization and time-management skills). Also there are no reasons to disagree with it

What do Americans like to do? Americans are most likely to love action, they consider that it is necessary to do something all the time. Usually they are not satisfied by just sitting for hours and talking to other people. However, there is a double opinion in this respect because there are both first, and second; but the matter is that there are more active people in general.

Attitude to work. Americans, as a praise, speak to themselves: "The Americans are hardworking" ("He is a hard worker"). Or: "She performs her work" ("She gets the job done"). These expressions show admiration of the people achieving success (achievers), people, whose life is concentrated on attempts to perform concrete, "measurable" work. And it is possible to disagree with it. Gradually Americans work less: emigrants who are interested in obtaining nationality in this country work, and therefore they work persistently and hard to become quicker the Americans.

In the summary it would be desirable to say there may be a lot of opinions: both prejudiced and one-sided, therefore everyone can agree or disagree with this article. The main thing is to be objective. And it is unimportant whether it is bad or good for the country's image. In this regard, perhaps, the Russians can be an example: an important feature of our character is self-criticism. Yes, we have problems and roughness in the country, but we are not ashamed of it and we speak, as they are, and we try to solve the problems and to make the country better. Sooner or later all secret becomes obvious, and it is not worth being a laughing-stock in front of the whole world in the future.

Piryazeva Ye. V.

SOCIO-CULTURAL AND DIALECT FEATURES OF GERMAN REGIONS

In German studies of the last decades they note a particular interest to problems of language variability which is directly connected with the social phenomena. Functionality of language is always connected with its role in a concrete society, its execution of the tasks in various social spheres. The contemporary language situation in Germany represents a difficult phe-

nomenon including the facts of socio-historical development, reflected in German language structure and forms of its existence.

At the heart of German language system there are territorial dialects which version represents today quite a wide palette. A dialect is an oral informal speech on a certain territory. Therefore, all features, characteristic for any informal speech, are caused by its spontaneous, situational and dialogical character.

Dialects are a basis of formation of the nationality language, one of the most ancient forms of its existence. Dialects originated before literary languages, especially written ones. They continue to exist and function during the national period, despite a number of changes: restriction of functions, reorganization of a dialect system, loss of primary striking features. Dialects are a component of national language and national culture, capable to tell the story of this or that district and being, according to Goethe, the element, from which the soul gets its breath [1, p. 43].

The research is devoted to dialects of Germany, their genesis, distribution and features in German language system, and also to sociocultural features of regions of the country. The urgency of the subject of research is defined by the fact that in contemporary Germany the existence of a big dialect variety complicates understanding people of each other. It concerns both the natives of the country and the people traveling across Germany. The knowledge of geographical distribution of dialect features is capable to facilitate acquaintance of the tourists visiting Germany with historical and cultural features of the country.

The object of research is regions of Germany.

The subject of research is sociocultural features of regions of Germany and spatial distribution of German dialects in Germany.

The objective is detection of dialect and sociocultural features of regions of Germany within cross-cultural communication.

Being guided by the main objective, we note as an important feature of the language situation in Germany the considerable expansion of the dialect use in all its versions. Dialects in the course of communication quite often get a special functional load. Within our work the main dialects (Low German, Middle German and Upper German) are investigated. For more detailed consideration of this problem we will take the Berlin dialect. It was established that the dialect is quite often used in contact-making and emotional functions. Representatives of administration who, in business situations, speak in the literary language, meaningly apply the Berlin dialect in individual conversations with workers with a view of creation of the easy companionable atmosphere. In research of the language situation in Germany linguists note that the dialect is used by representatives of average and upper classes as the main means of communication in the sphere of

public life. Moreover, the sphere of the use of the dialect in the course of public communication isn't always limited to the framework of everyday, household communication. The dialect possesses an important role as the means of public speech: it is used in federal councils, various unions, clubs. Politicians often resort to dialecticisms also with a view of establishment of communicative contact and corresponding psychological atmosphere with audience.

A number of researchers pay attention to the fact that the extent of use of the dialect can be differentiated on the gender basis. I. Teldemann established that in Low German regions of Germany the women observe norms of standard language in the field of pronunciation more than the men do.

Thus within this or that social group there is differentiation depending on age group of the population. According to Ya. Gossens, in Low German regions of Germany the overwhelming part of the native speakers, belonging to the senior generation, use the dialect in everyday, household communication, while young people use the literary language as a means of communication.

Socio-linguistic research of the last decades has considerably enriched the ideas of dependence of language structures from the region of their distribution. It showed that the regional factor is inseparable from the social one. Regional features of the speakers affect, first of all, in sociocultural distinctions of regions on the axis "South — North". In Germany the southern regions were not only the most important historical kernels of genesis of the German statehood, but throughout many centuries also the main centers of German culture, spatial "focuses" of cultural innovations, initial territories, from where the process of sociocultural development of adjacent, northern lands went. The South of Germany which has tested cultural and civilizational "radiation" since the Classical antiquity, has considerably bigger historical "experience" of intensive sociocultural development of space than the North of this country. In the German space the most important centers of innovative activity are displaced to the North, in the southern areas — the traditionalism and conservatism are stronger. Asynchronous formation in northern regions of kernels of the state integration German (Brandenburg — Prussia) lands became political and geographical expression of these shifts. For Germany since the 16th century and so far one of the most important, key measurements of cultural geographical distinctions on the axis "South — North" is the opposition of Catholic (mainly southern) and Protestant, mostly Lutheran (mainly northern) lands. Sub-ethno-linguistic differentiation "South — North" is partially supplemented, especially in Germany, by, close to it, differentiation of complexes of objectivized traditional rural culture (both material, and spiritual, at their conventional opposition).

The analysis of sociocultural distinctions of regions of Germany and the accounting of spatial distribution of German dialects of this country, will allow to facilitate acquaintance of the tourists visiting Germany, with its historical and cultural features, to help tour operators at creation of new programs of stay in Germany, when developing individual tours, and solving the problem of tourists' knowledge of this phenomenon, characteristic for this country.

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Pochekutova L. G.

ROLE OF ETHNOS IN THE DEVELOPMENT OF INNOVATIVE TOURISM ON THE TERRITORY OF RUSSIA

The land of Khakasia has an ancient and rich history. Ancestors of the man lodged on these lands over 300 thousand years ago. Khakasia is known around the world for ancient historical and archaeological monuments. Archeologists call it "archaeological Mecca" of Siberia, an open-air museum, not by accident. On its territory there are about 30 thousand monuments of ancient history: rock paintings, ruins of ancient cities, fortresses, mountain foundries and sanctuaries, thousands of ancient burial grounds and burials.

Geographical features and accurately outlined borders turned the valley of the Middle Yenisei a peculiar "ethno-genetic pot". It is necessary to add that ridges round the Minusinsk hollow created a relative isolation of local population from other regions of Central Asia, which is reflected in ethnic consciousness of local population. Khakas-Minusinsk region is the territory, differing in diversity of landscapes that influenced processes of ethno-genesis.

Process of formation of the Khakas ethnos started in the pre-Turk era. The certificates of it are the anthropological materials, archeology data, historical folklore, toponymics and ethnonymics. Formation of ethnic base

of the contemporary Khakases begins during the Hunno-Sarmatian time after the arrival of a number of ethnic groups of the Turk Gyan-Gunies and the Hunns on the Sayan-Altai territory from the territory of Central Asia.

In the 19th century the Khakases were subdivided into six ethnic groups within four formed Steppe Dums. Names of the Dums caused the population of former principalities to accept new tribal names from the names of the largest kins. In the North-West of Khakasia, in the valley of the rivers Iyusov and Chulyma the tribe of the Kyzyletses was formed. The Lower Abakan and all left-bank valley of the Middle Yenisei were the territory of accommodation of the Kachinetses. On the right bank of the Yenisei and Entre Rios of the Abakan and the Yenisei there lived the Koybals. The southern Khakasia was the territory of accommodation of the Sagayetses (together with merged with them the Beltyrys and the Biryusinetses — the southern Shoretses). The analysis of kin-tribal structure shows us that among the Khakases there are about 1360 surnames which originate from names of the ancestors living in the mid-18th century. About 800 various surnames (more than 60% of the total number) are connected by the roots with the population of the former Uluses of the Kirghiz Land, from them about 75, or 7% going back to descendants of the former princes [1].

Further throughout the 20th — early 21st centuries there was a leveling of local features of culture and language of Khakas sub-ethnic groups, including under the influence of the Soviet cultural revolution and modernization. The researcher of contemporary ethnic processes of the Khakas people V. P. Krivonogov noted that belonging to this or that sub-ethnic group does not play an important role in the life of the contemporary Khakases, sometimes representing only the memory of the former division. They should note also the existence of the assimilation processes, bringing to the fact that a considerable part of the Khakas population does not know the native language, lost ethnic consciousness, enters interethnic marriages.

The character of settlements and the design of dwellings of the Khakases were caused by a semi-nomadic way of life and features of the social and kin-tribal organization.

Main types of the Khakas dwellings were frame and log yurtas known from the antiquity. In particular, we can see their images on the Boyars' Paper (2nd century BC). Chroniclers of Ancient China noted that inhabitants of the state "Hyagas" "in winter live in log huts covered with wood bark".

In the first half of the 20th century, as the result of transition of the Khakases to settled life, construction material of traditional dwellings changed, stationary houses of Russian type appeared.

The Khakas people had their cycle of holidays and ceremonies connected with acceptance of the new man in the society: "kin toiy" (the holiday of the disappeared umbilical cord and placenta burial), "pizik toiy" (the holiday

of laying the child in the cradle), "pala toiy" (name-day), "Ymay toiy" (the holiday in honor of the goddess Umay), "tis toiy" (the holiday of the first teeth eruption), "kispik toiy" (the holiday of the first cutting of hair), the chain cutting ceremony (when the kid took the first independent steps).

Traditional Khakas society was patriarchal — the main public functions were allocated for the man.

Shamanism as a whole can be called a special religious and world outlook system of interaction with forces of nature at the people of Northern and Central Asia. The shaman (ham in Khakas language) is considered the intermediary between the world of people and supernatural forces. Thus each people have features of shaman practice inherent only in it. Shamans played an important role in the society life — they carried out ceremonies, trade cults, treated for diseases, brought to the tribespeople the souls of unborn children, saw off the soul of the dead in the other world.

Shaman gift was given either from the birth that happened quite seldom or was given during the lifetime. According to the representation of the Khakases, spirits (tyosi) chose to themselves the owner.

It was necessary for the future shaman to possess the word force, to know rituals, favoring and chants, and during earlier times "divine writing". The skilled shaman — "pastaan paba" was engaged in the education. Usually the training took three months, then kham had to go on worship to the mythical patron of all shamans — Adam-khan. His palace was on the sacred mountain Borus in the Sayan Mountains. Adam-khan handed over to the new shaman the necessary quantity of office spirits, defined his attributes — a suit, a tambourine, some quantity of musical instruments for its kamlanies and put his patrimonial tamga on the palace six-sided black fir-tree. Only after that the real kam could be considered.

Shamans executed a number of functions — cult, medical, predictive, helped with the advices. Also they carried out the function of preservation and transfer of national knowledge to the following generations. Shamans made the ceremonies connected with many life aspects and activity of people. At the kamlany pricked a white ram, put a silver birch in a yurta and prepared dairy vodka — araka. On the table on a dish they put fresh boiled mutton, steam from which rose up and served as food for spirits. At the beginning of the kamlany the shaman called the spirits. After the kham surrounded himself with the army of "spirits" and united with tyosis, he ceased to be a simple person. The tyosis black out the mind and do him cruel. The shaman ordered the spirits to execute his decisions precisely. They have no right to return back, without having executed the order. They enter fight against malicious forces and other shamans' tyosis. If the tyosis had the excessive task put, they could abandon the shaman. Then he lost his force. After the kamlany the shaman checked destiny of the gathered people. The tyosis learned, whether

there are the sick people among the guests, whether malicious forces clang them. The final stage of the kamlany is blooming of tyosis. When tyosis left, the shaman turned into a simple person [2].

Shamans had the gift of clairvoyance. Such people (in Khakas language kyorigtchy) could watch events which occurred many kilometers away from them, and also what was in the other world. Shamans were used for malicious intentions as well. They could ruin the soul of people and cattle, having sent evil ghosts on them. That is why many people equated shamans to evil ghosts. The Khakases had a belief that the practice "of the malicious shaman can be stopped". Especially many troubles to simple people were caused by "cheek-khams" who could eat the soul of the person and by that to kill him. People tried not to cause an insult or offense to the shaman, otherwise he by means of the army of toysis could destroy not only the specific person, but also all the kin. In the 20th century the traditional shamanism under the influence of the Soviet power practically disappeared. In the late 1980s — early 1990's there was a growth of interest to traditional beliefs of the Khakases. Some shaman organizations (Akh chayan, Khan-Tygir, etc.) were created to study the issues of revival of traditional beliefs of the Khakases.

After Christianity adoption the Khakases apprehended accompanying attributes — crosses, icons, etc. Carrying of crosses was one of the major attributes, which showed belonging to this faith,. The Khakases generally carried silver crosses. In the 19th century the Khakas women began to carry cast silver crosses "padyrbas" (simiskelig kiryos) as a breast ornament over a dress. Padyrbases were produced by jewelers "kyumyus uzy" and were beautifully ornamented. They were carried on a silver chain.

The traditional clothes were casual and festive. The festive costume of the Khakases is rather colorful, bright, original. Not least it is connected with materials of the clothes they were made from — silk, brocade, cotton velvet (black velvet), valuable furs. The uniqueness is given by the ornament, breed and decor which are in a harmonious combination. According to the clothes it was possible to judge social accessory, marital status of the person, belonging to attendants of cults, skill of the manufacturer of clothes.

The main type of underwear of the Khakas men was a shirt, and of the women — a dress. The shirt and the dress were identical breed — wide in a hem, loose in a sleeve, with a cut on a breast and a turn-down collar. The shirt was in the length to a hip half, without embroidered ornaments. There were no wedges on it in the middle of a back, cuffs and shoulder straps were sewed from the same fabric, as a shirt. The dress closed a female figure completely, leaving opened only a neck, head and hands. Poliki, cuffs and the hem of a female dress were made from another fabric. On them the national vegetative ornament was embroidered.

Besides the shirt, the man's summer suit consisted of trousers, leather boots, a dressing gown, a felt hat. The obligatory attribute was the belt to which the knife in a sheath and a flint were attached.

The female costume had more requirements depending on the marital and age status of the owner. The characteristic sign of married women at the people of Central Asia was the sigedek sleeveless jacket, worn over dressing gowns and fur coats. Young women carried open caftans from black cloth and cotton velvet.

The Khakas traditional clothes in mass were forced out by the European costume in the second quarter of the 20th century. In the second half of the last century and today the national costume is generally worn for family celebrations, and also for national holidays — "Tun Payram", "Chyl Pazy". Skilled workers continue to be engaged in manufacturing of national clothes as interest and love to native culture at Khakases doesn't disappear.

The Khakas calendar system is solar and lunar. The beginning of the year "Chyl Pazy" belongs to the day of the spring equinox on March, 22. In one year there are twelve months of 30 days. As the lunar year by number of days does not correspond the solar year, for this reason each three years the Khakases add the additional thirteenth month. The leap year was considered as the year of head of the Underground world — Erlik-khan.

For Khakas sub-ethnic groups for designation of months there are available both general names, and dialect ones. First of all, it is caused by the place of residence and, respectively, different economic way. It is also possible to specify as sources of names of months folklore, national signs, etc.

The most popular for the contemporary Khakases are two holidays — Tun Payram and Chyl Pazy. Both were revived recently: Tun Payram in the 1980's, Chyl Pazy — in the 1990's. Now they are celebrated annually and collect thousands of people.

The holiday of seeing the New year in is considered by many peoples as one of the most important and favorite. This symbolic designation of the end of old and beginnings of new cycle of Life. Chyl Pazy is translated as "the head of the year". In traditional outlook of the Khakases we can find the following explanation: "The head of the year was developed, the head of the snake was bent". It is connected with the fact that the snake for the people of Sayan-Altai was a symbol of time curtailed in a ring.

Every year at the end of May — the beginning of June, after a summer movement, Khakas cattle-farmers celebrated a holiday "Tun ayran". For a holiday "the first ayran" they prepared in advance: prepared dairy products, first of all, ayran, sewed new clothes. The first ayran and the first araka (dairy vodka) were considered as medicinal drinks. The holiday was carried out at the mountain top. There collected inhabitants of the near settlements — aals. The festive platform consisted of a hitching post, birches, a big fire.

The head was algystchy who did ritual sacrifice, addressed to forces of the Sky and Earth, consecrated a ritual horse — yzykh. Algystchy washed a horse with milk, fumigated it with a mother-of-thyme (irben), then yzykh was liberated. Upon termination of the ritual the general meal started. The wishing took part in competitions in wrestling, bowing, horse racing [2].

Today these holidays are not only organized by the government of the Republic Khakasia and local administration, but gradually again become a family tradition.

The role of sports in the traditional society was quite significant, and interest to them in the past was not less than today.

Among sports it is possible to allocate wrestling "kures", horse racing "at charyzy", bowing, raising of weight (stone), Khakas drafts "tobit".

The competition, most esteemed among the Khakas men till today, is wrestling — kures.

There are still legends that the ancient tribes living on the territory of present Khakasia, possessed extensive knowledge in geo-magic, healing and work with thin energy of Earth and Space. We know a lot of historical monuments of these peoples. Some of them are mengirs — the multi-ton stone plates which were vertically dug into the earth. These stones, most likely, are not simple historical monuments, but operating power artifacts. So the people until now go to some mengirs for healing, and shamans still visit others before important kamlanies. In Khakasia there are a number of places which are allocated on their power and are not connected with the activity of the person, so-called Places of Force.

The author of this article tried to consider ethnic features of the Khakases from the point of view of program tourism. Khakasia, in a saturation of monuments of ancient culture — more than 30 thousand, and density of their arrangement, is recognized as the real open-air museum, Mecca of archeologists and shamans.

The special place in historical and cultural fund of the republic is occupied by barrows. Today more than 30 thousand barrows, that makes about 30% of all visible monuments of archeology, are revealed and considered.

Tour route: Abakan — the Askizsky district (An open-air museum Khurtuyakh tas) — Kazanovka (The Khakas republican national memorial estate "Kazanovka") — Abakan (The Khakas republican museum of local lore named after L. R. Kyzlasov) — the Salbyksky barrow — Shir settlement — Topanovo village (excursion in the Koshkulaksky cave) — Lake Bele.

1. Ankhakovsky municipal open-air museum "Hurtuyakh tas" (stone sculpture of Hurtuyakh tas).

2. The Khakas republican national memorial estate "Kazanovka".

Ulug-Hurtuyakh-Tas — a stone sculpture of the woman is in the center of a 35-kilometer Askizsky burial ground close to ulus Ankhakov on the

territory of the Askizsky district of the Republic of Khakasia (127 km away from Abakan).

The stone deity of Ulug-Hurtuyakh-Tas represents three-meter pillar. If we trust archaeological data, this construction was driven into the earth, according to different data 6-4 thousand years ago BC on a place of a geological fault where powerful radiation of special power is noted. Researchers came to the conclusion that the radiation going from the pillar is not electric, not radioactive and not magnetic, but they failed to solve the mystery of this puzzle.

Today Hurtuyakh Tas pillar is a place of pilgrimage and it is considered one of the most esteemed stone sculptures. To Hurtuyakh Tas the women who did not have children since ancient times have come to a public prayer. Even at the time of the Soviet power the stone image's mouth was always plentifully oiled with fat and butter. Now Hurtuyakh Tas rests hopes that it will promote increase in the number of the Khakases and will give them protection. In the spirit of the woman there is strength of ancestors, future prosperity of the people [1].

In translation "Ulus-Hurtuyakh-Tas" means "big stone old woman", with roughly beaten out face, a convex stomach and a breast.

Nearly half a century the "stone image" was in republican museum of local lore. The Sanhedrim of the Khakass kins achieved the return of the monument to its primordial place. For it they erected a glass yurta where during the whole year the special temperature mode is supported. Annually Hurtuyakh-Tas is visited by thousands of tourists, and supporters of traditional Khakas beliefs carry out ceremonies at the sculpture: it is considered the defender of motherhood, assistant of the pregnant and the childless.

The female idol is asked by the childless women for appearance of children. From immemorial time the inhabitants of steppes with bow approached to the "stone old woman", and asked to cure the infertility. Here are the words the woman who does not have children, addresses to Hurtuyakh Tas: "Our white stone mother! All animals have children, all birds have children, all fishes have children, all people have children. Only I have no child — help me!"

The women, going on bow to the Khakas Mother of God, are sure that it will help them.

According to the legend, the sculpture possesses special curing force for fruitless women, and on the attestation of eyewitnesses, the appeals to the wonderful relic brought sometimes much more advantage than treatment by experts. "Hurtuyakh-Tas" enters into the three most visited museums of Khakasia.

The legend says that it was a real woman with husband and children (the number of children varies from two to forty). During an internicine

quarreling, the family had to run, the husband decided to distract the opponent, and the wife had to go with children to a safe place. She asked gods to help her to keep children, and gods turned her children into beads. But when Ulug Hurtuyakh Tas reached this place, she found out that the thread tore and all beads were lost.

Then from a grief she cried and started singing, she sang so beautifully that gods were touched (there is an option that they were angry) and she who lost the children was made the patroness of strange children and their mothers. So she stands, the steppe goddess, in the middle of the yurta turned with her face to the east, a three-meter statue from sandstone, the mouth is opened in the sad song, and on a "pregnant" stomach a mask is cut [2].

Hurtuyakh tas is called Shaman Mother of God. In 2003 Hurtuyakhy tas was transported from the Khakas museum of local lore and was established on the primordial place near Voroshilovo village. Around it the protection, the yurta, is erected. This place of worship and application on wellbeing is called the Open-air museum of one stone.

The sculpture of "Askizsky grandmother" is included in the list of historical heritage of the UNESCO.

3. The Khakas republican national memorial estate "Kazanovka".

It is located in the Askizsky district, approximately 127 km away from Abakan. Here in February, 1996 on the territory of 18 thousand hectares the Archaeological-ethnographical memorial estate was created. Its borders pass in close proximity to the settlements: Kazanovka, Verkh-Askiz, Yugachi, Verkh-Baza, Low Baza, Beyka. The Khakas memorial estate is located in the southwest part of Khakasia, in the foothills of the Abakan ridge.

The surprising nature, curious ethnography and archaeological monuments are "Kazanovka" three components. Several millennia ago there lived people who prayed to mountain spirits, represented animals and various ceremonies on rocks, built barrows.

For many years in Kazanovka archeologists work. In the reserve territory there are more than 2 thousand only considered monuments. Among them there are dug-out barrows and burial grounds, about one thousand rock paintings, which are 6 thousand years old.

The earliest constructions belong to the $4^{th}-3^{rd}$ centuries BC. All this annually attracts to "Kazanovka" hundreds of scientists, fans of archeology and school students. During four years of the existence the museum was visited by about 5 thousand visitors, generally school students and foreigners. 6 archaeological routes are developed for visitors with duration from 1.5 to 6 hours around the most interesting places.

The territory of the reserve "Kazanovka" is 18,433 hectares, and its borders are designated so that on it there are 6 settlements where mainly indigenous people compactly live.

Here the Khakas speech sounds, the Khakass cuisine is not exotic, but the norm, many ceremonies are executed naturally, without aspiration to staging.

On the territory of the memorial estate they conduct interesting tours, also the reserve borders on the yurta complex "Kyug" where fans of archeology can have a rest after the journey.

Not far from the yurta complex, in the most picturesque valley Kyug (happiness), surrounded with mountains, there is a lonely granite monument Ah tas (a white stone). During millennia Ah tas was a worship place, a peculiar cultural center. The set of ceremonies and legends is connected with it, and one of the main purposes of this stone, established in the valley about 4 thousand years ago, is to help people.

Ah tas is called a curative stone. The last 1.5 thousand years this stone was used by local population for treatment of various diseases. Ah tas "heals" from hypostases, violations of warm activity, blood diseases. Scientists do not exclude that curative force of the stone is from the geomagnetic anomaly noticed here.

In "Kazanovka" there are four well-known tracks of spirits, there is even a place having ill fame, called Turachakh (house). According to representations of the locals, Turachakh is the dwelling of mountain spirits. Rocks here, according to legends, are moved apart, letting out mountain spirits, and move together, when spirits come back home. If during this moment near Turachakh there is an ordinary person, he can be tightened deep into the rocks. Still there hearings about people vanishing from time to time here.

Images of brothers of the mountain spirit Khara kiziler (black people) can be seen in the form of petroglyphs on a paper Khazyn Khyr. They are cut in the form of human figures with bird's feet, their growth is high. According to legends, the brothers have quite unpredictable character. Depending on mood, Khara kiziler can both do much harm and help.

According to beliefs, Khara kiziler appear to people more often at sunset, from the West side. To face them it is possible on hunting in the taiga. If the person is pleasant to them, "black people" will expel an animal under the shot, and will prompt a track to the people lost their way. If he is not — they will kill him.

At present there are a lot of people who personally observed mountain spirits. They tell that, as a rule, they are men and women of very high growth sitting on decorated horse-drawn vehicles. The mountain spirits who are seen by people are usually beautiful and very elegant, however the meeting with them foretells either future test, or changes in destiny.

Mankind in the contemporary world, having appeared in the whirlpool of daily quickly changing events, tries to plunge for a short time into the

world of unreal silence and space. In this case the ethnos plays a role of psychological training, and esoteric tourism is a rest form.

It is possible to say that esoteric tourism is a choice of the people thirsting not only to take pleasure in cultural and religious magnificence of unusual corners of the planet, but also to touch eternal secrets of the universe, and by means of ancient knowledge and wise experience of centuries to take the way of health, happiness and harmony, to find answers to the intimate questions. One thing is possible to say with confidence: esoteric tourism is not only the soul and body rest, but also an effective remedy to reach harmony in the life.

The main task of esoteric tourism is familiarizing with the power of great masters of spirit, for the purpose of disclosure of the true purpose of existence of the person "here and now". Visit of force places is capable to fill the person with the spiritual creative energy and to open in the person the mystery of ancient knowledge which can be used in the life for the benefit to himself and others. It can be reached, joining the program tour around open spaces of Khakasia "It is inexplicable, but it is a fact".

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Sidorova A. Yu.

INTERNATIONAL INTERACTION ON SUPPLYING SOCIAL HELP TO CHILDREN WITH LIMITED ABILITIES

Disability is permanent, long or continuous loss of working ability, obstacles or restrictions of activity of a person with physical or mental deviations. For the state the concept of disability means, first of all, working disability as it limits implementation of its obligations to the state.

More politically correct form of designation of disabled people is "people with limited possibilities of health" or "people with limited physical possibilities"; this term is accepted worldwide. This results from the fact that literally the concept "disabled person" means "unsuitable".

The disabled person is a person who has health violation with permanent disorder of functions of the organism, caused by diseases, consequences of traumas or the defects, bringing to restriction of activity and causing of its social protection [3].

The number of such citizens is rather great.

By different estimates, number of disabled people in the Russian Federation fluctuates from 10 to 15 million people. Uncertainty of official statistics is connected and what not all people having diseases and traumas, limiting their activity, officially make out the status of a disabled person.

Disabled children demand special attention.

Problems of disabled children are especially important, as on a family which is bringing up the disabled child; heavy loading on education and education of this child that becomes complicated available restrictions of health at the child lays down, demands big material and emotional expenditure from parents and other relatives.

In the Convention on the rights of disabled people it is told:

1) the participating states take all necessary measures for ensuring complete implementation with disabled children of all human rights and fundamental freedoms on a level with other children;

2) in all actions concerning disabled children the prime attention is given to the highest interests of children;

3) the participating states provide, that disabled children had the right to express freely on all questions mentioning them the views which receive the due weightiness corresponding to their age and a maturity, on a level with other children and to receive the help corresponding to disability and age, in realisation of this right [1].

That is at the international level this problem is recognized and there is a search of ways of its permission.

Existing models of medico-social work (i. e. that complex of actions and the actions, directed on optimization of vital possibilities of disabled people) are directed on creation of the social environment favourable for disabled people, and also to increase of possibilities of disabled people, through creation of specialized workplaces, leisure establishments, etc.

The modern approach to social rehabilitation consists in development of necessary labour skills, education, and psychological support.

Rehabilitation of disabled children is understood as "a system of actions, whose purpose is the fastest and most complete recovery of health of the patients and disabled people and their return to active life. Rehabilitation of patients and disabled people represents complex system of the governmental, medical, psychological, social and economic, pedagogical, production, household and other activities" [2].

Russia, also as well as many countries tries to master new technologies of socialisation (in this case, ensuring necessary development, obtaining the professional, social and social and psychological skills necessary for optimum performance and activity in this society) for this category of the population.

The branched-out network of establishments of social protection, the educational institutions directed on assistance to socialisation of this category of the population, but, as well as in any activity is created, mistakes are committed, a lot of things remains unaddressed.

On it the international cooperation, an exchange of experience is necessary.

The concentrated attention of the countries-members of the United Nations to the problem of disability led to the declaration of the International year of disabled people in 1981. In the area of the national governments and the United Nations as initiator of this wide company there was a desire to draw attention of all sectors of society to position of disabled people, to try to develop national legislation and the international effective rules of law which would promote involvement of disabled people in society life. In the USA in 1991 the law on disabled people which considerably strengthened the country legislation concerning disabled people was passed. A group of the initiative people having different forms of disability began search of the fullest and most wide understanding of disability problems as well as the forms of social services which would allow them to take active part in society life. Edward Roberts became the main initiator. In 1962 he became one of the first students having disability being trained at the Californian Berkeley University [4].

Participation not only of states, but also of institutes of civil society and public organisations is very important. For example, one of the largest organizations in Russia is GAOORDI, uniting parents of children with limited possibilities. During its work GAOORDI successfully realized more than 20 international projects financed by programs of the European Commission, Council of ministers of the Northern countries.

The main problem of the child with limited possibilities consists in its communication with the world, and restriction of mobility, poverty of contacts to contemporaries and adults, in limitation of communication with the nature, access to cultural values, and sometimes to elementary education too. This problem is not only a subjective factor like social, physical and mental health, but also a result of social policy and the developed public consciousness which authorize the existence of the architectural environment and public transport inaccessible to the disabled person, and lack of special social services.

The analysis of problems of the disabled children's education shows the main reasons for unsatisfactory functioning of an education system of such children – undermanning, insufficient financing, and shortage of material base.

The international cooperation in this area should be directed on formation of new culture and new vision of this problem. Over time it will allow to involve both the state, and structure business in the solution of this problem, will make the help to the needing prestigious and dear, it will make creation of workplaces for disabled people ordinary, as well as their presence on objects of social infrastructure and participation in society life.

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Timofeeva E. S.

CORPORATE CULTURE OF HOTEL BUSINESS UNDER GLOBALISATION CONDITIONS

The corporate culture is an element of strategic importance for the hotel enterprise that improvement of quality of given services depends on as well as opportunity of joint efforts of management and the employees in the solution of current and long-term problems.

The concept of corporate culture is one of base concepts of management. However only in the recent years it began to become recognised as the main indicator which is necessary for the correct understanding and management of organisational behaviour.

The corporate culture exists in any organization — from the moment of emergence till the end — regardless of the creation of a special service for work. The organisation with competently developed corporate culture has big authority in the market and is attractive both to potential clients, and for business partners and shareholders. Despite an obvious variety of definitions of corporate (organisational) culture, it is represented to find common features in them (tab. 1).

Table 1

Definition of corporate culture

Author	Definition
D. Eldridge and A. Krombi	"It is necessary to understand unique set of norms, values, belief, examples of behaviour as culture of the organization, etc. which define a way of association of groups and individuals in the organization for achievement of the purposes put before it"
H. Schwarz and S. Davies	"Culture... represents a complex of belief and the expectations, divided by members of the organization. These belief and expectations form norms which substantially define behaviour in the organization of individuals and groups"
K. Gold	"The corporate culture — is unique characteristics of perceived features of the organization, that distinguishes it from all others in branch"
V. Sate	"The culture represents a set of important installations (often not formulated), divided by members of this or that society"
E. Shine	"The organizational culture is a complex base, the assumptions, invented, found or developed by group to learn to cope with problems of external adaptation and internal integration. It is necessary, that this complex functioned long enough, confirmed the solvency and consequently it should be transferred to new members of the organization as the correct mentality and feelings concerning the mentioned problems"
G. Morgan	" 'Culture' in metaphorical sense is one of ways of implementation of organizational activity by means of use of language, folklore, traditions and other transmission media of the main values, belief, ideologies which direct enterprise activity to the necessary course"
K. Sholts	"The corporate culture represents implicit, invisible and informal consciousness of the organization which operates behaviour of people and, in turn, itself is formed under the influence of their behaviour"
D. Drennan	"Culture of the organisation is everything that is typical for the last: its characteristic features, the prevailing relations created samples of accepted standards of behaviour"
E. Brown	"The organizational culture is a set of belief, values and the acquired ways of the solution of the real problems, created during life of the organization and tending manifestations in various material forms and in behavior of members of the organization"
M. H. Meskon	"The atmosphere or climate in the organization is called as its culture. The culture reflects prevailing customs, customs and reflections in the organization"
E. Jackus	"Become a habit, the mentality which has become tradition and a way of action which is divided to a greater or lesser extent by all employees of the enterprise and which should be acquired and it is at least partially accepted by beginners that new members of collective became 'theirs' "

Source: it is made by the author.

For the unification of this definition we tried to compare the given concepts by the means of content analysis, i. e. to allocate most frequently used words or the terms used usually by researchers, working in the field [1].

So, in the majority of definitions the authors refer to samples of base assumptions which members of the organization in the behaviour and actions adhere. These assumptions are often connected with environment vision (groups, the organizations, societies, the world) and variables regulating it (the nature, space, time, work, the relations etc.). Quite often happens difficult to formulate this vision with reference to the organisation.

Values (or orientations to them) which the individual can adhere are the second general category included by authors in definition of corporate culture. Values focus the individual in what behaviour it is necessary to consider admissible or inadmissible. So, in some organisations it is considered that "the client is always right' therefore in them is inadmissible to accuse the client for failure of work of members of the organization. In others — there can be all on the contrary. However in either case accepted value helps the individual to understand how he should act in a concrete situation.

And, at last, the third general attribute of concept of corporate culture "symbolics" by means of which valuable orientations are "transferred" to members of the organization is considered. Many firms have the special documents intended for all in which they in details describe the valuable orientations. However the contents and value of the last most fully reveal to workers through common stories, legends and myths. Them tell, retell, and interpret. As a result of it they sometimes make a greater impact on individuals, than those values which are written down in the advertising leaflet of the company.

Gaining individual and personal experience, workers form, keep and change the semantic systems in which their relations to the various phenomena — organisation missions are reflected, to planning, motivational policy, productivity, quality of work etc. Such systems of coordinates are not evident and seldom completely coincide with the declared purposes, however very often they determine behaviour in a bigger measure, than formal requirements and rules. That the manager or any member of the organisation does, considerably is function of set of his ideas of the world surrounding it. [2] In extreme cases these systems of coordinates work against the organizational purposes and, expanding or limiting a range of behavioural and cognitive possibilities of workers, reduce efficiency of collective activity.

The corporate culture is focused on the internal environment and is shown, first of all, and mainly in organizational behaviour of employees. Here it is necessary to refer stability, effectiveness and reliability of inter-system organisational links; discipline and culture of their execution; dynamism and an adaptivity to innovations in the organization; standard (at

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all levels) the management style based on cooperation; active processes of positive self-organizing and many other things that is shown in corporate behaviour of workers in a correlation with the accepted norms and recognized values, combining interests of certain people, groups and the organization as a whole.

It is easy to notice close connection between culture of the organization and corporate culture. The first is impossible without the second. The corporate culture of the enterprise is called to organise adaptive behaviour of the organisation in environment. She helps the enterprise to survive, win competitive fight, to win the new markets and successfully to develop. But thus its basis is internal consolidation, interaction and a common coordination, based on clear split of work, an objectivity and coordination of interests. The corporate culture of the enterprise is defined by a formula: the general values — the relations of common profit and cooperation — diligent organisational behaviour.

Comparing concepts of culture and corporate culture we come to a conclusion that the culture is based on the conventional values and the conventional norms (behaviour rules), and the corporate culture is formed on the basis of recognized values and the accepted standards of behaviour in this collective or the organisation.

Today clients expect from the hotel enterprise of high standards of service. In this regard heads of hotels, whose main attention was concentrated until recently to an operational management by production, should solve new problems, differently approach to development and maintenance in a competitive condition of hotel infrastructure as on it the main responsibility for creation of effective business lays down. The income and success of hotel is directly connected with its corporate culture [1].

Today serious corporate culture — object for formation in the organizations of the different countries of the world. Let us give the statistical these (tab. 2) showing percent of firms, engaged in creation and maintenance of corporate culture.

Table 2

Statistics of use of corporate culture firms of the different countries

Statistics, %	Country
90	East companies (Japan, Korea)
70	Western countries
20	Russia
Below 20	Ukraine

Source: it is made by the author.

In the Russian hotel market still there are the organisations neglecting creation of healthy production climate. The management of such hotels stakes on a technical aspect of process of service. One of the reasons of insufficient attention of management of hotels to personnel questions is the existing psychological barrier between heads and performers that creates a situation of mutual misunderstanding and mistrust. Excessive specialization complicates organisational structure of hotels, leading to crushing of the uniform mechanism on the numerous services isolated from each other in which own subculture based on feeling of a false superiority of one division over another is often created and cultivated. As a result absence of incentives for professional growth reduces interest of the personnel occupied on the lowest degrees of service of clients, to labour productivity increase.

Features of hotel corporate culture are provided in tab. 3.

Table 3

Features of corporate culture of hotels

No.	Elements of corporate culture	Features for the hotel enterprise
1	Form	Each employee of the sphere of service should have a tidy business look and wear a uniform, a badge
2	Motto (slogan)	Should reflect essence of hotel
3	Standards	The essence of standards consists in performance by employees of work which corresponds to the standard requirements shown to this type of work or service
4	Tutorials (personnel training)	Each employee should own a certain knowledge which are necessary for it for performance of the duties
5	Corporate actions	These actions serve unity of all collective

Source: it is made by the author.

Current trend of development of the industry of hospitality as a whole is the care of the employees — about people who, actually, and create this industry. "The company will be better treats the employees, the employees will be better treats clients" [4] — the motto of the most demanded hotel chain in Marriott world.

One of results of globalization is the globalisation of consumption involving arrival on the Russian hotel market of a large number of foreign networks, having feature in formation of corporate culture — existence of standards of service. Hotel business works well, as the debugged mechanism if in it everything is regulated.

The corporate culture of hotels becomes the mechanism of impact on the personnel and includes formal and informal systems of values of the enterprise. It is necessary to create such corporate program which would reflect idea of what the hotel wants to see the enterprise in relation to guests, to partners, employees, would promote a positive spirit. For example, the Moscow hotel "Natsional" in the guide to hospitable service uses the motto: "You will never have any other possibility to make the first good impression".

One of the main directions of hotels corporate culture formation — is higher quality of its service in comparison with the competitors. Services should satisfy and even to surpass expectation of guests which are formed on the basis of experience already available for clients and information received on personal or mass channels. If idea of the received service doesn't correspond to expectations, guests lose interest to this hotel and if corresponds or surpasses, they can choose it again.

Carrying out corporate actions of various character also became an element of corporate culture of the majority of the Russian companies. For the purpose of clarification of the relation of ordinary employees to office parties on the Internet a resource Hh.ru it was interviewed, in which 2570 visitors of a portal from all regions of the Russian Federation participated. Answers to a question of value of corporate actions it is provided in tab. 4.

Table 4

Opinions on corporate actions

Answers to the question: "What is corporate action for you?"	Percent of answers to the question
Possibility it is simple to communicate to colleagues in an informal situation	26.1
Possibility is better to learn collective, to come into friendly and business contacts	25.8
Hated action which I try to avoid in all ways	14.4
Possibility free of charge to have a good time, drink and to have a snack	11.5
Inevitable evil with which I am reconciled	7.8
Possibility to improve the relation with the administration, subordinates or colleagues	6.0
Occasion to finish work as early as possible or superfluous day off	4.6
Possibility to catch compromising evidence on colleagues	2.9
Other	0.9

Source: site Headhunter.ru [5].

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As appears from results of poll, the majority of office workers are used by corporate parties for communication and adjustment of closer contacts to colleagues. Top managers of the companies actively use office parties as possibility for direct and informal communication with collective whereas businessmen come into on them friendly contacts to collective and business with the invited partner guests more often. The provided data testify to necessity and efficiency of such instrument of management of human resources and an element of corporate culture as carrying out corporate actions.

Russia has huge potential of the development; the hospitality industry can become one of which directions. On forecasts of the Ministry of economic development and trade in Moscow construction to 100 hotels, mainly middle class [3] is planned. In such conditions there is necessary a selection and training of the personnel of the sphere of hospitality. Each employee of hotel should understand that at it can not be the second chance to make positive impression. The success of hotel business is directly proportional to number of the guests who have come back to hotel once again.

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Tropynin I. V., Tropynina I. G.

COMMUNICATIVE ROLE OF TOURIST EXHIBITION IN PROMOTING TOURIST PRODUCT (ON THE EXAMPLE OF THE KRASNOYARSK REGION)

Tourism has become an essential part of the life of millions people that caused development of the tourist industry. Now tourist business is one of the most profitable: on volume of services the tourist industry is on the second place after oil refining in the world economy and is characterized by high growth rates in the last decade. The urgency of a question is defined by a context of market conditions, the competition between tourist firms. There are various sales channels, and a firm has the right to choose in modern economic conditions. They can sell a product directly to buyers through intermediaries, and also by means of direct delivery, by the orders accepted by phone or through Internet shop.

One of the most effective mechanisms of advance of a tourist product on the market is tourist fair (exhibition). Exhibitions form the market therefore for the enterprises they became a powerful tool of advertising and goods advance. The exhibition or fair is the unique marketing mechanism uniting all instruments of advance and sale of production. Reasonably carried out exhibition or fair is purposeful and very effective advertising campaign, at anybody not causing aggressive reaction, because a good exhibition or fair is always a holiday [2; 4].

One of the most unconditional moments of a well organised exhibition is the opportunity of the exhibitors to work not only with the final buyers, but with the trade, wholesale and purchasing organisations.

Process of exhibition organization unites organisers and exhibitors with the state structures and public associations, having enormous impact on formation of industrial policy, and, thus, promotes intensive development both separately taken enterprise, and all economy as a whole.

The main objective of exhibition movement is creation of positive image of the exhibited organisations along with increase of prestigiousness of the exhibition as these concepts are interconnected than the exhibition or fair is more prestigious, return for participants is higher than subjects; the it is more attractive than an exposition of firms, the exhibition or fair is more interesting to visitors.

Exhibition activity in Krasnoyarsk is carried out with the participation of JSC "Krasnoyarsk fair". The organization has its site http://www.krasfair.ru/.

Its address: Krasnoyarsk, Aviatorov St. 19, MVDC "Siberia", 66.

The exhibition company "Krasnoyarsk fair" is the only exhibition enterprise in Krasnoyarsk and one of the largest across Siberia and the Far East. Its activity is diverse and includes the organization and carrying out specialized exhibitions and fairs, conferences, symposiums and business meetings that promotes attraction of investments into Krasnoyarsk Krai [6].

From the moment it appeared — November 17, 1992 — the exhibition company "Krasnoyarsk fair", together with administration of Krasnoyarsk Krai represents the Siberian region — its industrial and economic potential in territories of the foreign and neighboring countries. The staff of the company took part on the organization of exhibitions and represented economic capacity of Krasnoyarsk Krai in Moscow, St. Petersburg, Tokyo, Düsseldorf, Hanover, Leipzig, Berlin and in the cities of China.

MVDC "Siberia" is a business complex of the international level constructed in March, 2006. Total area of the centre is 45 thousand sq. m which includes exhibition areas, conference halls, hotel, restaurant, warm protected parking, a comfortable recreation area, a sports complex and a beauty salon.

The tourist exhibition passes under the name "Yenisei" and the priority directions the expositions devoted to internal tourism, demonstration of routes of the country for the organization of rest of Russians are. Widely represent the tourist possibilities regions of Krasnoyarsk Krai and territories adjacent to edge.

Into the approximate list of actions of the program of the tourist Yenisei exhibition enter [6]:

- an action — a discount for acquisition of tourist permits from members of the Russian union of the tourist's industry to each visitor;
- fair of permits: among visitors of an exhibition pass draws of tourist permits;
- panel discussion with participation of representatives of the Russian association of tourist agencies;
- professional working meetings of tourist agencies of Siberia with tour operators of Russia;
- profile master classes;
- round tables on a subject "Creation and advance of regional routes and actions";
- presentations of the new tourist directions;
- presentations of domestic and foreign resorts;
- presentation of real estate of foreign countries;
- different competitions, for example "The best manager of the tourist company", etc.

Visitors of an exhibition receive information on services of tourist firms, trade organizations, nurseries and sports clubs of Krasnoyarsk and other cities. In an exposition of an exhibition high-quality cartographical production of regions of Krasnoyarsk Krai and other regions of Russia is widely presented.

In days of work of an exhibition pass consultations on subjects: "Safety in tourism", "Staffing of branch of tourism", "Children's and youth travel", "Development of rural tourism in municipal regions of Krasnoyarsk Krai".

Within tourist non-stop pass presentations of tourist and hotel services from leading companies of Krasnoyarsk and Krasnoyarsk Krai. The possibilities represent tourist agglomerations of Krasnoyarsk Krai, in particular: Abansky district, Berezovsky district, Boguchansky district, Divnogorsk, Emelyanovsky district, Ermakovsky district, Yeniseisk, Irbeysky district, Kansk, Krasnoturansky district, Mansky district, Minusinsk district, Motyginsky district, Sukhobuzimsky district, Turukhansky district, Sharypovsky district, Shushensky district, Evenkia.

Action allows not only to open all tourist capacity of Krasnoyarsk Krai, but also to unite efforts of all participants of the market, to start mutually beneficial cooperation and, finally, to make their collaboration effective.

The wide choice of last-minute tours the abroad with a departure from Krasnoyarsk is offered to visitors of an exhibition.

Constantly pass presentations of special programs for family and improving and children's rest, as the abroad, and in the territory of our country. Fans of the nature of Krasnoyarsk Krai find for themselves a set of interesting offers: alloys on the taiga rivers, rest on lakes, camp sites, walks on mountain bicycles, horse routes, water phototours, et c.

From the member companies of the Russian union of the tourist's industry all wishing receive special certificates and take part in draw of permits.

For those who plans to make summer holiday active, on an exhibition platform "The sports world. Hunting. Fishing" is developed a big exposition of vehicles, extralight planes, boats, boats, boat motors, ATVs, scooters, bicycles in particular are presented.

Fishers and hunters find all necessary for the favourite business: various equipment, stock, accessories. Pass consultations concerning a fishing farm, presentations of fishing clubs, and also master classes from known fishers of Krasnoyarsk. Besides, everyone can plan individual fishing and hunting round for territories of Krasnoyarsk Krai [6].

Important question in work of a tourist exhibition is the organization of process of participation of tourist firms. This process can be subdivided conditionally into a number of stages, in particular [2]:

1) adoption of the basic decision on participation in an exhibition;
2) definition of the purposes of participation of firm in exhibition work;
3) a choice of a concrete exhibition in which work the firm will participate;
4) preparatory and organizational period;
5) development of the thematic decoration plan and estimate of participation in an exhibition;
6) work during exhibition functioning;
7) summarising of participation of firm in exhibition work after its termination.

Adoption of the basic decision on participation in exhibition actions testifies to achievement of tourist firm of a certain level in the field of activity. At the same time participation in work of an exhibition demands an investment of considerable means that presumes to itself far not each tourist enterprise.

Exhibition activity is directed on achievements of the main marketing objectives by the tourist of firm, among which:

– representation of tourist firm and its products;
– studying of sales markets;
– search of the new markets;
– expansion of number of clients;

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- introduction of a new tourist product on the market;
- determination of possible demand for a new product;
- search of new business partners;
- studying of the proposal of competitors;
- positioning of the products relatively round products of competitors;
- formation of favourable image of tourist firm;
- direct sale of products and conclusion of contracts.

During the preparatory and organizational period the tourist firm informs exhibition organizing committee on the participation in it by submission of the corresponding demand. At the same time a number of organisational questions are solved:

1) development of the concept and volume of participation of firm in exhibition work;
2) drawing up of the list of exposed tourist products;
3) selection and personnel preparation (commercial, serving, stand-attendants, translators);
4) development of plans of commercial work, advertising and hospitality events;
5) a choice of the possible intermediary (agent) rendering services on ensuring of participation in an exhibition;
6) determination of the sizes of necessary exhibition areas and volume of various material and financial resources;
7) selection and manufacturing of advertising and information materials (information leaflets, posters, booklets, prospectuses, souvenirs, price lists);
8) development of the thematic decoration plan (the exhibition stand);
9) the conclusion of the contract with organizing committee, transfer to it the plan of the exhibition stand, and also the order for the necessary equipment and service.

For the certain fixed term no later than a month before the exhibition beginning, the application for participation in an exhibition is filled and sent to the organizing committee address. In it all requisites of firm are specified: country, address/phone, number of the settlement account.

Demand essence is the preliminary registration and booking of an exhibition area. The letter demand confirms a firm consent with provisions of this exhibition and rules of its carrying out. It is some kind of contract between the parties. On receipt of the demand confirmation on firm registration in the catalogue of participants and allocation of demanded quantity of a place under condition of payment is in reply sent. Payment of participation should be made within 5—10 days. Confirmation guarantees receiving a base set of services.

For receiving additional services the tourist firm chooses that considers necessary, and specifies quantity. So, the most widespread additional services are: workplace; accreditation; the publication in the catalogue; manufacturing of a sign and firm advertising, replication of personal cards and prospects; translation service and support personnel.

Certainly, many firms prefer to make the exposition materials at specialised agencies and only bring them on an exhibition.

As a rule, applications (the form can be various) should consider the following main issues:

– providing rent of an exhibition area (opened or closed);
– rent and installation of the exhibition equipment (the stand of the exhibition module according to the plan of the exhibition stand);
– installation of sockets, additional lamps;
– rent and installation of podiums under exhibits;
– providing additional services or equipment, hangers, cases, refrigerator, phone, tables, chairs, whatnots, etc.;
– an inscription on a frieze (a company name over an exposition), etc.

It is necessary to mean that booking of the areas for participation in any exhibition is necessary for carrying out in advance. Thus there is a possibility independently to reserve the necessary areas in administration of an exhibition or through consolidating firm.

Also special invitation belongs to auxiliary documents. It is dispatched directly (on firms / personally by direct mail) and is a universal method of involvement of possible clients. Usually the invitation is attached to the letter. Such letter the participating travel agency invites the people occupied in the field on the exhibition stand for more detailed acquaintance with a type offered by it of a tourist's product.

One of problems — delivery and placement of exposition materials at the stand. The potential participant should specify in advance that, when and where is going to import. For delivery of all necessary exhibition materials, the equipment to the stand a letter-application with a request for extradition of car admission and permissions to cargo transportation/export is made. This letter should be addressed to firm organiser (addressed to the director) and to contain the detailed list of imported subjects.

At registration of the stand it is better to use services of the professional designer or the designer for creation of the unique, unique atmosphere expressing spirit, style, image of the travel agency being a symbol of confidence, solidity, quality, and tranquillity. The sketch, being a bright example of the stand on paper, allows to estimate future exposition and to present location of exhibits.

After installation of an exposition and official opening of an exhibition there comes the following stage — work during its functioning. Big loading

lays down on the personnel, the correctness and which affability will cause desire to deal with travel agency. Competent lighting and music (as option) will draw general attention (probably, even TV men, and it is chance of free advertising).

It is desirable, that in exhibition operating time at the stand of travel agency there was a head of this organization. If its presence during the whole working day is impossible, it is necessary, that at the stand there was a schedule, in what days and hours there will be someone from managers.

The special role in ensuring success in exhibition activity of firm belongs to stand-attendants — to the staff of firm working in a public zone of an exposition, at the firm stand. At selection of candidates it is necessary to emphasize on the following qualities: ability and desire to communicate with people; endurance; attractive appearance; professional competence; psychological steadiness.

Besides the basic one should plan an additional team of stand-attendants. Prior to the beginning of an exhibition it is necessary to instruct stand-attendants where such questions, as are considered: exhibition subject; purposes of participation in an exhibition; the list of provided services; the tasks facing stand-attendants (acquaintance with novelties, the conclusion of contracts etc.); stand plan; fixing of places at the stand for each stand-attendant; work schedule; time of finding of a firm management at the stand; main categories of alleged visitors; behaviour models with each category of visitors; forms of registration of visitors; forms of registration of changes, remarks, shortcomings at the stand in exhibition operating time.

Then all remarks and the wishes, working at the stand it will be possible to consider by preparation for the following exhibition. Usually to this expert fix also communication with representatives of the press.

Prior to the beginning of an exhibition each stand-attendant should receive necessary for his work at the stand documents and information, placed in one or two folders. One can contain the data necessary for the stand-attendant, but not intended for display to visitors (the address, the settlement account of firm, phones of heads, forms of contracts, forms of orders, commercial price lists, etc.). In other folder all advertising materials in that direction for which this stand-attendant answers can be collected.

During an exhibition it is desirable, that each stand-attendant was on taken away to it according to the schedule a place. It should solidly and to look accurately, it is desirable in the sustained general style. It can be a firm uniform with its symbolics, caps, badges.

For an exhibition it is necessary to paint the schedule of every day in details. The stand should function smoothly.

There are some main types of clients — constant customers, important persons, students and trainees, idlers and bores, fans of binge, complainants,

"spies". With each of them it is necessary to carry out the line of conduct. Constant customers and important persons should receive an attention and care maximum. Students and trainees need, as a rule, information (sometimes excessively) for self-studying.

"Cheapskates" and complainants try to involve employees in futile discussion: them follows politely, but it is resolute to get rid of them, using flexible, exhausting tactics: transferring such "client" to each other. Let in it are engaged all and at the same time anybody. The result is guaranteed.

For other category of listeners — spies — tactics of transfer of conversation on the most serious business basis is used. The "spy" who has no powers to carry on negotiations, instantly loses interest and will try to be removed.

The main functions of stand-attendants are reduced to establishment of primary contacts to visitors of an exhibition, identification among them potential clients or business partners and to ensuring their further contacts to commercial representatives of firm already in a zone of negotiations.

Researchers showed that 60% of visitors of tourist exhibitions in Krasnoyarsk leave, if them didn't greet within the first minute. To avoid it, it is desirable, that:

- the stand-attendant standing, with a smile, welcomed the visitor;
- the face of the stand-attendant expressed constant interest and readiness to get into conversation;
- he would manage to help to begin to the visitor conversation by phrases: "I would like to help to familiarise to you with our firm", "Our firm specializes on the following kinds of activity...", "The most interesting at our stand... ", etc.;
- it could give explanations about firm services, proceeding from degree of readiness of the visitor: to the professional in the field special terms will help to understand a problem, and to the ordinary client they, most likely, won't be necessary;
- the stand-attendant should be dressed not only it is strict and beautiful, but also it is convenient.

Are undesirable:

- communication with the colleagues on the stand or other stand-attendants in the presence of visitors;
- purpose of a meeting at the stand with the friends and relatives;
- the use of food, chewing gum, drinks in the face of visitors;
- cavalier manners.

Stand-attendants should do marks about visitors of the stand of firm in a special writing-book where to write down a company name, the address, phone, a fax, the e-mail address, spheres of interest of the visitor, than he

is engaged (why here) et c. This information, undoubtedly, is useful for strengthening of ties with new partners and business expansions.

Usually it is in advance known that the exhibition will be visited by the high-ranking guests, foreign delegations, representatives of the press or television (information on it can be received in exhibition organizing committee). In such days presence of the head can promote the conclusion of favourable contracts, publicizing of activity of firm in the press or on television.

It is necessary to remember also that there are optimum international rules of negotiating during an exhibition: the meeting should last no more than 20 minutes. During negotiations tea, coffee or mineral water move only.

Besides, the head of tourist firm can visit other exhibition stands. It will help to catch tendencies in market condition development, to estimate activity of competitors, to clear own position and a firm position.

As contact of visitors and experts to an exposition of travel agency is very short, works on adjustment of communications with required target audience are carried out. For this purpose expediently:
- to carry out a complex advertising campaign in local mass media;
- to provide existence of outdoor advertising of firm on the way visitors on an exhibition;
- beforehand to dispatch invitations to representatives of a local business community;
- to provide existence of enough of carriers of advertising at the firm stand.

The development stage of the thematic plan of the exposition includes:
- final sampling of production which will be shown;
- development of stands of firm taking into account the allocated areas, heights of exhibition facilities, possibilities in electricity supply, water supply, etc.;
- general configuration of an exposition of firm — distribution of exhibits according to thematic sections according to logic of disclosure of the main subject of an exposition.

On the average expenses of major companies on participation in exhibition actions make 15—30% of all means spent for marketing communications.

But often finance of tourist firms is limited, and they are compelled to get exhibition areas as individual share with other participants. Thus it can appear that the joint area is too small for normal work of partners. Besides, the travel agencies using such "stands', aren't perceived as solid partners.

Installation/dismantle cost — about 1/5 part of all expenses; food cost — 1/6—1/7 all expenses.

Thus after an exhibition it is possible to estimate "volume" of exhibition action in terms of money, costs of one visitor in relation to total, a percentage ratio of useful contacts and business meetings.

The typical structure of expenses for participation of average tourist firm in an exhibition looks approximately as follows (see tab. 1).

Table 1

Structure of expenses for participation in an exhibition

No.	Articles of expenses	Specific weight, %
1	Rent and exposition installation	55—70
2	Exposition dismantle	5—10
3	Expenses on advertising and information materials	5—10
4	Expense accounts	15—25

Cost of participation includes a registration fee, cost of an exhibition area and additional services.

The registration fee includes participating firm accreditation with providing one constant admission on 2 sq. m exhibition areas, placement of information on participating firm in the catalogue and on the exhibition site, one copy of the catalogue, a package of the information documents, one invitation card on evening reception, participation in all actions of an exhibition, except the actions demanding the special invitation.

Not equipped area includes an exhibition area, the general advertising of an exhibition, the general protection, cleaning of passes.

Standardly equipped area includes the exhibition module of the ordered area assembled from wall panels, the panel with a company name (to 15 signs). The exhibitor can order the additional equipment and furniture [7].

Organizers provided flexible system of discounts depending on the size of the exhibition area occupied by an exhibitor:
- over 30 sq. m — 5%;
- over 50 sq. m — 10% from cost of not equipped area.

All prices include the VAT.

Power supply. The exhibitor is provided with the electric power for an additional payment. Thus all parameters of connection are coordinated previously with the organizer.

Payment procedure. Payment of cost of participation is made on the basis of the account exposed by the Organizer. The advance payment making not less than 30% from cost of the reserved exhibition area and 100% of the sum of a registration fee, should be paid within 5 bank days after signing of the demand and drawing of the account. Complete payment is made no later than 15 days prior to the beginning of exhibition installation.

On fig. 1 the characteristic of types of stands of the MMEC "Siberia" tourist exhibition is presented.

Type A: linear, one party — without a margin is open

Type B: angular, two parties — a margin of 10% is open

Type C: face, three parties — a margin of 15% is open

Type D: the island, four parties — a margin of 20% is open
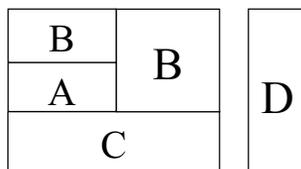
Fig. 1. Types of stands of the MMEC "Siberia" tourist exhibition

Text information moves in electronic form in the MS WORD format: *.doc or *.rtf. Graphic information — in a raster format: TIF, PSD (300 dpi); in a vector format: AI, EPS, CDR, FH8.

The final stage of participation of firm in work of a tourist exhibition is leading of the corresponding results after its termination.

In the conclusion it is important to tell that the main task of the state policy in the sphere of tourism is the creation in the Russian Federation a common highly effective and competitive tourist complex, which could possess many possibilities to supply the demand of Russian and foreign tourists in different tourist service.

The main task of tourist development in Russian Federation is formation of modern marketing strategy of inner and outer market development of the tourist product.

The federal law "On the bases of tourist activity" enters such concepts as formation, advance and realization of a tourist product.

Advance is understood as activities for advertising of a tourist product, including the public offer of such tourist product. With a view of round finishing to the consumer the tour operator also creates a marketing network, value and which complexity is reflected in the real work [1].

Exhibition activity is enormous, bright and effective performance but still hard, laborious daily work. This work includes collecting analytical and statistical information, preparation of the necessary equipment and so forth.

In tourist sphere an exhibition acts as one of means of marketing communications. Among different types of such advance (advertising, formation of public opinion, personal sales) exhibitions are recognised as one of the most effective instruments of marketing as in them at the same time participate both experts, and producers, and consumers. It gives the chance to participants to solve in parallel sale problems, to define a circle of buyers and partners.

Literature

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Sholkovaya E. I.

USE OF BRANDING IN PR CAMPAIGNS IN TRAVEL INDUSTRY

> Brand is the intangible sum of properties of a product: its name, packing and price, its history, reputation and the way of advertising. Brand is also a combination of impression which it makes on consumers, and the result of their experience in brand use.
>
> *David Ogilvy*

A lot of times a day we face the most various things: cleaning teeth, drinking coffee, getting into the car, passing by small various little shops, restaurants. Various and original names constantly flash before our eyes: Colgate, Nescafe, BMW, McDonald's —it is possible to continue endlessly. All this is so habitual to our eye, we pay attention to something, and less to something else. We even use some of the things and services, while some cause our hostility. But why does everything occur exactly so?

Any goods, idea, service at emergence make about themselves some impression — positive or negative. These associations, perception of the goods the consumer, also are called as a brand. A brand is a certain impression about the goods in minds of consumers, a label which is mentally pasted on the goods. Process of creation of a brand and management of it is called as branding. It can include creation, strengthening, re-positioning, updating and change of a stage of development of a brand, its expansion and deepening. Branding is receptions of creation of special impression which make the contribution to the general image and concerning a target segment of the market to a brand. That, in turn, is very often used in PR campaigns.

PR-campaign is a complex, repeated use of PR means, and also advertising materials within the uniform concept and carrying out the general plan of impact on opinions and the relations of people with a view of promoting of image, maintenance of reputation, publicity creation. The purpose of PR-campaigns is the creation of positive public opinion.

The main aspect of PR in tourism is activities of travel companies for customer acquisition.

Because of saturation of the market of host countries, the prices for tours became, on the average, grow. Besides the in-Russian market of tourist services that forces the companies to make active advertising and information efforts in fight for clients revives also.

There are no principal distinctions between the activity of travel companies and companies from other branches in the field of public relation. In tourism however, attention degree to this sphere is slightly lower.

Nevertheless, it is possible to allocate the following main activities of travel companies in the field of public relations:

1. *Work with mass media (both with the general mass media, and with the specialised one).*

2. *Carrying out seminars.*

Carrying out seminars (or fairs, exhibitions) is an important element of PR activity of travel agency. Usually seminars are carried out in the company main field of activity. These are free meetings in rather informal situation with a cup of coffee during which representatives of the company-organizer would tell about features of the working field (the country, for example), various resorts, visa features and customs registration, and also other details which can help with work. At the end of the meeting visitors are usually supplied with information materials, catalogues and so on.

During such meeting the present can be convinced of experience and professionalism of the staff of the firm-organizer, and learn about the prospects of cooperation with it.

3. *Fact-finding trips organisation for the staff of travel agencies.*

Allowing tourism managers to estimate safety of a trip and high quality service, to see all resorts personally, the operator creates a powerful agency network. Agents would recommend resorts of those operators, whose fact-finding tours they had visited.

4. *Work with various information services.*

Tourist information services — it is the specialised organisations where any person can call and receive the reference on any question concerning tourism free of charge.

It is not separate techniques that are the most effective in any branch, but the "ideology" of public relations. For the company to work successfully the care of its reputation should penetrate thoughts of all its employees, all its activity. In this case not the firm will work for public relations, but public relations for the firm.

Even those managers, who understand importance of harmonious relationship with the public, cannot always realize it in practice. The matter is that when the Russian businessmen have already learned somehow the science of advertising, public relations still remain for the majority a secret behind seven seals. In this sphere there are not enough experts, and the majority of them are concentrated in large PR agencies, whose services not every firm can use. Therefore it is important to prepare experts with new public relations thinking which could develop and improve public relations in the sphere of Russian business. There is the key to success.

ABSTRACTS

CHAPTER I. Economics and Management
in the Sphere of Cross-Cultural Communications

Glushchenko P. P., Lazarev V. V.

STATE-LEGAL CULTURE OF CONTEMPORARY RUSSIA AS OBLIGATORY CONDITION OF THE LEGAL STATE FORMATION, AND PERFECTION OF CROSS-CULTURAL COMMUNICATIONS

The article is devoted to representation of concept of features and a role and place of state and legal culture of modern Russia in its formation as a constitutional state. At the same time the authors state that it is impossible to improve intercultural communications without constant improvement of state and legal culture, displaying its place and roles in improvement of public relations, empowering the image of public authorities and the state as a whole.

Klokov Yu. A.

CORPORATE CULTURE AND STRATEGY OF BUSINESS IN INNOVATIVE MODERNIZATION OF RUSSIAN ECONOMY

Innovation is the final result of the creative activity which was embodied in the form of new or advanced production or technologies, almost applicable and capable to satisfy certain requirements. There is a time gap between two components of innovative process: novations and innovations. That slows the whole innovative process down. Strategic innovations (breakthrough innovations) are radical administrative innovations. It emphasizes urgency of system development in the innovative sphere, elimination of "gaps" in innovative processes. Innovative climate is a mandatory element of corporate culture of all forms which are carrying out development of new production counting upon market success.

Savchenko L. S.

ORGANIZATIONAL CULTURE IN THE FORMATION
OF INNOVATIVE SOCIO-ECONOMIC SYSTEM

Introduction of innovations in any social and economic system involves emergence of many factors which are not always positively perceived by employers. There is an obvious contradiction: on the one hand there is the organization, aspiring to innovative development, and on another hand there is the personnel which isn't always ready to support policy of innovations, which is so necessary in modern conditions. The solution of this contradiction lays in formation of effective organizational culture.

Margulyan Ya. A.

PROBLEMS OF REGIONAL SOCIAL SPHERE FUNCTIONING
UNDER CONDITIONS OF REFORMING RUSSIAN SOCIETY

The article is devoted to the problems of functioning of the regional social sphere in the conditions of reforming Russian society. The author notes that many years the country lacks systemic and purposeful activities for development and systematic implementation of strategy of social sphere development, as it is the most important component of society. On the one hand, social policy was turned out to distinct measures for providing the guaranteed social minimum, and on another hand, it was used to "patch up holes" in case of emergency situations in the social sphere. Ascertaining a crisis state of the social sphere, the author allocates the main tendencies of its development and formulates the main objectives in studying of the mechanism of interaction of social and economic and demographic processes in the region.

Slanov V. P.

THE IMPACT OF EFFICIENT ENTERPRISE CONTROL
ON THE DEVELOPMENT OF THE INDIVIDUAL'S POTENTIAL
UNDER THE CONDITIONS OF POSTCRISIS ECONOMY

In the article the author investigates dependence of the personal potential growth on the system of effective enterprise management as of a social-economic system. The important problem connected with specification of concepts of "quality of human life" and "a level of development and harmonizations of potential of its personality" is analyzed. Methods of indicating

the quality of human life and a level of development and a harmonicity of personal potential, also a technique of the factorial analysis of changes of these indicators are developed and settled down.

Baranova A. Yu.

FORMS OF INTERACTION OF LARGE AND SMALL BUSINESSES

In the conditions of prompt international integration, emergence of global business, development of new industries, the emergence of new types of business and forms of interaction of the companies in the market is very important. The result of development of business both in the world, and in Russia, was that the organizations aren't the closed systems, they are interconnected and actively cooperate with the environment in the course of the activity. Now, the personal qualities of a businessman, the existence of necessary resources and ideas, are not the only factor of success, but also the ability to involve other companies to cooperation is very important. Spontaneous communications turn into the instrument of purposeful co-ordination, forming the organized structures.

As a result of processes of privatization of the property, XX century, which was begun in the 90's in Russia, the economic management separated from the administrative management, control over the main functions execution separated from state authorities and attached to the management of the organizations. It helped the emergence of new integration structures in business.

Belozerov B.P., Marchenko M. N.

LEGAL CULTURE AS A COMPONENT OF NATIONAL CULTURE — INSTRUMENT OF ACTIVE AND EFFECTIVE FORMATION OF THE STATE

The article is devoted to displaying the essence and the contents, and to the introduction of legal culture as a component of national culture. The role and a place of legal culture, as of the synthesis of national culture is shown. The directions of formation both national and legal culture are revealed. It is impossible for any state, especially of a constitutional one, to function without them.

Vasilyeva Ye. A.

EVENT MARKETING AND SPECIAL ACTIONS: DEBATABLE ASPECTS

"Special events" are actions which are carried out by the organization, they are aimed to drawing public attention to the organization, its activity and products.

"Special events" are used to break a routine and habitual course of life in the organization and its environment, to become an event for public target groups.

Event Marketing is a complex of actions directed at the promotion of trademarks, brands, services with the help of remarkable events: concerts, parties, presentations, corporate receptions, working at exhibitions, fashion shows, performances, road shows, sport events, city holidays.

Vikhrov A. A., Glushchenko P. P.

ISSUES OF NATIONAL AND LEGAL CULTURE DIALECTICS, LEGAL IDEOLOGY AND INTERNATIONAL LAW IN THE SPHERE OF RESEARCH ACTIVITY

In this report the authors proved existence of dialectics of national and legal culture, legal ideology and international law in the sphere of formation of the intercultural relations. It contains definition and the content of national and legal culture, peculiarity of legal ideology formation, a role and a place of international law in improving the intercultural communications.

Gusev A. Yu.

BUSINESS AND CROSS-CULTURAL COMMUNICATION: ON THE EXAMPLE OF RUSSIAN-AMERICAN JOINT-STOCK COMPANY "INTERNATIONAL PAPER"

Today various large multinational corporations opened their sister companies in Russia and began to work actively at the Russian market. The amount of foreign and joint companies is constantly growing. There is an absolutely new situation for the employees of such firms when foreign and Russian cultures meet. Intercultural communication at these enterprises becomes one of important factors for stabilization, strengthening of social and psychological climate, unity, alleviation of disagreements and difficulties, expansions of the range of collective actions in completing various tasks of the organization.

Kislaya T. I., Kireenko N. V.

FORMING THE POLICY OF CORPORATE SOCIAL RESPONSIBILITY: TEORETICAL AND METHODOLOGICAL ASPECTS

In the article the problems of developing an effective policy of corporate social responsibility (CSR) of the organization are studied. The essence and the main components of CSR are investigated. Functions and principles of formation of corporate social responsibility are defined. According to the results of the analysis of methodological bases of this category, theoretical and methodological approaches to policy formation in the field of CSR are allocated.

Kosheleva T. N.

WELFARE ENVIRONMENT AS A NECESSARY ELEMENT OF SMALL BUSINESS FORMATION

Creation of flexible market mechanisms, increase of business activity of businessmen, first of all, at the expense of continuous increasing their qualification self-education acts as an indispensable condition for innovative economy formation. In this article the author provides the understanding of concept of social responsibility in business, allocates a problem of restraint of demand for production of small business as a result of increase in poor segments of the population, as one of the major problems in the sphere of socially cultural environment of small business. The author provides data on an unemployment rate in Russia and readiness of the Russians to start own business and confirms a conclusion that, the more small businessmen there are, the more competition they participate in, and there can be incentives for social responsibility for the work, and enterprise ethics and culture of business activity becomes up to date.

Kyarimova A. D.

ROLE AND PLACE OF THE BRAND IN THE RUSSIAN MARKET

In the conditions of activization of Russian companies which will take place after crisis, it will be very difficult for them to achieve success at the domestic market, as well as at the international markets without creating strong brands which would guarantee high level of preference of consumers to the Russian goods and services, to their producers in the conditions of competition, which is becoming tougher.

Margulyan M. V.

MAIN TENDENCIES IN THE TRANSFORMATION OF THE MARKET OF LABOUR AND RUSSIAN POPULATION EMPLOYMENT UNDER MODERN CONDITIONS

The article is devoted to the main tendencies of transformation of the labor market and employment of the Russian population in modern conditions. Noting that the ongoing world financial and economic crisis had considerably negative impact not only on economic development of the leading countries of the world, it also showed, that difference economics are interdependent and interconnected in modern conditions, the author allocates specific and typical features of the Russian labor market. In the article the macrofactors influencing formation of the labor market in Russia are formulated.

Miklyaev V. A.

INTERCULTURAL COMMUNICATION AS AN OBJECT OF INTERDISCIPLINARY RESEARCH: POSSIBILITIES OF THE ECONOMIC APPROACH

This article is devoted to the problem of changes in the interdisciplinary status of intercultural communication as in the object of scientific research. The author proves efficiency of addition of intercultural communication to the set of social and humanitarian disciplines. Traditionally they are accompanied by sociological, psychological and linguistic the economic directions of research.

Molodtsova G. I.

STUDENTS' EXCHANGE: DEVELOPMENT EXPERIENCE

The plot of the article is the problem of ensuring the academic mobility to students in the conditions of integration in the European educational space. There is an example of participation in the international project European University Foundation — Campus Europae. There is also a short characteristics of subject committees work on preliminary coordination of curricula for the universities which participate in the project. It gives a possibility to transfer the credits on different disciplines.

Monina G. B.

EFFECTIVE INTERACTION OF THE TEACHER AND STUDENTS, DIRECTED ON THE FORMATION OF SELF-TRAINING SKILLS

The article is devoted to a problem of formation of self-training skills for students of higher education institutions. According to the author, one of the main reasons for failure in students training is an insufficient formation of universal educational tools. The teacher acting as a facilitator and creating conditions for self-knowledge of students, promotes formation of reflection skills and independence. This is professionally significant personal quality for the future expert.

The article contains not only theoretical justification of need for the solution to this problem, but also the formulation of the main conditions of effective interaction of the teacher and the students, directed on formation of self-training skills, and also the detailed description of some "tools" of self-knowledge, and reflections which can be used in practice of teaching.

Myachikova I. I., Zhevnyak O. G.

REGIONAL DEVELOPMENT IN THE LIGHT OF INTERCULTURAL COMMUNICATION

It is noted that the intensification of intercultural relations today is impossible without connecting not only various people and the states, but also separate territories and regions. It is shown that each region of any country can be interesting for other people and countries as a result of developing four types of resources. Thus the most perspective way is to develop the infrastructure of tourist and educational services.

Nazarov E. S.

THE MAIN DIRECTIONS OF MUNICIPAL YOUTH POLICY REALIZATION UNDER THE CONDITIONS OF RUSSIAN SOCIETY TRANSFORMATION

In this article the problems of youth policy, its main objectives and tasks are considered. Special attention is given to the analysis of the municipal youth policy getting a special value in the conditions of transformation of Russian society.

Nuryshev G. N.

THE USSR IN GEOPOLITICAL CHAOS

The author considers political processes of the 80's of the XX century which have led to the destruction of the Soviet state, in a wide geopolitical and chronological context. There are proofs of purposeful geopolitics of "operated chaos", carried out by a number of the western states, first of all by the USA . "The organizational weapon" used by them is a system of co-ordinated prospecting, propaganda, psychological, informational and other impacts on any state, forcing it to move in a certain direction. The policy goes to the strategic deadlock, the economy is exhausted by inefficient programs, arms development is broken, destructive processes are formed. The strategies used against the USSR are now applied to other countries, particularly the Arab ones.

Pelyushkevich M. L.

FORMATION OF ADMINISTRATIVE DECISIONS ON THE BASIS OF MARGINAL ANALYSIS

The article is devoted to the problems of using marginal analysis while making administrative decisions. Optimum options of choosing administrative decisions on ensuring break-even sales and organizing safety zone while the prices, constants and variable expenses are changing, are considered.

Perekatiyeva T. A.

STATE OF ENTREPRENEURSHIP ENVIRONMENT IN THE RYAZAN REGION

At the heart of enterprise formation environment lays creating an enabling environment, necessary for functioning enterprise structures. Thus the main result, authorities of subjects of the Russian Federation are trying to reach, is the increase in quality of life of the population and growth of financial resources of the region. In the article there is an analysis of the enterprise environment in the Ryazan region. In recent years, thanks to successful realization of a number of targeted development programs, it was possible to improve enterprise structures functioning in the region conciderably.

Petrushina M. V.

SYSTEM APPROACH TO HEALTH CARE MANAGEMENT IN RUSSIA DURING THE TRANSITION PERIOD OF ECONOMY

Health care crisis in Russia has begun since the USSR and has been lasting for about twenty years, caused condition of incapacity of the medical sphere in the country. The person's health defines his well-being and as the major factor defining the level of social and economic development of society, the condition of national security of the country, the quality of life of the population, as a whole. It is necessary to make the complex analysis of all social and economic components that allows to define an optimum approach to development of social technologies of influence on system functioning as a whole and its separate components for formation of administrative strategy of any system.

Ponomareva E. V.

THE INTERNATIONAL INTEGRATION IN THE RESEARCH-AND-PRODUCTION SPHERE WITHIN GLOBAL ECONOMY

Many states unite to solve the problem of opposing crisis phenomena and increasing competitiveness of the enterprises, and also for the solution of joint problems and formation of uniform social and economic policy. Every year the process of communication growth and influence of the priority development directions upon the structure of world economy increases, resulting in development of globalization process of the intergovernmental relations.

Ponomareva T. G.

FUNCTIONING OF ECONOMIC ASSOCIATIONS DURING THE POST-CRISIS PERIOD

On the way to uniform, global system of the world market there are many obstacles and inconsistent interests which will arise during interaction of some countries and trade and economic associations. The countries which participate in trade and economic associations, realizing the complexity and discrepancy of a modern situation in the world market, aspire to look for the ways for the positive solution to available problems and contradictions.

Rogozin A. Y.

INTERCULTURAL COMMUNICATION UNDER THE CONDITIONS OF MODERN GLOBALIZATION

This article considers the peculiarities of cross-cultural communication. The role of ICT and the Internet and their place in globalization process have been analysed. Its features and peculiarities, and the basic concepts of globalization by R. Robertson, S. Hantington and G. Ritzer are revealed.

Samotuga V. N.

GERMAN ECONOMY UNDER THE CONDITIONS OF POST-INDUSTRIAL SOCIETY

In the last third of the XX century the beginning of the change of an industrial epoch by postindustrial society was marked, whose basic characteristics are directly connected with progress in science and are shown in the central role of basic research, creation of new technologies, growth of knowledge community. At the present stage of post-industrialization knowledge itself which by the nature is global and aspires to be beyond national borders, definitively became the key factor of economic and social progress.

During this period in Germany a new stage in development of postindustrial society was outlined whose features include rapid growth of expenses on acquisition of information and information technology in comparison with expenses for industrial technologies and fixed capital. Growth of information component meant transformation of postindustrial economy of Germany into new economy where the branches connected with development of information-communication technologies (ICT) are starting to dominate.

Grebenkina A. A., Fertikova Y. V.

ROLE, ESSENCE AND PURPOSE OF LOGISTICS IN BUSINESS MANAGEMENT

This article considers questions of the history of logistics formation as theory and management practice of product flows, outlines stages of development of logistics, gives various approaches to understanding of its purposes and problems. The authors give modern treatments of concept.

Pino Fernandez Juan Carlos, Dmitrieva V. N.

ECONOMIC AND POLITICAL SITUATION
IN CONTEMPORARY WORLD: POSSIBLE CHANGES

In 2011 practically at the same time around the world, in the East and the West protest movement against appropriation of the people's material values by the global financial system and by IMF began. The total impoverishment in the countries of Latin America in the 80−90's years covers now the whole world. Besides, there is a military-political intervention of the USA and a number of European powers in the affairs of Libya and Syria. The world production of arms is being increased against the background of universal poverty. One can hear louder and more often today in Europe protest words concerning the capture of the main positions in policy and economy by mafia.

Chang Wanli

CONTEMPORARY CHINESE-RUSSIAN RELATIONSHIPS

In article features of political interaction between the People's Republic of China and Russia are considered, development of economic relationship and humanitarian communications is analyzed; problems in various fields of activity in modern conditions are investigated; prospects of development of relationship in the future are put forward.

Yurchenko T. V.

CROSS-BORDER COOPERATION IN THE SPHERE
OF STABLE RURAL TERRITORIES DEVELOPMENT

The extent of the Karelian territory of the Russian-Finnish frontier makes 723 km, but both parties are interested not to become an obstacle on the way of economic interaction, welfare exchanges and cooperation. Finland has a wide positive experience of sustainable development of rural territories and overcoming their depressiveness. Cross-border cooperation can promote its distribution not only on the rural territories of Karelia, but also on other regions of Russia.

Skornyakova S. S.

POLITICAL CULTURE AND GENDER ASPECTS
OF POWER

The author discloses the features of gender political culture in modern Russia and problems of promotion of women in policy and power structures. A serious obstacle in the equality of women and men in the political sphere is not so much in patriarchal installations of mass consciousness (though it partly takes place) as low gender political culture of the dominating elite.

Popov V. P.

LABOUR POTENTIAL IN THE CONDITIONS
OF INNOVATIVE ECONOMY

New tendencies in technologies cause considerable structural shifts in the labor market, in particular, the emergence of new forms of employment: temporary job, part-time work, work at home. The role of labor immigration, mobility of the labor market increases. The key task arising at a new stage of development of the Russian labor market, consists in making flexibility of the labor market transparent, to transfer it to an institutionalized form.

CHAPTER II. Theoretical and Applied Aspects of Cross-Cultural Communications

Tulchinsky G. L.

FEATURES OF INTERCULTURAL COMMUNICATIONS
IN MODERN ST. PETERSBURG

Intercultural communications in modern St. Petersburg are determined by a number of factors. First of all, this there were some changes in the position occupied by the city occupies in modern Russia. It caused changes in the demographic situation in the city. One can observe the consequences of the civilizational context from welfare features of mass post-industrial society to consequences of development of modern information and communicative technologies. Potential of cultural and historical heritage of St. Petersburg still has it's impact.

Andronov I. S.

SOCIOCULTURAL ADAPTATION OF MIGRANTS AS AN ACTUAL PROBLEM OF MODERN RUSSIAN SOCIETY

The article is devoted to the problem of adaptation and integration of migrants into the modern Russian sociocultural environment that is necessary for keeping safety, for opposing international and intercultural intensity, and growth of extremism and xenophobia.

Aristov A. Y.

THE INTERDISCOURSE OF ANDREY BELY'S NOVEL "PETERSBURG"

The novel "Petersburg" written by Andrey Bely stands among those ambiguous works of the beginning of the XX century which mark modernism in literature. Their translation, like a well-known translation of "Ulysses's" by James Joyce demands a through comment. Competent preparation of translation, and comment needs getting acquainted to certain spheres of knowledge. Intercultural communication won't be successful without that. The text of the novel is saturated with case phenomena. This demands a certain translational decision.

Baranovsky V.

INTERCULTURAL COMMUNICATION IN THE CONTEXT OF VALUE APPROACH

It is necessary to consider valuable orientations of various communities in intercultural communication. It's applicability lays in the fact that intercultural communication, along with politics and economy, is an important factor of internal life regulation in culture and relationship, in the intercultural interaction. A problem is that countries and people do not always take it into consideration during their development. The solution of that problem assumes refusal of ideology dictatorship and adherence to the right of another culture for it's originality; studying historical and cultural experience; mutual respect; improvement of the mechanism of cultural exchange, information and promotion of cultural values.

Barezhev V. A.

EVENT COMMUNICATION IN THE THEORY AND PRACTICE OF PUBLIC RELATIONS

In the article the essence and types of eventive communication in the theory and practice of PR is considered. Terminological analysis and specification of concepts "special event" and "special activity" are carried out. There is the tendency to make these concepts synonymous and identical in literature. The author carries out a distinction between them and gives a thorough characteristics a special event concept in public relations. At the same time dramaturgic approach to the eventive PR organizing is accented.

Bezlepkin N. I.

LANGUAGE AND CROSS-CULTURAL CONFRONTATIONS

The article is devoted to the research of a place and role of a language in modern intercultural communications. Special attention is given to discursive practice on the former Soviet Union, where a language acts as an object of intercultural confrontation quite often. The author allocates state and political, ethno cultural, economic and social and psychological aspects of language policy. With its help it is possible to overcome intercultural confrontation in the society. In the article Russian and foreign experience of scientifically reasonable solution of lingvo philosophic problems is generalized, there is also the analysis of the debatable moments existing in polemic circle and a language role in the intercultural communications.

Belyaeva D. A.

DEVELOPMENT OF MODERN RUSSIAN BUSINESS: SOCIAL AND ECONOMIC ASPECT

Modern Russian business is a new, difficult object in the field of economical and sociological researches. Numerous features of national social and economic system leave the mark on formation of business and in many aspects define its development. Within the set reference points on innovative development of the country business activity is the engine not only for economic, but also social development. Considering social aspect of development of the Russian business, the author focuses attention on the social and ethical factors influencing formation as the relation to "businessman" itself, and on understanding of social responsibility of business organizations.

Bogdanova D. G.

PROMOTION OF THE PERSONAL BRAND ON THE INTERNET

Personal branding is focused on creative people, organizing commercial activity or needing a bright self-presentation, the main feature is in creating additional business motivation. Creation of a personal brand is an incessant process of self-studying. During this process a person reveals his or her strong qualities and skills, defines unique ones.

Bondar L. D.

ACADEMICIAN E. F. KARSKY AND LITERARY CIRCLES OF THE XX CENTURY BEGINNING: CROSS-CULTURAL COMMUNICATION IN EPISTOLARY HERITAGE (ACCORDING TO THE DOCUMENTS OF THE ARCHIVE OF ST. PETERSBURG BRANCH OF THE RUSSIAN ACADEMY OF SCIENCES)

The epistolary documents which are stored in fund of the Slavist academician E. F. Karsky in the St. Petersburg branch of Russian Academy of Sciences Archive are described in the article. The considered letters addressed to E. F. Karsky, belong to various representatives of the literary circles whose activity is connected with Belarus, the Ukraine, and also polyethnic and polycultural city of Vilno as it existed during the considered period of time. E. F. Karsky's correspondence with the representatives of the literary circles, first of all roughly developing in the 20th years of the last century of Belorussian literature, shows, how the representatives of the literary world of the Slavic countries of the beginning of the last century were connected among themselves, how close not only national cross-cultural dialogue appears, but also how the dialogue between representatives of two subcultures: art word and scientific world is presented.

Bravtsev V. P.

INTERACTION OF CULTURES — THE IMPORTANT FACTOR OF FORMING THE EUROASIAN UNION

In the article the issues of intercultural cooperation of the people, creative elite of CIS countries are considered. Also there are traditional and innovative projects and programs of the humanitarian cooperation, new mechanisms promoting development of cultural and humanitarian communications to strengthening the international relations.

DIPLOMACY OF INTERCULTURAL COMMUNICATIONS

The urgency of the subject is that the style of conducting diplomatic negotiations influences achieving arrangements or it is capable to lead to failure of negotiations. Failure of a negotiation process is a way to conflicts. Thus when negotiating it is necessary to consider national features of another party. In our opinion, the solution to the problem of achieving success in diplomatic negotiations sees in that it is necessary to consider national features of another party, and also in application of so-called diplomacy of "the second direction" (public diplomacy) when along with diplomats, the independent experts and representatives of non-governmental organizations participate in negotiations.

Vasilyeva S. A., Kukulite T. G.

SOCIAL AND PSYCHOLOGICAL APPROACHES IN THE RESEARCH OF CONSUMER IDENTITY

In the article social and psychological approaches to investigating the consumer identity are considered. Due to the social and economic reforms carried out in recent years in Russia the tendency of a consumer society formation is observed. Work on researching consumers and their behavior consists of the analysis of motives of decision-making on buying goods, there is a definition of reasons and incentives, which influence the decision on goods purchase. Strictly speaking, psychological methods allow to objectify psychological mechanisms underlying this or that choice, to study motivation, structure of requirements, hierarchy of the purposes, features of temperament and cognitive style, personality orientation, in short, numerous psychological factors mediating behavior of a person in social situations. In the article the main psychological criteria defining consumer behavior of different groups of final users are allocated, and a typology of consumers is based on them.

Vikhrov A. A., Glushchenko P. P.

LAW CULTURE OF THE STATE AS THE MOST IMPORTANT INDICATOR OF PUBLIC RELATIONS STABILITY

The article is devoted to evidences for the legal culture being the most important indicator of stability of the public relations in the country and to

improvement of the interstate relations. Legal culture, being a compound and integral part of national culture, affects formation and improvement of interstate culture.

Volkova A. N.

THE ROLE OF NON-COMMERCIAL ORGANISATIONS IN THE FORMATION OF CIVIL SOCIETY IN RUSSIA

In the article problems of participation and a role of non-profit organizations (NPO) in formation of civil society in modern Russia are discussed. NPO classifications are given, financial and legislative security of their activity is discussed. Problems of interaction of NPO and the power are analyzed. On the example of an electoral bloc "Popular front" a NPO role in elections to the Duma of the sixth convocation (2011) and election of the president of the Russian Federation (2012) is analyzed.

Glushchenko P. P., Kosyakova N. I.

MORAL AND LEGAL CULTURE IN THE DIALOGUE OF CULTURES — SIGN OF A CONSTITUTIONAL STATE

The report is devoted to representation of essence of the contents and features of moral and legal culture formation and its active participation in dialogue of cultures of various states. In the dialogue of cultures of various states authors recognize action of moral and legal culture as a sign of a constitutional state. At the same time authors of the report consider that principles of moral for legal education form a social and legal basis for establishing neighbourly realtions between the states.

Gumerov N. Kh.

IMPORTANCE OF BREATHING PRACTICES IN THE PROCESS OF WITHDRAWAL FROM INTERNAL CONFLICT

In the article the process of formation of internal conflict or a psychological trauma of the personality influenced by values of the cultural environment, social and parental installations is considered. The author considers physiological, psychological and energy aspects of breath. Eastern breathing practices, promoting simplification of psychological and physical condition of a person are offered.

Gumerova A. F.

MANIFESTATIONS OF INTERNAL CONFLICT IN YOUTH SUBCULTURE: REASONS OF FORMATION AND WAYS OF WITHDRAWAL FROM THE CONFLICT

The author investigates the youth subculture the Gothic style as a manifestation of the internal identity conflict of the teenager, psychological justification of such approach is given. The author investigates the main reasons for formation of the internal conflict within an eastern philosophical system U-Cyn's, which is integrated into the modern psychology and psychotherapy, and offers options of correctional work with teenagers.

Gusev E. V.

YOUTH PUBLIC ORGANIZATIONS AS THE INSTRUMENT OF YOUTH INTEGRATION IN THE PROCESS OF CROSS-CULTURAL INTERACTION UNDER THE CONDITIONS OF RUSSIAN SOCIETY TRANSFORMATION

In the article the problem of integration of young generation into the process of intercultural interaction is considered. The author proves that youth public organizations are an effective instrument of involving the youth into the intercultural space. In the article measures, directed on positive integration of the youth into the process of intercultural interaction in polycultural Russian society are considered.

Danilova N. I.

ESSENCE AND FUNCTIONS OF LEADERSHIP IN THE ORGANIZATION

In the article the main functions of leadership in the organizations, and also their importance are considered. The author allocates such functions, as innovative, communicative, world outlook, organizing, mobilization and others. In the article it is noted that functions of leadership are inseparably linked together, they are continuously developing and they are influenced by environment of the organization and many other factors.

Egorov M. I.

EXTREMISM: IDEA-AND-VALUE ASPECT
OF PHENOMENON INTERPRETATION

Extremism is a complex sociocultural and social and psychological phenomenon, according to the contents and consequences, and at the same time it is a criminal, political, social, psychological and moral phenomenon.

This problem got a special urgency these days, which are specific in deep transformations and fast dynamics of historical, economic, social and culturological processes in the Russian society, and around the world.

The material is devoted to the short review of a problem of conceptual definition of extremism from the point of view of ideological and axeological interpretation of this phenomenon.

Yemelyanov S. M.

TERRORISM AS THE GLOBAL CONFLICT OF THE PRESENT

Terrorism is a subject of special attention of political conflictology. In the conditions of nuclear weapon distribution, and also productions, which are dangerous in the man-made sphere, terrorism becomes a real threat not for certain political leaders and not for simply big groups of people, but for the whole regions and continents. In other words, modern terrorism gains features of todays' new global problem, of a global conflict. It is important to use a united approach of the world community to organize an effective fight against terrorism. Complexity in fighting against modern terrorism lays not only in lack of united approach among leading world powers, but also in the fact that in public opinion of some social groups terrorists are perceived as fighters for freedom or are victims of arbitrariness of the authorities.

Ermakova O. M.

STUDENT, GRADUATE, PROFESSIONAL:
LOGICAL, BUT NOT ALWAYS REAL

There is an important problem of graduates of higher education institutions — they are not working in the specialty. It is bad for all the spheres: for the state, economics and graduates. In this article there is a view on this problem and sketches of solution to this problem.

Zhikhareva E. V., Malikova E. V.

ETHNOPSYCHOLOGICAL FEATURES OF THE ORGANIZED BEHAVIOUR OF RUSSIAN AND KUMANDISH TEENAGERS

The article represents results of the empirical work connected with studying responsibility as a system property of personality and there is a research of features of its manifestation at school, where there are students of a various ethnic origins.

Zhukova G. A.

COMMUNICATIVE SKILLS OF THE TEACHER IN MANAGING EDUCATIONAL AND COGNITIVE ACTIVITY OF THE STUDENTS

The article is devoted to a role and importance of communicative skills of a teacher. Modern researches are generally devoted to the ability to speak and very few publications are devoted to the ability to listen. Meanwhile, using techniques of active listening in the course of training interaction allows to develop educational and informative activity through forming emotional and positive attitude to studies. In this article there are results researching influence of using techniques of active listening on the efficiency of understanding training material.

Ivanova A. Yu.

FAIRY TALE POTENTIAL AS A COMPONENT OF SPIRITUAL CULTURE IN CONFLICT BEHAVIOR

In the article possibilities of using fairy tales as a component of spiritual culture for personal development are considered. The potential of a magic fairy tale for developing communicative and emotional spheres of personality is revealed. Possibilities of using a game with a fantastic plot as prophylactics of conflictual behavior are presented. The keywords are: a fairy tale, personality, game with a fantastic plot, prevention of conflictual behavior.

Kavdangaliyeva M. I.

CONSCIENCE AS THE HIGHEST MORAL SENSE

Conscience is a special moral and psychological mechanism playing a role of a moral regulator in the life of personality. The main function of

conscience is self-checking. It is shown in the form of rational awareness of moral value of own behavior, made actions, and in the form of deep emotional experiences. Each person constantly faces a moral choice which helps to take conscience as a specific human phenomenon, as an integral component of personality life.

Kamshilova O. N., Razumova V. V.

AUTOMATIC PRE-EDITING OF THE ENGLISH TEXT: TO ENSURE SUCCESSFUL COMMUNICATION

Growing volumes of text information in English stimulates fast and direct communication that is conducted mostly by network machine translation systems (MT). Success of information exchange can be complicated by mistakes in texts, as the majority of their authors are not native speakers. Optimization of information exchange can be provided with automatic pre-editing of such texts on the morphological and syntactic levels. In the article experience of creating modules of automatic pre-editing of texts for an Asian version of English is described.

Korneyeva M. Y.

PRESERVATION OF TRADITIONAL VALUES AS A PROVISION OF CROSS-CULTURAL DIALOGUE (ON THE EXAMPLE OF THE COSSACKS VALUES)

The author considers multiculturalism on the example of preserving originality of the culturally localized group of the Cossacks. The results of a complex sociological analysis of transformation of system of values of the Cossacks are presented in the article. Indicators of the Cossacks' relations with power during the Soviet and Post-Soviet period are revealed. Conditions of cross-cultural communication of the Cossacks with other cultural and ethnic groups are designated.

Kirsanov V. P.

THE PROBLEM OF THE DIALOGUE OF CIVILIZATIONS IN THE CONTEXT OF MULTIPOLAR WORLD FORMATION

In the article the problem of civilizations dialogue is investigated. It is shown that collision of civilizations or their dialogue can be understood only in a context of this or that world order. The unipolar world order exclu-

des a dialogue of subjects, equal in rights. The central idea of the article is considering civilizations dialogue in a context of formation of the multipolar world, which opens real possibilities for dialogue of civilizations, synthesis of various cultures and all the difficulties and contradictions.

Kozhokar I. V.

PERSONAL FEATURES OF INTERNET USERS OF ADOLESENT AGE

In the article specific personal features of young Internet users are considered, the author reveals dependence on the Internet and separate personal features, and also there are recommendations for preventing and eliminating difficulties, faced by young Internet users.

Kozlova S. A.

THE MAIN THEORIES OF CROSS-CULTURAL COMMUNICATION

This article shows development of intercultural communication from its emergence in the mid-fifties of the XX century, formation as an academic discipline in the sixties and so far. In the article the main theories are analyzed and the comparative analysis of tendencies of development of intercultural communication in the West European and Post-Soviet countries is given. The analysis of the major researches in particular countries is carried out. Based on the analysis there are conclusions, that the theory of intercultural communication should still develop into a harmonious system of knowledge of problems of intercultural communication.

Kokotova R. R.

THE DIALOGUE OF CULTURES AS A MECHANISM OF PSYCHOTRAUMAS CORRECTION

In the article there are reasons of formation of psychological traumas in people, which can be a result of absence of intercultural interaction, and also there is the author's approach to creating harmonious dialogue. The author takes as a basis an ancient Eastern philosophical system U-sin and considers various aspects of diagnostics and therapy of psychotraumas within this system. The author draws a conclusion about universality of system U-sin as a fundamental natural basis for correcting psychotraumas and developing harmonious intercultural interaction.

Kondratyeva Ya. V., Fedorets T. G.

THE LOST CHILDHOOD

In the article the author considers the main problems of orphan children and the children without parental support, who are in public institutions. There is a comparative characteristic of the main forms or life managing for such children, the need to make life in orphaned establishments closer to a family way of life is revealed.

Konovalova L. I.

SPIRITUAL AND MORAL UPBRINGING OF SCHOOL STUDENTS IN THE COMPARATIVE STUDIES OF WORLD AND RUSSIAN LITERATURE AT SCHOOL

In the article the problem of contrasting and comparative studying of world folklore is taken as an initial stage of the interconnected studying of Russian and world literatures at school. It is conducted from positions of requirements of introducing FGOS-2 and the concept of spiritual and moral education of the school student.

Kruglov G. A.

RELIGIOUS GLOBAL STUDIES AS A SPECIAL TREND OF CROSS-CULTURAL COMMUNICATIONS

In the article importance of the main concepts of religious global studies is considered. Difficulties and problems arising in their detailed analysis are shown. The assessment of importance and dual character of concepts of religious global studies is given. The author reveals their role in developing intercultural communications.

Kruglova O. V.

YANKA LUCHINA'S CREATIVITY AS AN EXAMPLE OF CROSS-CULTURAL INTERACTION

In this article the author investigates interaction of the Polish, Belarusian and Russian literatures on the example of creativity of Janka Luchina. The poet publishing verses in different countries, chanted first of all the native Belarusian earth. He acted and as a translator of verses from different

languages into Belarusian. All the creativity was aimed on strengthening of ties of Belarusian literature with brotherly literatures of other countries.

Levin V. I.

TOLERANCE AS ONE OF THE MOST IMPORTANT COMPONENTS OF CROSS-CULTURAL COMMUNICATION

Recently acts of intolerance, violence, terrorism, xenophobia, aggressive nationalism and discrimination became frequent in relation to ethnic, ethnic, religious and language minorities, refugees, workers migrants, immigrants and socially least protected groups in societies. All this negatively affects development of countries and people. Thus the problem of tolerance is up to date and is the most important one in the modern world. The solution can be provided with activity of intellectual elite; discussing in the press problems of extremism, good historical education of the youth, promoting a personal development and developing its valuable orientations, in spite of nationality.

Lyarsky A. B.

GYMNASIUM BOYS AND DECEMBRISTS

In the article disciplinary practices of school system of the beginning of the XX century are analyzed. Using comparative analysis allows to show features of bureaucratic managing of school system in their connections with the Russian state, and there is also a perspective comparison with the Russian school of the beginning of the XXI century.

Mazin I. V.

THE FUTURE IS IN OUR HANDS, OR THE ROLE OF RUSSIA, IN PARTICULAR, ST. PETERSBURG, AS A CENTER OF THE DIALOGUE OF CIVILIZATION IN THE ERA OF MODERN GLOBALIZATION

The author lifts an acute problem of globalization in the cultural sphere. According to the author, prompt expansion of American culture, which is presently observed, should be opposed by the spiritual potential of Russian culture. The author estimates a cultural role of St. Petersburg especially highly, as this is a city of classical art and culture. According to the author, we should defend cultural originality, be more responsible for destinies of the native earth, culture of our ancestors.

Markova Yu. V.

MAIN PROBLEMS OF MODERN PUBLISHING PROCESS

The article is devoted to problems of organization of editing process in a publishing house. Current features of edition process are considered. The author focuses attention on results, caused by non-compliance with the traditional organization of editing process, and also tries to find solutions for preserving classical traditions of domestic book publishing in modern conditions.

Maskayeva M. A.

INFORMATION AND COMPUTER TECHNOLOGIES IN TEACHING RUSSIAN TO FOREIGN PUPILS

The author offers an analysis of using a number of possibilities of IKT while training foreign pupils Russian. In the article there are mainly positive sides of modern computer technologies, which should be paid attention to by the teachers, wishing to improve quality of teaching a foreign language. Besides, the analysis of various types of tasks offered by modern computer programs is made. Thus the special role for exercises stimulating educational and informative activity of foreign pupils in the course of studying by them of Russian is allocated.

Merkulova E. M.

REASONS OF MISUNDERSTANDING IN INTERLINGUAL COMMUNICATION

In the article the authors mention reasons of failures in the mechanism of understanding between representatives of different cultures, arising in the course of communication. Differences in national images of the world and the images of the world existing in consciousness of separate individuals underlie emergence of barriers on a way to understanding. The reasons of failures can be cognitive and linguistic. Cognitive failures in understanding are created at consciousness and thinking level, linguistic ones are formed at the language level.

Myachikova I. I., Zhevnyak Zh. O.

TENDENCIES OF DEVELOPING CROSS-CULTURAL RELATIONS IN THE GLOBALIZING WORLD

The role of information technologies, the Internet in intensifying intercultural and interethnic relations is noted. There is a statement that development of information technologies promotes culture unification, deleting interethnic distinctions, and development of original lines of various cultures and the people. It is shown that in the modern world each state should actively propagandize identity of its culture by means of information technologies. |The author considers four levels of social integration of a person which today define identity of any country.

Nakhimovich I. I.

HUMANISTIC PEDAGOGICS AS THE BASIS OF MODERN INNOVATIVE HIGHER EDUCATION

In the article principles and methods of humanistic pedagogics are considered. According to the author, realization of a humanistic ideal of the personality became an essential task right now, during a post-industrial innovative era. It is resulted in need for humanistic reconstruction and modernization of a paradigm of the higher education into a personal subject model of interaction between training and trained, creating conditions for free self-expression and creativity.

Purinova G. K.

SPEECH COMMUNICATION AS A PART OF SOCIAL COMMUNICATION

In the article problems of modern verbal communication are investigated as the most important part of professional competence of the expert in those spheres where speech is both a subject and object of activity. The author states that in social communication there are dangerous tendencies of non-compliance with speech norm. It happens not only in colloquial communication, but also in the official sphere, in the scientific sphere. That is inadmissible for high level of professional communication.

Saakyan A. K.

CROSS-CULTURAL ANALYSIS OF THE BASICS
OF LABOUR BEHAVIOUR

In the article the author represents a cross-cultural analysis as an approach to world outlook questions. In particular, this method of research is applied to studying social and economic behavior. Further the author carries out empirical research among heads of enterprises and establishments of St. Petersburg and the Leningrad region where work of migrants is applied. In the article data on a comparative ethnic origin of workers is submitted. As a result the author shows that the offered method allows solving welfare problems of identity of each people.

Savchenko L. V.

NATIONAL AND CULTURAL ASPECTS OF NEGOTIATING
WITH FOREIGN PARTNERS

The article opens possibilities of increasing the efficiency of negotiation with foreign partners, at the expense of increasing attention to their traditions and mentality. Features of North American and European business cultures are investigated. That is especially up to date, as in connection with the latest events, the number of the international business contacts in the world is constantly growing.

Sergeyeva I. I.

PEDAGOGICAL TECHNOLOGIES AS A FACTOR
OF INCREASING THE EFFICIENCY OF EDUCATIONAL
PROCESS

In the article the author considers the problem of increasing efficiency of communication, achieving a high level of mastering by educational technologies directed on development of pedagogical innovations. The issues connected with need for continuous generalization and ordering professional pedagogical knowledge of educational technologies coincide with the general direction of reforming of Russian education system and at the present stage they represent the social order of society. In the article the known innovative foreign pedagogical technologies directed on developing critical thinking, high mobility, are considered. There is a thorough investigation of research of J. Coats, the known American expert in the field of adult education.

Skleynis V. A.

MANIFESTATION OF THE WORLD IMAGE
IN CROSS-CULTURAL ARTISTIC COMMUNICATION

In the article the three-layer model of structure of a world image is considered as an integrated system of the values which are shown in communicative process. Also in this work there is a comparative analysis of a semiologic approach to the phenomenon of art communication and the above-stated model. The author considers art intercultural communication as a many-sided process including two parties. The invariant party is meant as universal codes embodied in a work of art, similar image perceived by representatives of various cultures. A personal party of a work of art is understood as its individual understanding connected both with a cultural context, and with personal experience of the subject.

Sobakar T. G.

INTERCULTURAL COOPERATION OF STUDENTS

In the article the author considers the main preconditions and demand factors mainly for the young specialist on a labor market, a role in increasing competitiveness of young specialists in the sphere of employment of intercultural cooperation of students, the international student's and youth organizations, and there is also a modern interpenetration of cultures and a cultural exchange as a whole.

Sorokin A. N.

INTERPERSONAL RELATIONS IN POLYCULTURAL SOCIETY

In this article the author offers, to think of the basis for interpersonal relations of people in the polycultural social environment. The definition of the polycultural relations is made. The author's view on forming relations in society based on the world outlook orientation is presented. In the article it is possible to familiarize with the scheme of forming an interpersonal self-determination of a person.

Studenikina L. A.

FORMATION OF INTER-ETHNIC TOLERANCE AMONG YOUTH UNDER THE CONDITIONS OF SOCIAL AND PSYCHOLOGICAL TRAINING

The article is devoted to a problem of formation of interethnic tolerance. Such factors of developing this quality as the family environment, a national identity, age and education are considered. Special attention is given to professional activity of tolerance optimizing formation within student's scientifically research project. Advantages of social and psychological training as work forms are allocated.

Treskinsky A. S.

YOUTH EXTREMISM AS MODERN AGE PROBLEM

Summary: in this article the extremism as a social and cultural phenomenon is considered. The reasons for distribution of extremism in society are revealed. The youth extremism as the mass phenomenon is analyzed and its sources are revealed. Various options of coping with extremism in the youth environment are offered.

Tugolukova E. N.

HIGH SCHOOL MASS MEDIA — THE INSTRUMENT OF COMMUNICATION AND FORMATION OF MODERN YOUTH

High school mass media are urged to refer different information to the youth, student's audience, and to form public opinion. Such editions are a communicative and information platform for narrow youth target audience. The student's initiative aspires to show the talents, the best qualities in student's years. So there are student councils, clubs and mass media.

In recent years tendencies of such mass media out of going out of limits of higher education institutions, expansions of thematic orientation and target audience are observed.

Ushanova A. M.

INTERNET MEMES

In this article such phenomenon as Internet memes is considered. As this phenomenon strongly enters into our life, studying this phenomenon

is important. The characteristics of this phenomenon are given; different types of Internet memes and their influence on consciousness of youth are considered.

Fedoseyeva I.

MOURNING AS THE FORM OF CULTURAL COMMUNICATION WITH THE PAST

Any culture is necessary supporting communication with the past, it is also important, that cultural memory captured not only positive, but also negative experiences, including memory of suffering and death of "passive" victims. Developing the theory of mourning developed by Z. Freud, a possibility to build such attitude to the traumatic past which would allow to avoid both repetitions of injuring experience of memoirs, and dark oblivion is offered. A more fixed characteristic of a phenomenon of mourning allows considering it as a condition of the productive attitude to the traumatic past.

Fedyukovsky A. A.

ETHNO-PSYCHOLINGUISTICS AND CROSS-CULTURAL COMMUNICATION

The author considers that a key category of ethnopsycholinguistics is national character. Distinctive features of national character of representatives of an English lingvocultural community that can promote the solution tocertain problems of intercultural communication come to light. National character is considered through a prism of English language system (prosody and phraseology).

Finageeva Yu. N.

ESTIMATIVE CHARACTERISTICS OF THE CONCEPT "WORK" IN THE PROVERBS AND SAYINGS OF ENGLISH ETHNOS

A concept is a unit of a language image of the world; in its construction the important role is played by the attitude of people to basic concepts of culture, in particular to the concept "work". In any culture the topic of work is one of the leading subjects. They are reflected in language and can be expressed in it by various language means.

Work is one of the main components, it is the basis for the world image, it finds reflection in English proverbs. For the lingvoculturological analysis, proverbs and sayings are especially important as they pose steady statements, verbalizing certain situations, human relations. Often proverbs and sayings are the verbalized carriers of valuable installations of a certain culture. Thus, they form a valuable image of the world.

Kharitonov M. V.

DIALOGUE OF CULTURES AND SIGNS OF DIALOGUE PARTICIPANT SUBJECTIVITY

Dialogue of cultures demands internal unity and integrity of communicating subjects. An indicator of such integrity is the unity of valuable orientations. It is possible to diagnose valuable unity using results of elections. Election campaigns which took place at the turn of 2011—2012 in Russia, showed that there are serious internal contradictions in society.

Chamur A. S.

ROLE OF LIBRARY IN PRESERVATION CULTURAL IDENTITY UNDER CONDITIONS OF INFORMATION SOCIETY

In the article the influence of information technologies on culture is considered. The main distinctions between traditional and Internet culture are allocated. On the basis of the analysis of functions of cultural establishments and of the Internet, the need for creating a joint strategy on preserving and transferring the cultural heritage is stated. The library role, as a role of a keeper of national identity is considered.

Shilova S. V.

IMPORTANCE OF SPEECH COMMUNICATION RULES FOR EFFECTIVE INTERCULTURAL COMMUNICATION

The present article is devoted to the issues connected to rules described in pragmatical linguistics of verbal communication. An ability to use these rules in intercultural verbal communication allows to build communication in an optimum way and to achieve goals of a certain dialogue. Among rules of verbal communication a special place belongs to the Cooperation Principle of G. P. Grays and to the Principle of Politeness of J. Lich, the author gives them particular attention. These rules, on the one hand, have

a common cultural and universal character; on the other hand, their certain manifestation and specifics substantially depend on ethno cultural implement of a communicant.

Rannala N. V.

INFLUENCE OF GENDER PECULIARITIES
UPON EFFICIENCY OF BUSINESS COMMUNICATIONS

The article is devoted to a role of gender features in the course of business communications. In the article the concepts "gender" and "a gender stereotype" are revealed and their influence on the process and result of business communication and interaction in a business environment is analyzed. The special attention is given to the practical recommendations directed on increasing the efficiency of professional communications between a man and a woman, acting as business partners.

CHAPTER III. Cross-Cultural Communication and Tourism

Antanovich N. A.

COMMUNICATION FEATURES OF CULTURALLY
AND ETHNICALLY CLOSE PEOPLE

In the article the basis of national characters of Russian and Belarusian people are considered, their similarities and arhetypal differences are revealed. Features of communication of Russian and Belarusian people are considered, probable restrictions of effective intercultural communication are shown.

Baikova I. M., Yakhimovich I. Z.

FEATURES OF INTERCULTURAL COMMUNICATION
IN THE INTERNATIONAL TOURIST TRAVEL

The block diagram of communicative process of transferring information on verbal and to nonverbal channels is considered. The author considers conditions of the correct judgment of information received from two nonverbal channels: kinematic and signal ones. There are examples of intercultural communication mistakes, which emerge at the wrong deco-

ding of the kinems, visual signals depending on a look, style and color of clothes, a manner of behavior, of the size of a spatial zone of partners in communication. There are also recommendations for the head of the tourist group accompanying international tourists.

Arias A.-M.

POLYCODE TEXT AS THE ELEMENT OF INFORMATION CULTURE (ON THE MATERIAL OF GERMAN CARICATURES, COMICS AND COLLAGES)

This article is devoted to issues of functioning of the polycode text on an example of a caricature, a satirical or comic collage and a comic strip which is today successful on pages of German mass media. Functioning of a caricature, a collage or a comic strip is constructed on interaction of verbal and visual signs, it is one of aspects of formation and development of information culture owing to what they are considered to be as the applied elements used in modern German communicative practice.

Baboshko M. I., Korenkom P. M.

PROBLEMS OF CROSS-CULTURAL COMMUNICATION IN TEACHING FOREIGN LANGUAGES

According to authors of the article, it is not enough only to overcome a language barrier for effective communication with representatives of other cultures. For this purpose it is necessary to break a cultural barrier. Therefore the main answer to the problem of solving a modern problem of foreign languages training as of means of communication for representatives of different peoples and cultures is that languages should be learned in an indissoluble unity with the world and culture of the native speakers.

Balakayeva A. D.

NATIONAL BRAND OF THE UKRAINE: FEATURES AND FORMATION CONTRADICTIONS

In the article there are features of formation of the national brand of Ukraine. They are considered bases of its promotion in the global communicative space. The reasons to use such concepts as the competition and branding in relation to the states are given. The special attention is given to the contradictions arising in attempt of projects implementation on cre-

ating the strategy of national branding of Ukraine. The author comes to a conclusion that at present the brand "Ukraine" isn't created yet, however there is a number of factors, mainly negative ones, which form the modern image of Ukraine together.

Buko V. P.

PECULIARITIES OF TEACHING GERMAN-RUSSIAN TRANSLATION TO THE STUDENTS OF NON-PHILOLOGICAL HIGHER EDUCATION INSTITUTIONS OF BELARUS

In the article there are specifics of training translation from German into Russian for students of non-language higher education institutions. The problems which the teacher can face in the course of training students for translation are stated. Translation stages, and also the problems connected with formation of lexical and grammatical competence of trainees are considered.

Valeeva E. O.

DEVELOPMENT OF ENTRANCE TOURISM AND ITS ROLE IN CROSS-CULTURAL COMMUNICATION

In the article the issue of mutual influence of inbound tourism development and intercultural communication is considered. Intercultural communication in context of tourist activity can be considered, first, as an activity; secondly, as a condition and organizational principle of this activity, thirdly, as a factor and a criterion of a tourist's product quality; fourthly, as a professionally significant quality and competence of the expert of the tourism sphere; fifthly, as an obligatory component of the content of professional tourist education. Russia is a country with a big and various cultures and traditions. All this can become a good basis for effective updating of components of its tourist brand.

Goldman I. L.

DIALOGUE OF CULTURES IN THE SPACE OF MODERN SOCIOCULTURAL INSTITUTIONS OF PETERSBURG

The modern art is a unique communicative space, it is space for dialogue of different art cultures in the conditions of general globalization, development of multiculturalism and cross-cultural ties. The Museum of

Modern Art, as a social and cultural institution, allows to show cultural diversity, to create culture of perception of modern artifacts.

Gromov A. I.

TOURISM AND CROSS-CULTURAL COMMUNICATION

In the article the role of cultural and informative tourism in developing intercultural communications is emphasized. The author considers today's increased requirements for experts in the field of tourism. The author supposes that intercultural competence of experts in tourist advertizing and public relations, guides-museum interpreters, guides-interpreters, are the main things which affect the level of realization of tourist's product quality.

Yeliseyeva E. A.

PROBLEMS OF CROSS-CULTURAL EXPANSION AT PRESENT STAGE

The article is devoted to a current problem of manifestation of various forms of expansion at the present stage. There are various options of intercultural expansion: a westernisation, cultural diffusion, organized and spontaneous forms of cultural loans. Historical experience of Russia, which is particularly connected with the western cultural expansion, is analyzed; the points of view of native philosophers and publicists on this problem are given. The main conclusion of the article is connected to the need of the adequate attitude to any manifestations of intercultural loans, preservations of own cultural originality against necessary modernization.

Ilyashenko Ya. Yu.

SOME FEATURES OF ARTISTIC ORIGINALITY OF ENGLISH LITERARY FAIRY TALE (ON THE EXAMPLE OF THE WORKS BY A. S. BAYETT)

In the article the author considers some artistic methods, characteristics for a genre of the modern literary fairy tale. The material for research is a collection of stories written by an English writer A. S. Bayett "The Djinn in the nightingale's eye".

The art originality of author's fairy tales of A. S. Bayett, fairy tale and novel interaction, poet and logic features of a fantastic text as plug-in in A. S. Bayett's novelistic prose remained earlier out of literary interest, that is why they deserve atention.

Kolomytsky S. P.

NATIONAL INTERESTS OF THE REPUBLIC OF BELARUS

In the article problems of national interests of Republic of Belarus are considered. The author's understanding of this problem is offered. The main directions of ensuring national security in the main spheres of public life are opened. The main ways to achieve the goals are allocated.

Makarova S. S.

GIPSY DANCE AS A PHENOMENON OF WORLD MUSICAL CULTURE

In the article there is an attempt to give characteristics to the dance, which is well-known and loved by many people. It is flamenco. The author traces sources of emergence of this dance. It is originating in Gipsy culture. The author also tries to draw obvious parallels between Gipsy and Spanish art of dance reflecting features of national character of these people. Besides the history of development of this dance and its characteristics, the article offers material concerning perception of this dance by representatives of the Russian culture. Thus the article allows to speak about the dialogue of cultures which is carried out in dance.

Mitrofanov D. V., Chebykina T. V.

NATIONAL STEREOTYPES IN THE CONSCIOUSNESS OF MODERN SOCIETY

In the article a wide range of questions concerning a problem of stereotype is considered. Various terminological definitions and various approaches to studying this phenomenon are presented. The main attention is given to the problem of a national stereotype, mainly, of a heterostereotype. The important thematic aspect of stereotypes, fixed in phraseology, is considered separately. The article is finished by the material of a poll, which has been carried out for the purpose of designating of the most widespread stereotypes, developed concerning five nationalities: the English, the French, the German, the Italians, the Finns.

Nistyuk V. V.

CROSS-CULTURAL COOPERATION OF THE RUSSIAN AND FOREIGN STUDENTS

In the article internal and external psychological-pedagogical conditions of forming readiness of students for intercultural cooperation are considered. They are: formation of the valuable attitude to other cultures on the basis of ethnic tolerance, having a strong motivation to the intercultural cooperation, a favorable psychological climate in groups with the mixed national structure.

Pazukhina N. V.

CULTURAL TOURISM AS A TOOL OF POSITIONING CULTURAL DIVERSITY

The sphere of cultural tourism during the last decades is developing more and more actively. Positioning a cultural originality through cultural tourism is mainly used for creating an attractive image of the country, the region or the city, thus the problem of preserving the authenticity of cultural traditions isn't often taken into consideration. Substituting live cultural practices producing an interactive demonstration of ceremonies isn't often taken as a danger of disappearance of the tradition. In this article it is considered, how the process of an instrumentalization of the attitude to cultural diversity in the sphere of cultural tourism is going.

Pasichenko R. V.

AMERICAN SOCIETY LIFE FROM INSIDE AND FROM OUTSIDE

In the article, written by a student, who lived in the United States of America for a long time, there is an attempt to isolate and estimate some stereotypes, including autostereotypes about American society. Such aspects, as national culture, the culture identity, social equality, the attitude to history and traditions, the attitude to time and to work are considered. The work is based on the material of American sites and on the personal impressions and personal experience. The author gives comparisons with the Russian culture and society.

Piryazeva Ye. V.

SOCIO-CULTURAL AND DIALECT FEATURES OF GERMAN REGIONS

The article is devoted to sociocultural features of regions of Germany and to spatial distribution of German dialects around the country, which pose a problem today. In the article results of sociolinguistic researches of the last decades are described. They are taking up questions of frequency of using dialects by various segments of the population of Germany.

Pochekutova L. G.

ROLE OF ETHNOS IN THE DEVELOPMENT OF INNOVATIVE TOURISM ON THE TERRITORY OF RUSSIA

In the article the author analyzes historical and cultural capacity of the Republic Khakassia, its ethnic possibilities connected to historical features of cultural development of Khakases. The author considers a role of ethnic culture in developing innovative tours on the territory of Khakassia.

Sidorova A. Yu.

INTERNATIONAL INTERACTION ON SUPPLYING SOCIAL HELP TO CHILDREN WITH LIMITED ABILITIES

In the article one of actual social problems — a problem of adaptation of children with limited possibilities is considered, issues of helping this category of the population are brought up. The author states the offers on the international interaction in the issues of rendering assistance to children with limited possibilities

Timofeeva E. S.

CORPORATE CULTURE OF HOTEL BUSINESS UNDER GLOBALISATION CONDITIONS

In the article the concept of corporate culture is analyzed, its elements, features of formation of corporate culture in the industries of hospitality and importance of separate actions for efficiency of service activity are presented.

Tropynin I. V., Tropynina I. G.

COMMUNICATIVE ROLE OF TOURIST EXHIBITION IN PROMOTING TOURIST PRODUCT (ON THE EXAMPLE OF THE KRASNOYARSK REGION)

In the tourism branch exhibitions act as one of means of marketing communications. Among different types of such promotion (advertizing, formation of public opinion, personal sales) exhibitions are recognized as one of the most effective instruments of marketing, because at the same time experts, and producers, and consumers participate in it. It gives a chance to participants to solve sale problems at the same time, and also to define a circle of buyers and partners.

Sholkovaya E. I.

USE OF BRANDING IN PR CAMPAIGNS IN TRAVEL INDUSTRY

The main aspect of PR in tourism are activities of travel companies for customer acquisition. When the tourist's industry was restored after crisis of 1998, in the market there was a set of big and small travel companies offering services. It is possible to note that the majority of these firms are offering the same product and a standard set of directions. Therefore it is very difficult for a client to deal with a plenty of firms and as the researches show, only a small amount of tourists prefer to chose the same company. The majority chooses the company which is closer to the house, to work, or under the influence of random factors.

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